

Table of contents

List of Tables	ix
List of Figures	xi
List of Acronyms	xii
1 General introduction	1
1.1 Background – Food supply chain networks	4
1.2 Part I – Food consumption and farm dynamics within the German agri-food system of fruits and vegetables.....	5
1.3 Part II – Social and technical innovations in food consumption.....	6
1.4 Part III – Farmers’ complex business interactions in food supply chain networks.....	8
1.5 Outline of the dissertation	11
References	12
Part I – Food consumption and farm dynamics within the German agri-food system of fruits and vegetables	19
2 Study I.I: The German fruit and vegetable market in the year 2019	19
2.1 Der Gartenbau vor neuen Herausforderungen	20
2.2 Der Markt für Obst.....	21
2.3 Der Markt für Gemüse	28
2.4 Verbrauchertrends, Wertschöpfungskettenstrukturen und neue Managementherausforderungen im deutschen Gartenbau	31
2.5 Fazit und Ausblick	36
Author statements	38
References	39
3 Study I.II: The German fruit and vegetable market in the year 2020	44
3.1 Der Gartenbau vor neuen Herausforderungen	45
3.2 Der Markt für Obst.....	47
3.3 Der Markt für Gemüse	53
3.4 Einfluss der Corona-Pandemie auf das Verbraucherverhalten in Deutschland: Das Beispiel Frischobst.....	58
3.5 Fazit und Ausblick	64
Authors statements	65
References	66
Part II – Social and technical innovations in food consumption	73
4 Study II.I: How does consumers’ knowledge and confusion influence purchasing behavior of fruit products with a social sustainability label in high income countries?	73
4.1 Introduction.....	74
4.2 Conceptual framework.....	76

4.2.1	The concept of consumer’s comprehension	76
4.2.2	Consumer’s ethical judgement, trust and SL purchasing intent	78
4.3	Data collection and analysis	81
4.4	Results	82
4.4.1	Descriptive statistics	82
4.4.2	PLS-SEM quality-parameters and hypotheses testing	84
4.5	Discussion	85
4.6	Conclusion	88
	Authors statements	90
	References	91
	Appendix	96
5	Study II.II: Who are the superfoods? New healthy luxury food products and social media marketing potential in Germany.....	99
5.1	Introduction	100
5.2	Case and conceptual background.....	102
5.2.1	Superfoods – The case of blueberries in Germany.....	102
5.2.2	Exploratory research concept	103
5.3	Material and methods.....	104
5.3.1	Study design.....	104
5.3.2	Statistical analysis	107
5.4	Results	108
5.4.1	Sample description	108
5.4.2	Factor analysis.....	109
5.4.3	Cluster analysis	112
5.5	Discussion	119
5.6	Conclusion, limitations, and further research.....	123
	Authors statements	125
	References	126
6	Study II.III: Can new healthy luxury food products accelerate short food supply chain formation via social media marketing in high-income countries?	131
6.1	Introduction.....	132
6.2	Theoretical background.....	134
6.2.1	Food quality guidance model	134
6.2.2	Media richness theory	135
6.3	Conceptual framework.....	136
6.3.1	Media	136

6.3.2 Observation	137
6.3.3 Psychographic characteristics	138
6.3.4 Socio-demographic characteristics.....	140
6.3.5 Product quality attributes	140
6.4 Data collection and analysis.....	141
6.5 Results.....	144
6.5.1 Descriptive statistics.....	144
6.5.2 PLS-SEM analysis: quality parameters of the measurement model	145
6.5.3 PLS-SEM analysis: hypothesis testing.....	145
6.6 Discussion	148
6.7 Conclusion	151
Authors statements.....	153
References.....	154
Appendix	161
Part III – Farmers’ complex business interactions in food supply chain networks	163
7 Study III.I: Integrating multiplex relationship dynamics into farmers’ strategic decisions within food supply chain networks. An introduction to the GRASPreneurial netchain framework.	163
7.1 Introduction.....	164
7.2 Integrating multiplex relationship dynamics and entrepreneurial theory.....	166
7.2.1 Entrepreneurial theory and GRASP framework.....	166
7.2.2 Personal relationship dynamics within farmers’ entrepreneurial decision process.....	166
7.3 Categorizing multiplex netchain interactions.....	170
7.3.1 The netchain approach and challenges of integrating multiplex relationship dynamics.....	170
7.3.2 Strategic netchain interactions	171
7.4 Defining social-network boundaries of the GRASPreneurial netchain framework.....	172
7.5 Conclusion	174
Authors statements.....	175
References.....	176
8 Study III.II: The influence of farmers’ multiplex relationship dynamics on strategic supply chain decisions.....	180
8.1 Introduction.....	181
8.2 Conceptualization of the case under research	183
8.2.1 GRASPreneurial netchain approach.....	183
8.2.2 Case under research.....	184
8.2.3 GRASPreneurial netchain framework and case under research.....	185
8.3 Methodology	186

8.3.1 Model description.....	186
8.3.2 Model application through sensitivity analysis.....	190
8.4 Results.....	191
8.5 Discussion.....	196
8.6 Conclusion.....	199
8.7 Supplemental information on model design and parametrization (ODD+D protocol).....	202
8.7.1 Overview.....	202
8.7.2 Design concepts.....	204
8.7.2.1 Theoretical background and individual decisions making.....	204
8.7.2.2 Learning, individual sensing and individual prediction.....	208
8.7.2.3 Interaction.....	208
8.7.2.4 Collectives.....	208
8.7.2.5 Heterogeneity.....	208
8.7.2.6 Stochasticity.....	208
8.7.2.7 Observation.....	209
8.7.3 Details.....	209
8.7.3.1 Implication details.....	209
8.7.3.2 Initialization.....	210
8.7.3.3 Input data.....	210
8.7.3.4 Submodels.....	210
8.7.3.5 Scenario analysis.....	210
Authors statements.....	213
References.....	214
Appendix.....	218
9 General conclusion.....	220
9.1 Main findings.....	220
9.2 Conceptual contributions.....	222
9.3 Implications to agri-food businesses, non-governmental organizations and policy makers.....	225
9.4 Limitations and further research.....	228
References.....	231
10 General appendix.....	235
Declarations.....	235
Publications and research presentations.....	236
Curriculum Vitae.....	237