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## **Exploring the Market Potential for Tomato Cultivated from Local Landraces: A Segmentation Approach Using an Inferred Non-Attendance Choice Experiment**

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This study investigates the market potential for vegetables cultivated from local landraces by examining consumer attitudes and their willingness to purchase and pay for these products through an online survey administered to vegetable consumers in Aragon. By employing a segmentation approach using an inferred non-attendance choice experiment, distinct consumer segments are identified based on their inferred non-attendance to the attributes of interest, price, and local variety. The choice experiment is applied to the most consumed vegetable in the region: tomato. Estimations from an Equally Constraint Latent Class (ECLC) model allow to infer the proportion of respondents considering or not different combinations of the attributes. Specifically, three consumer segments are identified: the largest segment (around 60% of the sample) considering both price and local variety in their choices, a medium-sized segment (around 25% of respondents) considering only the price but ignoring the local variety, and a smaller segment that ignores the price attending only the local variety. Therefore, the last segment consisted of consumers willing to purchase the vegetables from local landraces regardless of the price while the medium-sized segment did not care about the local variety considering only the price. Consumers in the largest segment may purchase vegetables from local landraces depending on the price and their estimated marginal willingness to pay for the local variety accounts for 3.11 €/kg. These three segments are profiled based on socio-demographics, importance given to different attributes when shopping vegetables, vegetables purchase and consumption behaviour, and the attitudes towards local landraces. In addition, the factors proposed by the Azjen's Theory of Planned Behaviour are also used (attitudes toward the purchase, the subjective norms, and the perceived behavioral control). This segmentation analysis provides valuable insights for local producers in developing effective targeted and tailored marketing strategies to different consumer segments, thus maximizing the market potential for vegetables cultivated from local landraces.