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The meaning of food following the lifestyle identity: Case of dairy products, semi-prepared food and non-alcoholic beverages in Czechia and Ukraine

Renata Hrubá^a and Tomáš Sadílek^b

^a Department of Marketing, Prague University of Economics and Business, Prague, Czechia, W. Churchill sq. 4, 130 67, Prague 3, Czechia.

^b Department of International Business, Prague University of Economics and Business, Czechia, W. Churchill sq. 4, 130 67, Prague 3, Czechia. qhrur00@vse.cz; tomas.sadilek@vse.cz

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ABSTRACT

This study aims to examine the meaning related to food following the lifestyle identity, in the case of dairy products, Semi-prepared food, and Non-alcoholic Beverages in Czechia and Ukraine. The study used a structural equation model for the three types of commodities (dairy products, semi-prepared food, and non-alcoholic beverages). One hundred eighty-eight university students were involved in the study. The model examines the link between meaning and the social identity of the lifestyle. The study finds the meaning related to local food following the lifestyle identity in today's society. It confirmed the connection between meaning and food lifestyle identity in the three types of commodities in Czechia and Ukraine.

Keywords: Consumer Behavior; Consumer Attitudes; Meaningful Differences; Food Groups

1 Introduction

The concept of a lifestyle related to food is the standardized approach that contains questions about certain product areas. One is related to the motivations linked to food purchase, the second is related to the type of food quality people seek, the third is concerned with how they shop, the other involves how they cook, and the last contains the items to the question how they organize their meals and examination the responsibility of food production (Brunsø et al., 2021). According to this concept of a food-related lifestyle, the meaning of food is related to each of certain areas.

Concerning certain product areas, there exists an identification of lifestyle-oriented more towards organic and local food consumption. Although using the concept of a lifestyle related to food, usually the lifestyle explains such similarities between segments, according to the degree of meaning the consumers identify with the segments (Hoyer et al., 2012). The concept provides the common core of the cross-national segments. For example, the studies by Brunsø et al. (2021) and Grunert et al. (2001) showed that the meanings of food are socially constructed and often mean different things to different people. Using food-related lifestyle questions, these groups differ. In both studies, researchers found the segments which they called: advantages, conservative, uninvolved, careless, and rational, and later studied a new foodie group.

According to Brunsø et al. (2021), the influence that a lifestyle has on individual behaviour is affected by the extent to which someone identifies with the lifestyle (Brunsø et al., 2004; Fang et al., 2009; Brunsø et al., 2021; Rayan et al., 2004). It is also stated that lifestyle-related food and beverages are legitimate within society, e.g., local movements, foodies, etc. (Campbell, 2009). Therefore, the focus of this study is related to the assumption that lifestyle identity influences the meaning of local food. Thus, the meaning represents the many attributes of the places with local distinctiveness. The proof of this assumption emphasizes the role of social identity in society. The aim is to explain that the local meaning of food comes from the identity of the lifestyle. The derivative aim of this study is constructed on the following general hypothesis: the meaning related to food and beverage positively follows lifestyle identity (in the case of dairy products, semi-prepared food, and nonalcoholic beverages).

2 Literature review

2.1 Food entity

Food is a marker of the identity of the lifestyle (Ramli et al., 2015). This is particularly evident in many multicultural studies, which explain that identity is incorporated into norms and morals. At the same time, food identity is related to culinary lifestyle (Cheng et al., 2011), and food creativity. The other explanation is related to identity to traditions (Bell and Neill, 2014), animal welfare (McLaren and Appleyard, 2021; Mara et al., 2017; Moore, 2014; Rodan and Mummery, 2016), and origin of food (Bryła, 2016; Sanz-Cañada and Muchnik, 2016; Ramli et al., 2016; Fernández-Ferrín, 2020).

The identity of food concerning local food becomes a necessary point in the studies (Nie and Zepeda, 2011; Zepeda and Nie, 2012), which used the concept of a lifestyle (Brunsø et al., 2004). The concept of a lifestyle related to food is a cognitive construct. Thus, food identities are often used to distinguish society (Bourdieu, 2018), such as food lifestyle identity (Andersson et al., 2016; Oleschuk, 2017). Lifestyle changes are typically embedded in everyday life (Haenfler et al., 2012), determining the daily life choices of people about how to eat (Doberning and Stagl, 2015).

