

## Values and hot buttons of the consumers interested in *local* products

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The pursuit of products with a “*soul*,” a founding myth, that reflect the passion of their producers. A search for meaning in a world where they see planned obsolescence prevailing. A pursuit of value-added, unique experiences and innovation.

A multiple, multi-dimensional, “*glocal*” identity, *extending* from personal and local networks to feelings of kinship with the entire planet.

Social, ethical, ecological and community engagement. A desire to change the world through their lifestyle and consumption behaviour.

<b>BRAND AUTHENTICITY</b>	148
<b>POLYSENSORIALITY</b>	142
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<b>PRIMACY OF ENVIRONMENTAL PROTECTION</b>	131
<b>CIVIC EXPRESSION</b>	120

- Very strong
- Strong
- Weak
- Very weak

(\*) The indices are calculated by comparing the groups analyzed to the total population

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