



Unveiling Urban Perspectives: Exploring Experiences, Motivations, and Feedback of Berry-Picking Activities in China

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Abstract

Fresh berries have their special appeals as a kind of natural food with the embedded cultural meanings behind fresh berries picking. While extensive literature exists on rural berry collectors in the Global South, there is a notable dearth of research on urban consumers, particularly in emerging markets. This study addresses this gap by investigating the motivations, experiences, and feedback of urban consumers engaging in berry-picking activities in selected municipalities of Zhejiang Province, China. Drawing on qualitative research with 24 participants using thematic analysis, the study uncovered the diverse ecosystem services berries offer, introduced new business models, and highlighted the potential of fresh berries as territorial products. The findings emphasized the importance of considering cultural nuances and social motivations in market segmentation, positioning berry-picking as a catalyst for rural tourism, and advocating for collaborative governance to address ecological concerns. The research contributes valuable insights to the broader discourse on the economic, cultural, and experiential dimensions of berry-picking activities.

Keywords: berry, consumer experience, motivation, territorial marketing, tourism