

Consumer Pride as an Emotional Antecedent of Sustainable Local Consumption: Evidence From Generation Z Loyalty to Traditional Local Food

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Editor's Request	Response Due Date	Review Due Date
2026-06-08	2026-06-12	2026-06-26

Abstract

Purpose This study investigates how consumer pride, as a positive self-conscious emotion, influences sustainable local consumption within the hospitality sector. It examines whether pride fosters local identity and authenticity perceptions, which subsequently enhance Generation Z' loyalty to traditional local food (TLF). By focusing on emotional antecedents, the research extends the discussion of sustainability from rational to affective behavioral mechanisms. *Methodology/Design/Approach* – Empirical data were collected from 200 GenZ respondents who had purchased traditional local food at least twice within the East Java region of Indonesia. Using Partial Least Squares Structural Equation Modeling (PLS-SEM), this study tested both direct and mediating effects among locavorism ideology, authenticity, pride, and loyalty. *Reliability, convergent validity, and discriminant validity were confirmed prior to hypothesis testing.* *Findings* – The results reveal that consumer pride significantly predicts sustainable loyalty toward traditional local food. Pride exerts both direct and indirect effects on sustainable loyalty, with local identity serving as a significant partial mediator between pride and loyalty. These findings demonstrate that GenZ' loyalty is not only cognitively driven by perceived authenticity but also emotionally reinforced through feelings of pride associated with supporting local food culture. The model explains 62% of the variance in sustainable loyalty, indicating substantial explanatory power within a behavioral sustainability context. *Originality of the research* – This study contributes to hospitality and sustainability literature by positioning pride as a central emotional driver in sustainable consumption behavior. This study draws conceptually on the Theory of Planned Behavior framework while primarily extending it by incorporating self-conscious emotions as affective drivers of sustainable loyalty. Managerially, it provides insights for hospitality practitioners to design emotionally engaging experiences that strengthen local identity, authenticity perception, and pride-based loyalty.

Keywords: Authenticity; Consumer Pride; Hospitality Loyalty; Local Identity; Sustainable Local Consumption; Traditional Local Food

Abstrak

Penelitian ini bertujuan untuk menginvestigasi pengaruh kebanggaan konsumen (consumer pride) sebagai emosi positif yang berhubungan dengan kesadaran diri terhadap perilaku konsumsi lokal berkelanjutan dalam sektor perhotelan dan pariwisata. Studi ini menguji apakah kebanggaan mampu memperkuat identitas lokal dan persepsi autentisitas yang pada akhirnya meningkatkan loyalitas Generasi Z terhadap makanan tradisional lokal. Dengan menitikberatkan pada faktor emosional, penelitian ini memperluas pembahasan mengenai keberlanjutan dari perspektif rasional menuju mekanisme perilaku yang

bersifat afektif. Data empiris dikumpulkan dari 200 responden Generasi Z yang telah membeli makanan tradisional lokal setidaknya dua kali di wilayah Jawa Timur, Indonesia. Analisis dilakukan menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) untuk menguji pengaruh langsung maupun tidak langsung antara ideologi locavorism, autentisitas, kebanggaan konsumen, dan loyalitas. Hasil pengujian menunjukkan bahwa kebanggaan konsumen berpengaruh signifikan terhadap loyalitas berkelanjutan terhadap makanan tradisional lokal. Kebanggaan tidak hanya memberikan pengaruh langsung terhadap loyalitas, tetapi juga pengaruh tidak langsung melalui identitas lokal sebagai mediator parsial yang signifikan. Temuan ini menunjukkan bahwa loyalitas Generasi Z tidak hanya didorong oleh penilaian kognitif terhadap autentisitas, tetapi juga diperkuat oleh perasaan bangga karena mendukung budaya pangan lokal. Model penelitian mampu menjelaskan 62% variasi loyalitas berkelanjutan, yang menunjukkan daya jelas yang kuat dalam konteks perilaku konsumsi berkelanjutan. Penelitian ini memberikan kontribusi pada literatur perhotelan dan keberlanjutan dengan menempatkan kebanggaan sebagai pendorong emosional utama dalam perilaku konsumsi berkelanjutan. Secara konseptual, penelitian ini mengacu pada Theory of Planned Behavior dan mengembangkannya melalui integrasi emosi yang berhubungan dengan kesadaran diri sebagai pendorong afektif loyalitas berkelanjutan. Implikasi manajerial penelitian ini memberikan wawasan bagi praktisi perhotelan dalam merancang pengalaman yang mampu memperkuat identitas lokal, persepsi autentisitas, dan loyalitas berbasis kebanggaan.

Kata Kunci: Autentisitas; Identitas Lokal; Kebanggaan Konsumen; Konsumsi Lokal Berkelanjutan; Loyalitas Perhotelan; Makanan Tradisional Lokal.

INTRODUCTION

The hospitality industry has entered a period in which sustainability is not merely an ethical concern but a strategic imperative shaping competitiveness and brand reputation. Within this evolving paradigm, food consumption has emerged as one of the most tangible expressions of sustainable behavior. Local food, in particular, has received growing scholarly and managerial attention for its capacity to support community resilience, preserve cultural heritage, and minimize environmental footprints (Sims, 2009; Han et al., 2021; Choe & Kim, 2018). However, the mechanisms that encourage consumers (especially younger generations) to choose local products over global alternatives are not yet fully understood. This tension between globalization and localization, between mass-produced convenience and authentic local identity, defines a critical paradox in contemporary hospitality consumption (Lu et al., 2020; Kim & Huang, 2021).