For this reason, the focus of current studies is to examine sustainability awareness in the meaning of responsibility of food production and local identity (as named the dimension - involvement) within food-related lifestyles (Brunsø et al., 2021). As a result, the five dimensions confirm clusters in seven countries. Therefore, the new dimensions contribute to the food lifestyle today. The foodie lifestyle is a part of their identity and makes it a lifestyle (Brunsø et al., 2021). A foodie's lifestyle means being responsible, such as eating becomes part of the social life. Researchers described the Foodie lifestyle alongside food-related lifestyles in Australia, New Zealand, the USA, Denmark, the UK and Hungary. The foodie's direction could be found in the Adventurous segment in all mentioned countries. Since the studies indicated that the meaning has come from lifestyle identity. Empirical studies have described the characteristics typical of the foodie lifestyle, which are part of the identity of local movements.

2.2 Foodie lifestyle

The Foodie lifestyle is one of the social phenomena that shape the development of civilization and culture (Asmalovskij and Sadílek, 2016a). It is generally a social phenomenon related to the legitimation of food. Classical and traditional food was closely associated with food heritage. It has become a significant role in the lives of society and individuals (Ramli et al., 2016). The trajectory of food starts as popular commercial foods can be the "traditional-creative food", which refers to various types of unique foods belonging to ethnicity. Ethnic food does not lose its purpose, it is going to be legitimised. Food markers are legitimate through public spaces, "street food" (Baviskar, 2021), or the cooks in an

occasional place, called "molecular food". Usually, foods are legitimate through social media (Panagiotopoulos et al., 2015) or through large food retailers and supermarkets (in the case of awareness of the importance of ecological dynamics in global food relations through Campbell's promotion (2009).

The symbolism of Foodies nowadays in the form of eating is a particular issue in food heritage and the formation of national food identity (Ramli et al., 2016). Foodies have a higher intention to choose foods produced with minimal impact on the environment, concerns about production, understanding the environmental impact of our eating habits, choosing sustainable products, and buying organically produced foods if possible (see Brunsø et al., 2021).

Finally, to characterize foodies, Gunarathne et al. (2017) used part of the food-related lifestyle instrument. Furthermore, the study focused on their empirical identification. The result proved to be a better understanding of 'Foodies'. Foodies are interested in the quality aspect because they are interested in the freshness, the naturalness of foods, and non-GMO food products. They prefer to buy specially labelled food products as organic or fair trade (Sadílek, 2020). They are willing to pay more for products from farms (audited to higher welfare standards), they are most concerned with taste, nutrition, and food safety, and they enjoy food and take the most pleasure in all foods and drinks Gunarathne et al. (2017).

This study aims to explain that the local meaning of food comes from the identity of the lifestyle. The study constructed the following general hypothesis: the meaning related to food and beverage positively follows lifestyle identity, in the case of dairy products, semi-prepared food and nonalcoholic beverages. The EU common agriculture policy communicated the meaning of local food. This study first tests the meaning of the concept of a lifestyle related to food in Czechia and Ukraine. For this purpose, the survey data from 196 consumers in Czechia and 123 consumers in Ukraine were analyzed. These segments exhibited significant differences in organic local food shoppers in Ukraine and Czechia. The empirical result offers insight into promising consumer segments for future analysis of the meaning of food commodities in the current study. Second, the three commodities used the underlying constructs in the model in the case of Czech. Finally, tests if meaning is the best determinant of lifestyle identity. It will improve understanding of the role of social identity. Regarding the above inquiries, the study applies a structural equation model.

3 Materials and methods

3.1 Research model and hypotheses

This study focused on whether the locality follows the identity of the lifestyle. Recent studies describe the lifestyle and meaning of local food. For example, Lombardini et al. (2015) used the concept of relative lifestyle of food to investigate the meaning of local food in Italy. They distinguished consumers according to their preferences for local food and short supply chains. Knowing this, Brunsø et al. (2021) and other researchers described the new identity of the Foodies' lifestyle to involve the rapid change in consumers' meaning of responsibility for food production, for example, local food. The foodie lifestyle is more involved in items related to sustainable involvement (see Brunsø et al., 2021).

