Abstract to be submitted to the 28th Nordic Sociological Association Conference, to be held in Helsinki 11–13 August, 2016

**Safe and worthy its price? Meanings of domestic food among Finnish consumers**

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The origin of food is one of the most important factors based on which consumers make food choices. Similarly to price, taste, and healthiness, origin has many meanings and does not play a similar role to all consumers. In this study, we examine to what extent Finnish consumers with different backgrounds appreciate domestically produced food, in what products and for what reasons.

We base the analysis on an Internet-based survey, representative of the Finnish population in terms of age, gender and region, collected in 2014 (N=1021). We examine the reported willingness to buy food produced in Finland and analyse how this is linked with various socio-economic background factors.

The preliminary results suggest that in terms of food, Finnish consumers are patriotic: 97% of the respondents at least quite willingly bought domestically produced foodstuffs. The willingness differed somewhat depending on the product group: domestic origin was appreciated particularly in milk and bakery products and meat. In candies and fruit, for instance, the origin mattered less. Men, the young and urban consumers were more likely than others to approve also foodstuffs produced outside home country. The majority of the respondents regarded Finnish food as more trustworthy than foreign food.

**Keywords**

country of origin, food, consumers, survey