The shift toward sustainability is intertwined with a broader transformation in consumer values. Generation Z demonstrates heightened sensitivity toward social, environmental, and ethical issues in their consumption decisions, often integrating moral values with identity construction (Dabija et al., 2019; Djafarova & Fouts, 2022). As digital natives, Gen Z consumers frequently use marketplace choices as symbolic extensions of the self, seeking authenticity and value congruence rather than relying solely on utilitarian evaluations such as price or functional quality (Priporas et al., 2017; Bhatti et al., 2022). In this context, food consumption transcends functional necessity and operates as a medium of self-expression and participatory belonging within digitally mediated social environments. Traditional local food (TLF) thus transcends its nutritional role, becoming a conduit through which individuals connect with heritage, authenticity, and a sense of pride in local identity (Sims, 2009; Zhang et al., 2019). Nevertheless, the extent to which these emotional and symbolic dimensions can drive sustainable behavioral loyalty remains insufficiently theorized within hospitality research. Although hospitality studies have long examined tourists' perceptions of authenticity, destination attachment, and satisfaction, most have relied on cognitive and attitudinal frameworks (Lu et al., 2020; Zhang et al., 2019). Sustainability, in much of this literature, is treated as a rational process guided by awareness and perceived value rather than by emotional engagement. What remains underexplored is how positive affective states can transform sustainability from a sense of obligation into a source of personal fulfillment. Previous research has predominantly

focused on negative moral emotions (such as guilt or fear) as motivators for responsible consumption (Onwezen et al., 2014). While these emotions may temporarily elicit pro-social behavior, they often fail to sustain long-term loyalty. Recent evidence suggests that positive self-conscious emotions such as pride may offer a more durable basis for sustainable behavioral intention (Antonetti & Maklan, 2014; Kaur & Verma, 2022).

Consumer pride, defined as a positive emotion arising from behavior consistent with personal or social values, presents a promising lens through which to understand sustainable hospitality consumption. Pride motivates approach-oriented actions and reinforces identity-congruent behavior (Tracy & Robins, 2007; Han et al., 2017). When individuals engage in consumption that aligns with ethical or cultural values (such as supporting local food producers) they may experience moral satisfaction that strengthens future commitment (Marcus et al., 2023). In hospitality settings, this emotion may emerge when consumers perceive their dining choices as contributing to community well-being, environmental preservation, or cultural continuity. The pleasure of such consumption is thus accompanied by the pride of “doing good,” transforming eating into an act of identity affirmation rather than mere indulgence. Although pride has been examined extensively in psychology, its role in hospitality and sustainability studies remains limited. Previous hospitality research has explored affective constructs such as joy, nostalgia, and satisfaction (Jang & Ha, 2015; Lin & Mao, 2015), yet few have addressed pride as a distinct driver of loyalty. Pride differs from satisfaction because it centers on self-evaluation: satisfaction concerns how well an experience meets expectations, whereas pride concerns how well one’s actions align with one’s identity and values (Tracy et al., 2009). This distinction is essential in contexts such as traditional local food, where consumption is closely tied to cultural heritage and collective identity. When GenZ’s purchase and consume local cuisine, they may experience pride not only for the sensory quality of the food but for affirming their role as supporters of cultural preservation. This emotional gratification may in turn cultivate sustainable loyalty.

The ideology of locavorism further contextualizes these dynamics. Locavorism refers to the consumer belief system that favors locally produced goods, emphasizing environmental care, health, and social responsibility (Johnston et al., 2015). It integrates ethical and hedonic motivations into a coherent worldview that celebrates proximity and authenticity. In hospitality contexts, locavorism interacts with authenticity (the perception that a product or experience truthfully represents its cultural origin) (Kim & Jang, 2016; Lu et al., 2020). Authentic local food experiences reinforce emotional attachment and a sense of place. When consumers perceive a product as authentic and consistent with their locavorism values, they are likely to feel proud of their choice, leading to stronger emotional and behavioral loyalty (Choe & Kim, 2018). Indonesia offers a particularly rich context for exploring these relationships. With its vast cultural diversity and deeply rooted culinary traditions, Indonesia exemplifies how local cuisine functions as a cultural identity marker. In East Java, dishes such as rawon, pecel, and lontong balap represent not only regional flavors but collective memory and pride. Yet, despite this significance, local food producers and hospitality providers face growing competition from global brands and standardized dining experiences that appeal to modern convenience and social prestige (BPS Jawa Timur, 2020). Generation Z, who form the largest demographic segment in the region, embody the contradiction between global aspirations and local loyalty. Their consumption patterns are heavily mediated by social media, where global cuisines are often portrayed as aspirational symbols. For traditional food to remain relevant, it must appeal to these consumers’ desire for emotional connection and authenticity. Pride, as an emotion that fuses personal satisfaction with collective belonging, has the potential to bridge this divide.

Building upon intention-based behavioral frameworks, the present study examines consumer pride as a self-conscious emotional antecedent of sustainable local consumption within the hospitality context. While conceptually informed by the Theory of Planned Behavior (Ajzen, 1991), this research extends cognitive-dominant sustainability models by emphasizing affective reinforcement and identity-based mechanisms (Antonetti & Maklan, 2014; Confente et al., 2020). Specifically, the study conceptualizes consumer pride not merely as an emotional outcome, but as a transformational mechanism that converts value-consistent consumption into identity-based sustainable loyalty. Through this mechanism,

ideological commitment to local food (locavorism) and perceived authenticity reinforce pride, which subsequently facilitates the internalization of local identity and strengthens sustainable loyalty among Generation Z consumers. It proposes that pride functions not merely as an outcome emotion but as a moral self-reinforcement mechanism that both directly strengthens sustainable loyalty and indirectly channels the effects of ideological commitment and authenticity perceptions through identity consolidation.

This investigation addresses several gaps in the literature. First, although emotional drivers of consumer behavior have been widely examined in marketing and psychology, hospitality research has not sufficiently examined how self-conscious emotions transform sustainable consumption from a value-based decision into an identity-based commitment, particularly in the context of traditional local food (Han et al., 2017; Marcus et al., 2023). Second, studies of local food consumption in emerging economies have focused largely on tourist markets, overlooking local residents' emotional connection to their culinary heritage (Zhang et al., 2019). Third, empirical research on locavorism and authenticity has been concentrated in Western contexts (Johnston et al., 2015), limiting the theoretical generalization to culturally diverse settings. By situating the analysis in Indonesia, this study contributes to cross-cultural hospitality scholarship by revealing how consumer emotions interact with cultural and ideological factors to foster sustainable consumption.

Accordingly, the objectives of this study are threefold: (1) to conceptualize pride as a positive self-conscious emotion that drives sustainable local consumption; (2) to empirically test its direct and mediating effects among locavorism, authenticity, and loyalty; and (3) to generate managerial insights for hospitality practitioners seeking to engage GenZ through emotional and identity-based strategies. The findings are expected to demonstrate that pride-driven loyalty constitutes a sustainable form of consumer commitment, one that transcends transactional satisfaction and aligns personal emotions with collective cultural values. Ultimately, this study advances theoretical understanding of the affective foundations of sustainable hospitality and provides actionable guidance for promoting authenticity and local identity in a rapidly globalizing market.