This study aims to examine whether location follows the identity of the lifestyle, in the case of dairy products, semi-prepared food, and non-alcoholic beverages. The measurement model tests the hypothesis. In any event, meaning theory explained the relationship a long time ago. Also, the study will identify lifestyle identities that shape meaning. The previous study intended that the meaning of local food is related to the lifestyle concerning the attitude towards local foods in Czechia and Ukraine. Local lifestyle identity includes variables related to purchasing food directly, organic products, and buying food within a short distance of producers. The local meaning includes attributes related to eco-friendly production standards; traditional production; Safe food processing, and foodstuff components that come from intact nature. The test of positive relations is among three commodities.

H1: The meaning positively follows the lifestyle identity in the case of dairy products.

H2: The meaning positively follows the lifestyle identity in the case of semi-prepared food.

H3: The meaning positively follows the lifestyle identity in the case of nonalcoholic beverages.

3.2 Sampling procedure and data collection technique

For this purpose, the survey data from 196 consumers in Czechia and 123 consumers in Ukraine were used. These segments exhibited significant differences in organic local food shoppers in Ukraine and Czechia. The three commodities used the underlying constructs in the model in the case of Czech. Finally, we test whether meaning is the best determinant of lifestyle identity. It will fill the understanding of the role of social identity in today's society. Secondly, the three commodities used the underlying constructs in the model in the case of Czech. We use data collected through an online survey. The statistical populations of the research were all students from five universities in Czechia. Participation was voluntary and anonymous. The current analysis got data from 188 undergraduate Czech students from five universities (Czech University of Life Sciences, Mendel University in Brno, University of South Bohemia, and Palacky

University Olomouc). They were invited to this public engagement by a flyer distributed on the University Campus. We conducted the data during May and December 2019. We adjusted the length of the questionnaire to the minimum possible items. We used an online survey because we wanted the respondents to reflect on their responses. The final sample reflected the main sociodemographic characteristics of the study area for age, gender, and income. Before implementing the surveys, the online questionnaire was further checked by a knowledgeable researcher and then at the University.

The questions for the survey were prepared under the concept of a food-related lifestyle concept (Brunsø et al., 2004; see Grunert et al., 2001). The subject of the measurement was generally attitudes to local attributes (Nie and Zepeda, 2011; Zepeda and Nie, 2012; Gunarathne et al., 2014) and lifestyle identity – local food movement identity (Brunsø et al., 2021; Gunarathne et al., 2017).

The traditional/common-eating foods the dairy products, semi-prepared food such as a sandwich, and lunch. Beverages have also been selected to test the hypothesis.

3.3 Measuring the major commodities, attitudes to local attributes

Attitudes toward local food and the value of the many attributes of the places with local distinctiveness diverged to the four scale statements (completely irrelevant – very important), in which respondents answered: How important are the following attributes in the items if you have a choice? (1) Ecofriendly production standards; (2) traditional production-free breeding; (3) Safety food processing and (4) Raw components that come from intact nature. We measured the attitudes of the respondents toward each of them without any difference between them. Finally, we measure the opinion on the identity of the local food movement. Three items (that is, scaling questions) were explained: local lifestyle identity. The variable using a four-point scale (agree-disagree) in the questions: (1) I like to buy food directly from the farm; (2) I always buy organically grown food products if I have the opportunity; (3) I like to buy food products with the minimum distance between the producer and the farm.

3.4 Model

Data were analyzed with a structural equation model, based on two reflective measurement models combining a latent construct of 'lifestyle identity' (X1) and 'local meaning related to food and beverages' for one of the commodities' (Y1 – Y3). In the reflective model, the latent construct 'lifestyle identity' and 'lifestyle identity' is hypothesized to be a predictor of the three measurable indicators and the latent construct for one of each commodity. This latent construct is hypothesized to be a predictor of the four measurable indicators (attribute caring for them). These reflective models include the errors associated with each measured variable. In the structural model, consumers caring about the presence of the attributes of local movement have hypothesized that the meaning comes from the identity of lifestyle.

