**Title:**

As online shopping becomes popular, will consumers still be interested in direct-to-consumer offline market outlets?

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**Abstract:**

The purpose of this study is to explain interests that online shoppers have in purchasing locally grown fresh produce from traditional offline direct-to-consumer market outlets like farmers’ markets, roadside stands, CSA, and agritourism. We used data collected in 2016 from a stratified randomly selected sample of 1,205 online shoppers within the South region of the U.S. who made at least two online purchases six months prior to participating in this study. We found that 20 percent of online shoppers have no interests in attending the offline market outlets. Among the 80 percent who indicated interests, results show that the primary reason they attend or would attend is to purchase fresh fruits and vegetables. The next most important reason is to support local farmers. The third ranked reason is to purchase other items beside fresh produce. Social interactions are ranked the least motivating factor to attend. This study is significant to local farmers, farmers’ market managers, and other agribusiness marketers within local food industry. It provides an understanding of interests that online shoppers have in the offline market outlets for locally grown fresh produce. Researchers will find this analysis study useful when furthering knowledge about this relatively new topic.

**Key Words**: Offline market outlets, online shoppers.