Locavorism ideology refers to consumers' belief system that prioritizes locally produced food as morally superior, environmentally responsible, and community-supportive (Reich et al., 2018). It involves three dimensions (local loyalty, ideological embeddedness, and conscious consumption) that collectively drive support for local economies and environmental preservation. Consumers who identify with locavorism view local purchasing not merely as a transactional act, but as a moral statement of responsibility (Zhang et al., 2019). According to Self-Congruity Theory, individuals experience authentic pride when their behaviors align with their self-concept and moral standards (Tracy & Robins, 2007). When consumers act in accordance with their locavorism values, such as choosing locally sourced food, they derive pride from fulfilling moral duties toward the community (Antonetti & Maklan, 2014). Pride thus functions as an internal reward mechanism (it validates the consumer's role as an ethical and responsible actor. Empirical studies in sustainable behavior have shown that value-driven ideologies strongly predict self-conscious emotions like pride and satisfaction (Kaur & Verma, 2022). For instance, when consumers internalize sustainability as a personal norm, pride emerges as a reinforcing affect that sustains ethical behavior (Onwezen et al., 2014). Hence, the first hypothesis proposes a positive linkage between locavorism and pride.

H1: Locavorism ideology positively influences consumer pride.

Authenticity is a cornerstone of hospitality and tourism research, representing the degree to which consumers perceive an experience as genuine, culturally rooted, and true to its origin (Kim & Jang, 2016; Lu et al., 2020). Local food is considered authentic when it embodies traditional ingredients, cooking methods, and storytelling that connect consumers to local heritage (Sims, 2009). The experience of authenticity satisfies intrinsic needs for meaning, integrity, and self-verification (Bryce et al., 2015). From an emotional standpoint, perceiving authenticity generates self-affirming emotions, including pride and gratitude (Choe & Kim, 2018). When individuals believe that their consumption supports cultural

preservation and community resilience, they experience pride for contributing to a collective good (Antonetti & Maklan, 2014). Moreover, authenticity enhances affective satisfaction and symbolic self-expression, key components in fostering emotional attachment (Han et al., 2021).

Studies have found that authentic experiences in hospitality settings evoke deeper emotional engagement and foster personal fulfillment (Kim & Huang, 2021). In the context of local food, authenticity does not merely enhance perceived quality; it triggers emotional meaning that reinforces one's moral and cultural identity (Lu et al., 2020). Accordingly, authenticity perception is expected to enhance pride, as consumers feel morally rewarded for participating in culturally genuine consumption.

H2: Perceived authenticity positively influences consumer pride.

While authenticity elicits emotional satisfaction, its impact extends beyond immediate pleasure toward long-term loyalty. Sustainable loyalty refers to consumers' commitment to repeatedly support products that align with environmental and ethical principles (Han et al., 2017). Authentic local experiences strengthen such loyalty by fulfilling symbolic and affective expectations that rationally derived alternatives cannot provide (Kim & Jang, 2016). Authenticity's role in loyalty has been extensively documented in hospitality literature. Consumers who perceive local food as genuine are more likely to develop trust, attachment, and word-of-mouth advocacy (Lai et al., 2019). This effect is especially pronounced among GenZ, who value transparent and meaningful consumption experiences (Ng & Ibrahim, 2020).

Furthermore, authenticity operates as a credibility signal (Lu et al., 2020). It reduces uncertainty and reinforces moral confidence in one's purchasing decision. Through this psychological mechanism, perceived authenticity not only satisfies experiential needs but also motivates repeat patronage. Thus, consumers' belief in the authenticity of local food is expected to directly enhance sustainable loyalty.

H3: Perceived authenticity positively influences sustainable loyalty

Pride represents a moral and self-conscious emotion that arises when individuals attribute success or moral correctness to their own actions (Tracy & Robins, 2007). Unlike transient affective states such as joy or excitement, pride involves reflective self-evaluation and internal moral validation (Han et al., 2021). In the domain of sustainability, pride motivates approach-oriented behaviors and long-term commitment to socially desirable practices (Antonetti & Maklan, 2014). Consumers who feel proud of supporting local producers are more likely to exhibit behavioral consistency, a psychological mechanism through which pride sustains loyalty and advocacy (Kaur & Verma, 2022).

Han et al. (2017) emphasize that emotions like pride have a reinforcing effect on satisfaction, trust, and loyalty in hospitality. When consumers perceive their sustainable choices as self-rewarding, they are intrinsically motivated to maintain them. In this context, consumer pride not only enhances satisfaction but strengthens sustainable loyalty through moral self-reinforcement.

H4: Consumer pride positively influences sustainable loyalty.

Beyond behavioral intention, pride also shapes how individuals define themselves in relation to their community. Local identity captures the emotional attachment and sense of belonging that individuals derive from their cultural and geographic environment (Chhabra, 2010). When pride is associated with supporting local culture, it transforms into an identity marker, a symbol of alignment between personal and collective values (Lai et al., 2019). Emotional experiences like pride can reinforce the internalization of local identity. By repeatedly engaging in pride-inducing behaviors, consumers strengthen their self-categorization as "supporters of local heritage" (Han et al., 2021). This transformation from emotion to identity parallels findings in social psychology, where emotions consolidate self-definition and group belonging (Tajfel & Turner, 1986).

Empirical research supports this mechanism. Choe and Kim (2018) found that food-related pride contributes to stronger local identity among tourists, while Han et al. (2021) showed that emotional

satisfaction in sustainable experiences fosters place-based attachment. Hence, consumer pride is proposed as an emotional antecedent of local identity.

H5: Consumer pride positively influences local identity.

Local identity acts as a psychological bridge between emotion and behavior. When consumers strongly identify with local culture, they are more likely to demonstrate consistent loyalty to local products (Lai et al., 2019). This loyalty is not transactional it is a symbolic expression of belonging. Supporting local food thus becomes a behavioral extension of one's identity. In hospitality, local identity has been linked to repeat patronage and positive word-of-mouth, particularly when the consumption experience reinforces cultural pride (Kim & Huang, 2021). A strong sense of identity cultivates enduring loyalty even when competing alternatives exist (Han et al., 2017). Furthermore, identity-driven loyalty tends to persist despite external influences such as price or convenience, since it satisfies deep emotional and moral needs (Ng & Ibrahim, 2020). Therefore, individuals who view local food as an expression of who they are as members of a community are expected to remain loyal to such consumption behaviors.