3.5 Data Analysis

Several steps were taken to assess the reliability of the variables. First, Cronbach's alpha (Cronbach, 1951) test was carried out to assess the internal reliability of the items specified for each attribute in the clusters. A Kruskal-Wallis test allowed the resulting groups to be profiled. Among the clusters, Cramer's V was a measure of association, with values of 0.10 or less considered weak, between 0.10 and 0.30 moderate and 0.30 or higher considered strong (Tanur, 1977). Validity and reliability of the measures used to represent the concepts of the meaning of the local food movement.

Validity reflects the extent to which attitude a familiarity with products attribute measures that differ between the group of local food movement and others. The validity of the indicators can be easily assessed by examining the magnitude and significance of the paths between each latent variable and its indicators. Also, attitude and familiarity with products are attributed to be a valid measure of meaning coming from the local food movement; then the direct relation between them should be substantial (and certainly significantly different from zero). In the term of Lisrel, which is used to analyse the data, the output lists the unstandardized parameter estimates for all the equations in a model, together with their standard errors and t values.

Additionally, the output shows that the error variance is significant (i. e. the extent to which an indicator is free of random error). The consistency of measurement refers to reliability. By seeing the squared multiple correlations of the indicators, the reliability of the indicators should be examined. The proportion of variance in local movements is attributed to the commodity (as the indicator) that is explained by its underlying latent variable, local movement.

In addition to assessing the reliability of the individual indicators, it is possible to calculate a composite reliability value for each latent variable (construct reliability). We use the information on the indicator loadings and error variances. A complementary measure to composite reliability is the average variance extracted (Fornell and Bookstein, 1981; Henseler et al., 2014). This value of less than 0.50 indicates that the measurement error accounts for a greater amount of variance in the indicators than the underlying latent variable (Henseler et al., 2014). Validity and reliability have been tested in four models.

4 Results

The local meaning mostly shows a significant relationship among segments (see Table 1). The first cluster was composed of students who placed less importance on the product information and the other aspects such as a shop in speciality food stores, buying food in farmer's markets and bio-products there. Additionally, they have not considered organically grown food products if they have the opportunity. The meaning differs significantly in other groups (2, 3, and 4). In Czech, in groups 2 (n=29, 15%), 3 (n=38, 19%) and 4 (n=64, 33%), consumers are constituted by consumers who placed the greatest importance on all product information (labels).

In addition, they considered enjoyment in speciality food stores, farmers markets, and direct sales from farms. The highest importance of all clusters was placed by cluster 2. In addition, they also emphasized organically grown food products, natural products without preservatives, and self-fulfilment in food and tried to do so for their health. Similarly, 3 and 4 cluster members' assigned intention "rather agree" concretely, 4 clusters are characterized by the least enjoyment of shopping organic products at the Farmers Market. The 2 or 3 group members attached importance to the price, value of food products, innovation of food dishes, and social relationships of food as rather important food purchase motives.

In Ukraine in the 3 and 4 clusters, members emphasized enjoyment of organically grown food products, food freshness, healthiness (e.g., natural food), nutritional values and other attributes of food. Similarly, group 4 placed the highest importance on the contribution of the company to the preparation and consumption of meals and meals. The members of cluster 4 also had strong self-fulfilment in food security and conformity. Finally, they showed the highest social relationships with a friend about food as a rather important food purchase motive. In contrast, members of cluster 3 assigned more importance to convenience.

The value of environmentally friendly production standards, safe food processing, and components that come from intact nature is significant across the segments of both countries. Traditional production is not significant for all commodities (see Table 1). The Cramer V. has been presented only in the case of Czechia due to its use in the construct.

Table 1.