H6: Local identity positively influences sustainable loyalty.

The transformation of emotion into identity represents the core mediation mechanism of this model. Pride may initially emerge as a transient self-conscious emotion; however, when repeatedly reinforced through value-consistent actions such as supporting local food, it can facilitate identity internalization, transforming momentary emotional gratification into a stable identity orientation that sustains long-term loyalty. This process embodies emotional internalization, whereby moral feelings become self-defining (Tracy & Robins, 2007). In hospitality contexts, this mediation explains how short-term pride experiences translate into long-term loyalty. Local identity functions as the psychological carrier that transfers the emotional energy of pride into sustained behavioral patterns. Empirical findings from Lai et al. (2019) and Han et al. (2021) confirm that place-based identification mediates the link between emotional satisfaction and loyalty intentions. Accordingly, the present study posits that consumer pride influences sustainable loyalty indirectly through the development of local identity.

H7: Consumer pride indirectly influences sustainable loyalty through local identity.

METHOD

This study employed a quantitative cross-sectional design to examine the relationships among locavorism ideology, perceived authenticity, consumer pride, local identity, and sustainable loyalty toward traditional local food (TLF) among Generation Z consumers in East Java, Indonesia. A quantitative approach was adopted to test hypothesized relationships between latent constructs using statistical modeling (Hair et al., 2019). Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), which is appropriate for predictive and exploratory research involving complex mediation models, theory development, and moderate sample sizes (Hair et al., 2019). The study targeted Generation Z consumers (born between 1997 and 2012) living in major cities in East Java who had consumed traditional local food within the previous six months. Using purposive sampling, 250 questionnaires were distributed through online and offline channels. After data screening, 200 valid responses were retained, exceeding the minimum sample size requirement for PLS-SEM based on the 10-times rule (Hair et al., 2019). All constructs were measured using multi-item Likert scales ranging from 1 (strongly disagree) to 5 (strongly agree). Measurement items were adapted from established scales and contextualized for traditional local food consumption. Locavorism ideology (9 items) was adapted from Reich et al. (2018); perceived authenticity (4 items) from Kim and Jang (2016) and Lu et al. (2020); consumer pride (4 items) from Antonetti and Maklan (2014) and Kaur and Verma (2022); local identity (4 items) from Lai et al. (2019); and loyalty (4 items) from Han et al. (2017).

RESULTS

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS to evaluate both the measurement model and the structural model. The final dataset consisted of 200 valid responses from GenZ consumers in East Java who had consumed traditional local food (TLF) within the last six months. Demographically, respondents were 58% female and 42% male, with an average age of 22.6 years, consistent with the Generation Z cohort classification (Dimock, 2019). Most respondents were either pursuing or had completed undergraduate education (65%), and approximately 72% reported consuming traditional local food more than twice per month. This profile reflects an urban Generation Z segment with relatively frequent engagement in local food consumption. Given the purposive urban sampling approach, findings should be interpreted within the contextual boundaries of Generation Z consumers in East Java.

Measurement Model Evaluation

All latent constructs (Locavorism Ideology (LOV), Perceived Authenticity (AUT), Consumer Pride (PRD), Local Identity (LID), and Sustainable Loyalty (LOY)) were measured using reflective indicators. The reliability and validity were examined through factor loadings, Cronbach's alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). Table 1 summarizes the results.

Table 1. Variabel, Item, Outer loading, AVE, and Composite Reliability

Variable	Code	Item	Outer loading	Cronbach's α	CR	AVE
Locavorism Reich, Beck, & Price (2018)	LOV1	I prefer to buy food produced locally even when imported options are available.	0.813	0.902	0.925	0.608
	LOV2	Consuming local food makes me feel I am supporting my community.	0.821			
	LOV3	Local products are fresher and of better quality than imported ones.	0.787			
	LOV4	I believe buying local food helps sustain local farmers and producers.	0.778			
	LOV5	Choosing local food is a moral and responsible decision.	0.846			
	LOV6	I actively encourage others to buy food from local producers.	0.792			
	LOV7	I feel connected to the people behind the local food I buy.	0.871			
	LOV8	I would rather spend more money if it benefits local producers.	0.862			
	LOV9	Supporting local food makes me feel like I am contributing to the local economy.	0.841			
Perceived Authenticity Kim & Jang (2016); Lu, Chi, & Liu (2020)	AUT1	The traditional local food I consume feels true to its cultural roots.	0.872	0.887	0.923	0.749
	AUT2	I can sense the originality and tradition in how local food is prepared.	0.881			
	AUT3	Local dishes here are made with authentic local ingredients.	0.851			
	AUT4	The local food experience reflects genuine local culture and heritage.	0.833			
Consumer Pride	PRD1	I feel proud when I choose to buy traditional local food.	0.857	0.883	0.919	
	PRD2		0.873			

Antonetti & Maklan (2014); Kaur & Verma (2022)	PRD3	Supporting local food makes me feel like a responsible consumer.	0.844			0.739
	PRD4	I am proud to tell others that I support local food products. Purchasing local food gives me a sense of moral satisfaction.	0.858			
Local Identity Lai, Khoo-Lattimore, & Wang (2019)	LID1	Consuming local food strengthens my sense of belonging to the community.	0.834			0.721
	LID2	I identify myself as part of the culture represented by local food.	0.861			
	LID3	Local food reminds me of my roots and local traditions.	0.852	0.874	0.912	
	LID4	Supporting local cuisine makes me feel connected to my place of origin.	0.829			
Sustainable Loyalty Han, Kim, & Hyun (2017); Jang & Ha (2015)	LOY1	I will continue to choose traditional local food in the future.	0.858			0.750
	LOY2	I recommend local food to friends and family.	0.884			
	LOY3	Even if other options are available, I prefer to consume local food.	0.845	0.889	0.923	
	LOY4	Supporting local food has become part of my lifestyle.	0.861			

All standardized loadings exceeded 0.70 and were statistically significant ($p < .001$), confirming indicator reliability. Cronbach’s alpha and CR values surpassed the threshold of 0.70, indicating high internal consistency. AVE values were above 0.50 for all constructs, supporting convergent validity. Discriminant validity was established using the Fornell–Larcker criterion and the Heterotrait–Monotrait (HTMT) ratio. Table 2 shows that the square roots of AVE (diagonal elements) exceeded inter-construct correlations, while all HTMT ratios were below 0.85, confirming discriminant validity (Fornell & Larcker, 1981).

Table 2. Discriminant Validity

Construct	LOV	AUT	PRD	LID	LOY
LOV	0.780				
AUT	0.531	0.865			
PRD	0.602	0.558	0.859		
LID	0.489	0.521	0.611	0.849	
LOY	0.516	0.541	0.645	0.593	0.866

These results confirmed that each construct measured a unique underlying concept, providing strong evidence of the measurement model’s adequacy for further structural analysis.

Structural Model Assessment

After confirming construct validity and reliability, the structural model was evaluated by analyzing the path coefficients, coefficient of determination (R^2), effect sizes (f^2), and predictive relevance (Q^2). The R^2 values indicate the explanatory power of exogenous variables for endogenous constructs. R^2 value for the consumer pride (PRD), local identify (LID), and sustainable loyalty (LOY) which are 0.54; 0.47; and 0.62. The model explains 54% of the variance in consumer pride, 47% in local identity, and 62% in sustainable loyalty demonstrating substantial explanatory power that is comparable to prior hospitality emotion-based models (Hair et al., 2019). Effect size (f^2) and predictive relevance (Q^2) further confirmed

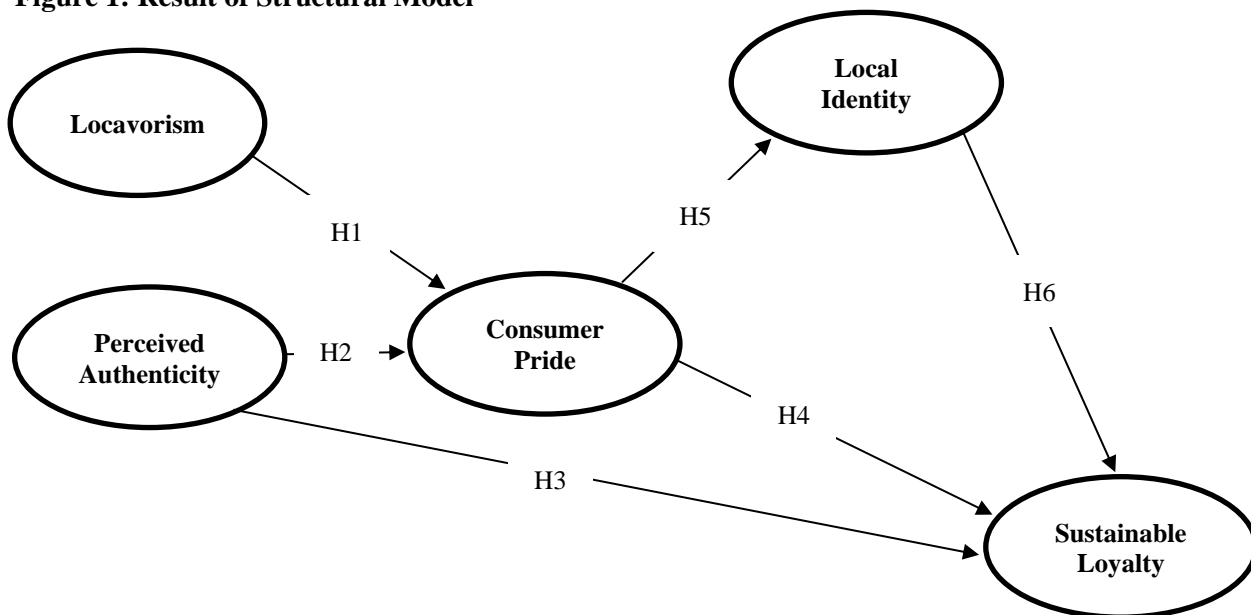
the robustness of the model. According to Cohen (1988), f^2 values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects respectively. The Q^2 values (obtained via blindfolding with omission distance = 7) were greater than zero for all endogenous variables (Consumer Pride = 0.38, Local Identity = 0.33, Sustainable Loyalty = 0.41), confirming predictive relevance (Hair et al., 2019).

Table 3. Structural Path Coefficients and Hypothesis Testing

Hypothesis	Path	β	t-value	p-value	Result
H1	Locavorism → Consumer Pride	0.394	6.728	<0.001	Supported
H2	Perceived Authenticity → Consumer Pride	0.326	5.113	<0.001	Supported
H3	Perceived Authenticity → Sustainable Loyalty	0.211	3.612	<0.001	Supported
H4	Consumer Pride → Sustainable Loyalty	0.372	6.004	<0.001	Supported
H5	Consumer Pride → Local Identity	0.486	8.221	<0.001	Supported
H6	Local Identity → Sustainable Loyalty	0.295	4.783	<0.001	Supported
H7	Consumer Pride → Local Identity → Sustainable Loyalty	0.143	3.210	0.001	Supported (partial mediation)

All hypotheses (H1–H7) were statistically significant at $p < .05$, providing full empirical support for the proposed model. To assess the mediating effect of local identity in the relationship between consumer pride and sustainable loyalty, the bootstrapped indirect effect method (Preacher & Hayes, 2008) was employed. The indirect path (Consumer Pride → Local Identity → Sustainable Loyalty) was significant ($\beta = 0.143$, $t = 3.210$, $p = 0.001$), confirming partial mediation. This result indicates that while pride directly increases loyalty, a substantial portion of its influence is channeled through the development of local identity. In other words, pride evokes a sense of belonging and cultural identification, which subsequently reinforces sustained loyalty toward local food. The mediation strengthens the theoretical premise that moral emotions evolve into stable identity-driven behaviors (Tracy & Robins, 2007).