The attributes in terms of the Cramer V test for differences between FRL segments and significant

Variable	Czech	Czech	Ukraine
	Cramer V.	P-value	P-value
Eco-friendly production standards			
Dairy	0.21	0.0002***	0.002***
Semi-prepared food such as a sandwich, lunch	0.19	0.015**	0.045*
Non-alcoholic beverages	0.17	0.04*	0.068*
Traditional production – fee breeding			
Dairy	0.16	0.05*	0.000***
Semi-prepared food such as a sandwich, lunch	0.135	0.257	0.19
Non-alcoholic beverages	0.16	0.053*	0.54
Safety food processing			
Dairy	0.20	0.00***	0.003***
Semi-prepared food such as a sandwich, lunch	0.19	0.00***	0.000***
Non-alcoholic beverages	0.20	0.00***	0.000***
A raw component that comes from an intact nature			
Dairy	0.16	0.068**	0.000***
Semi-prepared food such as a sandwich, lunch	0.18	0.021***	0.006***
Non-alcoholic beverages	0.19	0.01***	0.004***

Notes: *** significant at the 1% level; ** significant at the 5% level; * significant at the 10% level

The reliability for all latent variables included in the model is as follows: Local lifestyle (pc=0.90; pv=0.70), Local dairy (pc=0.80; pv=0.50), Local semi-food product (pc=0.80; pv=0.50), and Local water (pc=0.80; pv=0.50). The signs of all parameters are consistent with the hypothesized relationships among the latent variables. Parameter estimates are significant, and multiple-squared correlations are significant as well. The R2 values range from moderate to high (ranging from 20% to 73%).

First, it appears that all the composite reliabilities exceed the 0.6 thresholds, and the average variance extracted is close to 0.50. Reliability indicates additional confidence. As a result, for our models, all indicator loads are significant (at p < 0.05 or better), as suggested by t values well more than 1.96 in absolute terms. Secondly, t-values provide valid

evidence of the indicators used to represent these three constructs and a set of four attributions of local meaning. It provides a reliable measurement of the construct. If we consider local attributes in dairy, they are a significant reflective measure of the factor. Then, depending on the understanding of movement identity from what emerges, there is a good fit in the construct.

Specifically, the variation of local meaning that is most explained in dairy products has eco-friendly production standards and traditional production–free breeding. Therefore, we conclude that this explains how we think about attributes that we believe to be strong opinions related to local food identification. The overall fit of the model with chi-square=29 with df=13, such as the mean square error of approximation (RMSEA) equal to 0.1. This problem might be caused by the small sample size, which does not guarantee sufficient power for testing the hypothesis of the exact fit of the model with the population. The comparative fit index (CFI) reaches 0.9, the nominal fit index (NFI) 0.9 and the goodness of fit index (GFI) 0.9.

In the non-alcoholic beverage model, local identity explains a lot of variance with eco-friendly production standards and traditional production–free breeding. Safety does not explain much of the variation of local meaning (0.34 only). The overall fit of the model with chi-square=25 with df=13, such as the approximation root mean square error (RMSEA) equal to 0.09. The comparative fit index (CFI) reaches 0.9, the normalized fit index (NFI) 0.9 and the Goodness of Fit Index (GFI) 0.9.

For the semi-food products such as lunch and sandwiches, more understanding quotes the local opinion which much more explanation variations have Eco-friendly production standards, traditional production – free breeding and raw components come from intact nature. The overall fit of the model with chi-square=20 with df.=13, such as the root mean square error of approximation (RMSEA) equal to 0.07. The comparative fit index (CFI) reaches 0.9, the normated fit index (NFI) 0.9 and the Goodness of Fit Index (GFI) 0.9.

Therefore, the four indicators of a local attribute are significant reflective measures of the factor. The locality's attitude towards a common commodity comes from the local food identity.

5 Discussion

The finding of this study is that meaning positively follows lifestyle identity. Therefore, the hypotheses are accepted. The three constructs of traditional foods and beverages confirmed this hypothesis. Consequently, they demonstrated statistical robustness in terms of reliability and construct validity. Our finding is in line with Bruns et al. (2021). According to them, the characteristics of the foodie's lifestyle respond to local movement. The local identity is indicated in the "Foodies" and "Adventurous" lifestyle across the countries Australia, New Zealand, USA, Denmark, UK, and Hungary. Among those local identities is studying the relation to the art heritage (Welz, 2013). At the beginning of the marketing of the social heritage of food, the value of art in food was created after the revolution in Czechia (Bočák, 2019). Czech consumers lost the local value of food (Zagata et al., 2020). However, the consumer meaning of food is changing (Carlisle, 2016; Beňuš, 2019). The evidence is the view in the support measures for small and medium entrepreneurs, the initiative for the business as direct sales of regional products at the EU level (through the Ministry of Industry and Trade or the State Agricultural Intervention Fund). Their influence in education and knowledge, how to produce quality food products, and certificates them for direct sale. In the model in this study, the influence of direct sales has been confirmed.

Last but not least, the social phenomena of local food are considered to be a function of religion and culture, e.g., the culture of Ukraine, Serbian and Russia (Asmalovskij and Sadílek, 2016b). Citizens' influence position of new market phenomena "eating locally growing products", or "organic food buying directed from farms". Lastly, the local food sector has been largely driven by active producers' marketing strategies of "buy local" in the EU. Farmers play a crucial role in local food domains and their diversity of products and traditional know-how reflect the cultural heritage. This is in line with the findings of other scholars (Berti and Mulligan, 2016) who have shown the connection between food heritage and local identity. Shoppers can buy food from regions with a meaning of natural, local, and traditional food and beverages. The results in the reflective model show the most important of all the variables because each of them explains 50-60% (see Table 2 – Local movement identity). Another part of the results has explained the stability of the hypothesis in the case of dairy products, semi-prepared food, and non-alcoholic beverages.

For consumers, dairy products are traditional dishes (Dragomir et al., 2017; Bonadonna et al., 2015). The market diversity of dairy products is rapidly growing (e. g. the labelling of dairy products highlights to consumers different nutritional and biological values, briefly specifying that dairy from cows, sheep, or goat have a different composition. The other source example is a dairy product; sour cream and cultured buttermilk are common and well-known cultured dairy products (the mark of traditional processes products)). New forms of communication of art meaning food used new meeting places (such as Farmer's Market, Coffee shops, Exhibition, books, etc.) (Srovátková et al., 2015). In the model of this study, it is confirmed that the latent variable includes four local meanings (see Table 2 – Dairy product), those explained by the reflective model. Similarly, results are found in the Advantage segments in empirical studies related to food.

Furthermore, food scientists found similar results, explaining that eco-friendly production and traditional production are linked to local meaning (Jumiyati, 2021). Initiatives about safety and origin in industrial food production influence legitimate traditional dishes in our society (Bilali and Allayare, 2018).

The reflective model of semi-prepared food explains the stability of local meaning (see Table 2 – Semi-prepared food such as a sandwich or lunch). Concretely, the attribute – foodstuff components are from nature, have a higher explanation value along with Eco-friendly production standards and traditional production. The geographical label used a small, median-certified farm (Moschini et al., 2008). On the other hand, the origin of ingredients is a complicated worldwide traceability task (Quin et al., 2020). Additionally, the strong effect of the origin of communication is recognized in other studies (Hersleth et al., 2012).

The last category of the model shows that the meaning of traditional production is identical to that of local movement (see Table 2 – Non-alcoholic beverages). We can conclude that the intensity of the explanation in the rest of the attributes did not reach the higher position. One of the explanations for the meaning of water today is safety improvement (Wang et al., 2018). According to their study, the value for many consumers depends on the quality of drinking water. That means ageing water supply facilities to avoid water quality risks (Moschini et al., 2008). The safety of water quality is incorporated into the Common Agriculture Police, which takes critical measures in the Nitrates Directive to achieve the quality of water (Ptak et al., 2012; Kim et al., 2021; Kanter et al., 2020). The Common Agriculture policy enables farmers to break environmentally friendly behaviour. Therefore, the meaning of safe beverages overlaps and is embedded in other lifestyle changes.