Figure 1: Result of Structural Model



DISCUSSION

Locavorism → Consumer Pride

The findings provide strong empirical support for the proposition that locavorism enhances consumer pride. When consumption decisions are guided by ideological commitments to supporting local producers and preserving culinary heritage, individuals experience self-conscious moral emotions rooted in value congruence. This is consistent with Self-Conscious Emotion Theory (Tracy & Robins, 2007), which posits that pride emerges when actions align with internalized standards and identity-relevant values. In this context, purchasing traditional local food becomes more than a transactional choice, it functions as a morally affirming behavior. Extending prior work on locavorism (Reich et al., 2018), the results demonstrate that ideological proximity and local embeddedness can generate emotional reinforcement mechanisms. While previous studies have primarily emphasized attitudinal or ethical orientations, our findings highlight pride as a psychological reward that strengthens the emotional salience of sustainable consumption. This contributes to hospitality and food consumption literature by positioning locavorism not merely as a cognitive ideology, but as an affective driver of value-consistent behavior. Within the urban East Javanese context, characterized by strong culinary identity, traditional dishes represent culturally embedded consumption symbols. For Generation Z consumers, choosing local food may operate as a visible affirmation of cultural alignment and community support. Although the present study does not directly measure public signaling behaviors, the findings suggest that pride may extend beyond private evaluation toward identity-relevant expression in social contexts. Overall, the results indicate that locavorism serves as a meaningful antecedent of pride, reinforcing sustainable local consumption through moral self-affirmation processes.

Perceived Authenticity → Consumer Pride

The significant effect of perceived authenticity on consumer pride indicates that emotional fulfillment emerges when consumers perceive local food as culturally genuine and faithful to its traditional origins. Authenticity has long been recognized as a central value in hospitality experiences, particularly when products embody cultural continuity and historical embeddedness (Lu et al., 2020). When consumers perceive that a local dish remains true to its heritage, pride arises from participating in something regarded as culturally legitimate rather than commercially standardized. Prior research has shown that authenticity enhances emotional and evaluative outcomes by strengthening perceived cultural connection (Kim & Jang, 2016). The present findings extend this perspective by identifying pride as a distinct self-conscious emotional outcome of authenticity perception. Authenticity, in this context, functions not only as a quality signal but also as a symbolic affirmation of identity alignment. When consumers believe they are consuming the “real” version of a traditional dish, their choice becomes value-expressive rather than purely utilitarian. This mechanism is particularly visible in East Java, where culinary authenticity is socially salient and often debated in everyday discourse. In Surabaya, for instance, rawon is expected to contain kluwek with a distinctive flavor profile, while in Malang, bakso is evaluated through broth clarity and meat texture as markers of legitimacy. Consumers are generally able to distinguish between traditionally prepared dishes and mass-produced alternatives. Choosing the perceived authentic version, therefore, may serve as an implicit declaration of cultural discernment. In such settings, pride emerges not only from taste satisfaction but from recognizing one’s alignment with culturally validated standards.

Traditional dishes such as rujak cingur and pecel also carry narratives associated with local heritage and agrarian symbolism. When consumers acknowledge these embedded meanings, everyday food consumption may be interpreted as participation in cultural continuity. The pride observed in this study can thus be understood as a self-conscious affirmation of belonging to a community with shared culinary memory. Rather than being a transient emotional reaction, pride in this context reflects alignment between perceived authenticity and culturally grounded identity. From a managerial standpoint, these findings suggest that hospitality providers should communicate preparation methods, ingredient sourcing, and cultural narratives transparently. Storytelling that emphasizes heritage, craftsmanship, and locality can

reinforce authenticity perceptions, thereby amplifying pride-based emotional responses and strengthening sustainable loyalty.

Perceived Authenticity → Sustainable Loyalty

The findings indicate that perceived authenticity serves as a significant antecedent of sustainable loyalty in the context of traditional local food. When consumers perceive that a dish genuinely reflects local culinary heritage—through traditional recipes, region-specific ingredients, and established preparation methods—they are more likely to maintain continued patronage. This aligns with hospitality research demonstrating that authenticity enhances behavioral intentions by strengthening experiential meaning and perceived credibility (Lu et al., 2020; Kolar & Zabkar, 2010). Authenticity thus operates as both a symbolic and trust-building mechanism, reinforcing commitment to culturally embedded food providers. In East Java, culinary authenticity is socially recognizable and often embedded in everyday evaluative practices. In Surabaya and Malang, for instance, rawon is expected to contain kluwek that produces its characteristic dark broth, while bakso is assessed through broth clarity and meat texture as signals of legitimacy. In Sidoarjo, dishes incorporating petis such as lontong kupang are evaluated based on fermentation depth and flavor density. These culturally shared standards enable consumers to differentiate between traditionally prepared dishes and industrialized substitutes. Choosing the perceived authentic version therefore reflects not only taste preference but also alignment with locally validated culinary norms. Such alignment appears to strengthen loyalty because consumers associate authenticity with cultural reliability and experiential integrity. Similar patterns can be observed in other parts of East Java. In Madura, sate vendors who maintain charcoal grilling techniques and traditional spice preparation are often favored over modified variants. In Jember, culinary branding emphasizes local sourcing and purity of flavor, reinforcing authenticity cues among younger consumers. These localized examples illustrate how authenticity perceptions are reinforced through region-specific standards, thereby increasing the likelihood of repeated patronage.

Authenticity may also sustain loyalty through continuity of meaning. Consumers often associate traditional dishes with longstanding family practices or communal gatherings, which enhances the perceived stability of their consumption choices. While the present study does not directly measure nostalgia, the findings suggest that authenticity strengthens the psychological attachment underlying repeat consumption. Prior research indicates that authenticity can function as a relational anchor that stabilizes customer commitment even in competitive markets (Beverland & Farrelly, 2010; Kim & Jang, 2016). Consistent with this perspective, our results demonstrate that loyalty toward traditional local food among Generation Z consumers is reinforced when authenticity cues are salient. Theoretically, H3 extends authenticity research by positioning it not merely as an experiential quality but as a durable driver of sustainable behavioral intention. Rather than operating solely at the level of satisfaction, authenticity appears to strengthen long-term loyalty by enhancing perceived cultural legitimacy and trust in local food systems. In increasingly modernized urban food environments, authenticity thus emerges as a stabilizing factor that supports the sustainability of traditional culinary consumption.

Consumer Pride → Sustainable Loyalty

The significant influence of consumer pride on sustainable loyalty underscores the motivational power of moral self-appraisal in shaping repeated consumption intentions. When individuals feel proud of choosing traditional local food, because they perceive it as supporting local farmers, small-scale producers, and culinary heritage. This positive self-conscious emotion appears to reinforce their intention to continue such behavior. Pride functions as an internal reward mechanism, signaling alignment between action and personal values (Tracy & Robins, 2007). In sustainability contexts, prior research suggests that pride strengthens re-engagement intentions because it affirms the self as socially responsible and value-consistent (Antonetti & Maklan, 2014). Unlike transient hedonic emotions, pride is identity-relevant and therefore more likely to sustain behavioral intention over time. Within the East Javanese context, this

mechanism becomes particularly visible through regionally embedded culinary practices. In Banyuwangi, for example, agro-culinary tourism initiatives have positioned dishes such as sego tempong as symbols of local agricultural empowerment and spice cultivation heritage. Choosing such dishes may therefore represent more than taste preference; it can reflect perceived participation in community-based progress. Similarly, in Surabaya and Malang, traditional dishes continue to compete with modern dining formats, yet consumers who feel proud of supporting local cuisine demonstrate consistent patronage. These patterns suggest that pride enhances loyalty by framing consumption as culturally meaningful rather than merely convenient.

For Generation Z consumers, whose consumption patterns are often intertwined with identity expression, pride may also extend into socially visible domains. Although the present study does not directly measure digital signaling behavior, prior research indicates that identity-relevant consumption is frequently expressed in social contexts (Belk, 1988; Beverland & Farrelly, 2010). Sharing local food experiences on platforms such as Instagram or TikTok may reinforce pride by combining emotional satisfaction with perceived cultural discernment. In this way, loyalty is sustained not only by product satisfaction but by the ongoing affirmation of one's cultural alignment. The persistence of pride-driven loyalty can also be observed in mobility contexts within East Java. Consumers who migrate or commute to urban centers such as Surabaya or Malang often seek dishes associated with their hometowns such as rawon Nguling from Probolinggo or pecel Blitar. While the present study does not directly measure place attachment, such patterns illustrate how pride linked to origin identity may reinforce repeated patronage even across geographical shifts. Loyalty, therefore, appears to be shaped by emotional self-affirmation intertwined with cultural belonging. Overall, these findings demonstrate that sustainable loyalty toward traditional local food is influenced not only by functional or experiential considerations but also by pride as a positive moral emotion. Theoretically, this extends hospitality loyalty research by highlighting pride as a deeper psychological driver beyond satisfaction and perceived value. Managerially, local food entrepreneurs may strengthen long-term customer commitment by framing consumption as participation in cultural continuity and community contribution, thereby activating pride-based reinforcement mechanisms.

Consumer Pride → Local Identity

The empirical support for H5 indicates that consumer pride significantly strengthens local identity within traditional food consumption contexts. Pride, as a self-conscious emotion, signals positive self-evaluation and value congruence (Tracy & Robins, 2007). When individuals experience pride after choosing local food (particularly when that choice is perceived as culturally meaningful or socially supportive) they are more likely to integrate such behavior into their self-concept. Identity theory suggests that repeated value-consistent emotions reinforce group affiliation and self-definition (Stets & Burke, 2000). In this context, pride functions as a psychological cue that one's behavior aligns with local cultural norms, thereby strengthening identification with the region. This dynamic is especially visible in East Java, where culinary symbols are deeply embedded in regional belonging. In Lamongan, soto Lamongan operates not merely as a popular dish but as a widely recognized emblem of regional craftsmanship. In Madura, dishes such as sate Madura and tajin sobih are frequently associated with narratives of resilience and maritime heritage. When consumers choose these foods and feel proud of doing so, the act may reinforce perceived alignment with the values and history attached to those regions. Pride thus appears to facilitate identity assimilation by linking emotional gratification with culturally shared meaning. Local food in East Java also carries collective narratives that extend beyond taste. Everyday conversations about which vendor is "authentic" or which preparation method preserves traditional standards illustrate how culinary practices operate as identity markers. Although the present study does not directly measure advocacy behaviors, such discourse suggests that pride may encourage individuals to more strongly associate themselves with local culinary identity. In family settings, regional identity is often communicated through shared meals, reinforcing the idea that consuming local cuisine reflects respect for

origin and heritage. Pride, therefore, does not merely influence individual decision-making; it appears to deepen identification with culturally rooted food systems. The confirmation of H5 supports the broader theoretical argument that pride operates as an identity-relevant emotion. Traditional food becomes a symbolic medium through which consumers construct and maintain local identity within contemporary urban environments.

Local Identity → Sustainable Loyalty

The significant effect of local identity on sustainable loyalty suggests that when traditional food becomes central to consumers' self-definition, repeated patronage is more likely to occur. Identity-based loyalty differs from satisfaction-driven loyalty because it is anchored in self-continuity rather than transactional evaluation (Bhattacharya & Sen, 2003). When consumption reflects cultural membership, discontinuing that behavior may imply a weakening of symbolic belonging. In East Java, identity-driven loyalty is visible in the enduring attachment to iconic regional dishes such as pecel Madiun, lontong balap, and soto Lamongan, even amid increasing exposure to globalized dining alternatives. Although Generation Z consumers frequently explore modern culinary trends, their continued engagement with traditional dishes suggests that these foods function as markers of "East Javanese-ness." Choosing such dishes may therefore represent affirmation of regional identity rather than simple habit or convenience. Identity-linked loyalty is also observable in festival and community-based culinary events. Celebratory platforms such as the Banyuwangi Ethno Carnival often incorporate traditional food as a central representational element, reinforcing its symbolic role in collective identity construction. Participation in these events may strengthen the psychological association between self and local cuisine. Rather than being solely driven by satisfaction or familiarity, loyalty appears to be reinforced by identity continuity. The confirmation of H6 thus extends hospitality literature by demonstrating that local identity operates as a durable predictor of sustainable loyalty in culturally embedded food systems.

Consumer Pride → Local Identity → Sustainable Loyalty (Mediation)

The mediation analysis reveals that local identity partially mediates the relationship between consumer pride and sustainable loyalty. This suggests that pride does not operate exclusively as an immediate emotional trigger for repeat intention; rather, it contributes to the formation of identity structures that subsequently stabilize loyalty. This sequential mechanism aligns with theoretical perspectives on sustainable consumption, which emphasize that enduring behavior requires integration into self-concept (Antonetti & Maklan, 2014). Pride signals that a consumption choice is socially valued and culturally appropriate. When this signal is internalized, consumers may begin to view themselves as supporters or participants in local culinary heritage. Once embedded within identity, loyalty becomes less dependent on momentary emotional activation. In other words, pride initiates attachment, while identity sustains it. This mechanism can be illustrated within East Java's culinary landscape. Consumers who feel proud of supporting local fisheries through dishes such as lontong kupang in Sidoarjo, or who value heritage products like tahu takwa in Kediri, may gradually interpret these choices as reflective of who they are. While the present study does not longitudinally observe identity transformation, the mediation findings suggest that identity serves as a psychological bridge between pride and sustained behavioral intention. Theoretically, this model contributes to hospitality research by integrating self-conscious emotion theory with identity-based loyalty frameworks. It demonstrates that sustainable loyalty toward traditional food is not solely outcome-driven but psychologically embedded. Managerially, these findings imply that hospitality providers should move beyond eliciting short-term emotional appeal and instead cultivate identity narratives around local heritage, craftsmanship, and community contribution. By enabling consumers to perceive their choices as expressions of belonging, businesses may strengthen the pride-to-identity pathway that ultimately supports long-term loyalty.