Table 2.
Reflective measure model – Local identity

Manifest Variable	Standardized lambda x	Error variance	Adjusted R ²	p-value
Local movement identity				
SCS1 - I like to buy food directly from the farm	1.24	0.52	0.54	0.00***
SCS2 - I always buy organically grown food products if I have the opportunity	1.00	0.38	0.51	0.00***
SCS3 - I like to buy food products with a minimum distance between producers and farmers	0.91	0.26	0.56	0.00***
SCS1	1.24	0.52	0.54	0.00***
Dairy meaning of local				
Eco-production	1.50	0.19	0.73	0.00***
Traditional	1.20	0.25	0.60	0.00***
Safety	1.10	0.77	0.30	0.00***
Origin	1.00	0.47	0.34	0.00***
Semi-prepared food such as a sandwich, lunch				
Eco-production	1.20	0.26	0.63	0.00***
Traditional	1.60	0.35	0.67	0.00***
Safety	1.00	1.12	0.21	0.00***
Non-alcoholic beverages				
Eco-production	1.50	0.34	0.59	0.00***
Traditional	2.20	0.36	0.73	0.00***
Safety	1.80	1.30	0.34	0.00***

Notes: *** significant at the 1% level; ** significant at the 5% level; * significant at the 10% level

Thus, analysis of local identity associated with the environmental and traditional meaning of food in Czech has focused on the meaning related to food that differs along with commodities (see Table 3). Similar results have been found by Brunsø et al. (2021). This is confirmed in the Foodie's lifestyle of all legitimised in other segments in today's EU countries (Bruns et al., 2021) and the world (Zepeda and Deal, 2009; Zepeda and Nie, 2012; Ramli et al., 2016).

Table 3.
Relationships between Meaning and Local Movement Identity

Meaning of local	Standardized – Beta	Error variance	p-value
Dairy product	0.29	0.21	0.00***
Semi-prepared food such as a sandwich, lunch	0.32	0.23	0.00***
Non-alcoholic beverages	0.24	0.18	0.00***

Notes: *** significant at the 1% level; ** significant at the 5% level; * significant at the 10% level

6 Conclusions

Empirical studies have investigated the characteristics typical of the foodie lifestyle, which are part of the identity of local movements. But for Bourdieu (2018), the identification of particular lifestyles is entangled with the position connection within a social hierarchy. The researchers are less likely to agree (Tomlinson, 2003). A more recent view associated with lifestyle found that consumption of organic, local food is not more likely to be characterized by social class and gender - it is not significant among local-oriented shoppers (Nie and Zepeda, 2011; Zepeda and Nie, 2012). It can express lifestyle identities, such as Foodies and Adventurous et al., (2021). They have higher mean values for social participation in food and the responsible dimension in the food-related lifestyle. But there is not a clear statement. Because Tomlinson (2003) concluded that social class and gender are highly relevant. Therefore, the results of this study show that the locality follows the identity of the lifestyle in the case of the social groups of university students.

Associative groups can be formed around a lifestyle. For example, the symbolism of foodies nowadays is in the form of eating along with the responsibility to nature. The meaning of responsibility in the product categories shows significant relationships to the identity of the lifestyle. A local identity is a group of consumers with a structured set of relationships involving a particular lifestyle, following customers of that lifestyle perception and the product in use. Consumers associate with a group, they share their information and enthusiasm with others and influence other members to remain loyal (Godara and Dev, 2021, Brunsø et al., 2021) such as "Foodies", such as direct and indirect local meaning).

One limitation of this study is that our sample did not have a good representation of students. Future studies should be more focused on the experimental analysis of the relationship to see the social meaning of the locality. It would be interesting to determine whether the different types of cultural heritage participate in other meaningful local activities in food arts. Finally, using this conceptual framework is efficient for empirical studies.

Recently, empirical studies found a relationship between the identity of food in relation to local meaning and lifestyle identity. Previous studies show the local meaning of food and the social relationship with food. However, they focused only on lifestyle segmentation. This study aims to examine whether the location follows the identity of lifestyle. The model shows the relationship between meaning and the social identity of lifestyle. In conclusion, the study finds that the meaning locally follows the lifestyle identity in today's society. It confirmed the connection between meaning and food lifestyle identity in the three types of goods in Czech. The meaning differs along with the attributes of the product (eg, eco-friendly production standards, traditional production-free breeding, safe food processing, and the component of the food that comes from intact nature).

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