IMPLICATION

Theoretical Implications

The findings contribute to hospitality and sustainable consumption literature in several meaningful ways: First, this study advances sustainable hospitality literature by demonstrating that pride functions not only as a positive moral emotion but also as a mechanism through which sustainable consumption becomes internalized into consumer identity in shaping repeat consumption intentions toward traditional local food. Prior research on sustainable food behavior has predominantly emphasized moral obligation, environmental concern, or attitude-based predictors (Antonetti & Maklan, 2014; Vermeir & Verbeke, 2006). By positioning pride as a significant antecedent of sustainable loyalty, the present study highlights the importance of positive moral emotions as motivational forces that reinforce value-consistent behavior. Pride functions as a self-evaluative signal that aligns consumption with personal and social standards (Tracy & Robins, 2007), thereby strengthening behavioral persistence.

Second, this research refines theoretical understanding of perceived authenticity in hospitality contexts. While authenticity has often been linked to satisfaction and experiential quality (Kolar & Zabkar, 2010), the present findings demonstrate that its influence extends beyond immediate evaluative outcomes. Authenticity operates as both a direct predictor of sustainable loyalty and an indirect predictor through pride and local identity. This supports the view that authenticity functions not only as a quality cue but also as a symbolic resource that reinforces cultural legitimacy and trust (Beverland & Farrelly, 2010). By empirically validating these emotional and identity pathways, the study elevates authenticity from an experiential attribute to a behavioral determinant within culturally embedded food systems.

Third, the integration of locavorism as an ideological antecedent enriches theoretical discourse on sociocultural motivations underlying food consumption. Locavorism reflects consumer preference for locally produced food as an ethical and community-oriented stance (Reich et al., 2018). In emerging economies such as Indonesia, where traditional food coexists with rapidly modernizing consumption infrastructures, locavorism may represent a mechanism through which consumers maintain perceived community connectedness. Rather than framing it as resistance, this study conceptualizes locavorism as an identity-supportive orientation that strengthens emotional attachment to local food systems.

Fourth, the validated mediation model contributes theoretically by clarifying the sequential mechanism linking emotion and identity to loyalty. The results indicate that consumer pride partially influences sustainable loyalty through local identity, supporting perspectives that enduring sustainable behavior requires internalization within self-concept (Stets & Burke, 2000). This emotional-to-identity pathway bridges affective and identity-based theories in hospitality research and demonstrates how culturally meaningful consumption may transition from emotional affirmation to identity-relevant commitment.

Finally, the study contributes contextual depth by anchoring analysis in East Java's diverse culinary ecosystem. Much of the hospitality loyalty literature remains Western-centric (Han et al., 2021). By examining authenticity, pride, and identity within a Southeast Asian cultural setting, this research underscores the importance of culturally grounded models in expanding global hospitality theory.

Managerial Implications

The findings provide several actionable insights for hospitality entrepreneurs operating in the traditional local food (TLF) sector. First, given the significant role of pride, businesses should emphasize narratives that highlight consumers' contributions to cultural continuity and local economic support. Communication strategies that portray customers as participants in preserving regional culinary heritage through menu storytelling, visual branding, and staff engagement, may enhance pride-based reinforcement mechanisms.

Second, authenticity should be operationalized through transparency and consistency. Clear communication regarding ingredient sourcing, traditional preparation techniques, and historical background can strengthen perceived credibility. Prior research indicates that authenticity enhances trust

and commitment in hospitality settings (Beverland & Farrelly, 2010). Certifications or locally endorsed quality labels may further reinforce authenticity cues, particularly in competitive urban markets.

Third, local identity can be leveraged strategically in brand positioning. Restaurant naming, interior design, packaging, and symbolic references to regional culture may strengthen consumers' sense of belonging. In East Java, culinary entrepreneurs may draw from cultural elements associated with Surabaya, Malang, Sidoarjo, Lamongan, Madiun, Banyuwangi, or Madura to create distinct yet culturally embedded brand identities. Innovation remains important, particularly for Generation Z consumers; however, modernization should not dilute symbolic ingredients or core preparation philosophies. Digital ordering systems, improved hygiene standards, and health-conscious adaptations can be integrated while preserving essential authenticity cues. When innovation reinforces rather than replaces tradition, consumers are more likely to perceive continuity.

Finally, collaboration with local governments, tourism authorities, and community groups can amplify pride and identity formation. Culinary festivals, heritage campaigns, and digital promotional initiatives may strengthen collective awareness of traditional food as a shared cultural asset. Supporting small vendors with training in storytelling marketing, quality standardization, and digital engagement can further enhance ecosystem sustainability. This study has several limitations that offer opportunities for future research. First, all constructs were measured using self-reported data collected at a single point in time. Although procedural remedies were applied to minimize common method bias, the cross-sectional design limits causal inference. Future studies could employ longitudinal or multi-wave designs to examine how consumer pride, local identity, and sustainable loyalty develop over time through repeated exposure to authenticity cues. Second, the sample was restricted to Generation Z consumers in East Java, which may limit the generalizability of the findings to other age groups and cultural contexts. Future research should compare generational cohorts and extend the investigation to other regions of Indonesia or cross-national settings to better understand how cultural attachment influences sustainable food consumption behavior. Finally, while the proposed mediation model explains the emotional-to-identity pathway underlying sustainable loyalty, additional psychological constructs such as place attachment, nostalgia, or cultural connectedness may provide further explanatory power. Future studies may also adopt mixed-method approaches to gain richer insights into how consumers construct and interpret their relationships with traditional local food. Addressing these limitations would contribute to a more comprehensive understanding of sustainable loyalty within culturally embedded hospitality and food consumption contexts.

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