Análisis bibliométrico y visualización de estudios relacionados con la segmentación de los consumidores en los mercados campesinos

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RESUMEN

La “segmentación” y los “mercados campesinos” son dos conceptos que, a pesar de tener una relevancia notoria desde el punto de vista estratégico y económico, no gozan de suficiente atención en la comunidad académica. El presente artículo tiene por objetivo analizar la literatura relacionada con las contribuciones que ha realizado el Marketing en estos campos, haciendo uso del análisis de contenido y minería de texto para la identificación de potenciales líneas de investigación, oportunidades de actualización y profundización en estas temáticas. Para ello se realizó una búsqueda en Web of Science (WOS) y SCOPUS utilizando la ecuación TITLE-ABS-KEY (“farmers markets”), durante un periodo de 2007 a 2022, como resultado se obtuvieron 1.723 referencias. Para el cribado se empleó el método PRISMA dejando un total de 28 artículos. El análisis de este material permitió conocer la forma en que se ha abordado la investigación sobre la segmentación del consumidor de los mercados campesinos y con este, se devela la limitada literatura en este ámbito. Dentro de los resultados se observa que las investigaciones en estos campos requieren una mayor cooperación a nivel internacional que permitan la aplicación de los avances en temas de segmentación de mercados en una actividad económica que ha venido ganando gran relevancia dentro de las diferentes comunidades.

Palabras clave: Segmentación, Mercados Campesinos, Estilos de Vida, Comportamiento de Compra, Comida Local, Perfiles de Consumidor
Bibliometric analysis and visualization of studies related to consumer segmentation in farmers' markets

ABSTRACT
The “segmentation” and “farmers' markets” are two concepts that, despite having a remarkable importance from the strategic and economic point of views, they do not receive enough attention in the academic community. The aim of this article is to analyze the literature related to the contributions that Marketing has made in these fields, making use of content analysis and text mining to identify potential lines of research, updating opportunities, and going further in these topics. For this, a search was carried out in Web of Science (WOS) and SCOPUS, using the equation TITLE-ABS-KEY ("farmers market"), during a period from 2007 to 2022, and as a result, 1723 references were retrieved. For the screening, the PRISMA method was used, leaving a total of 28 articles. The analysis of this material allowed us to know the way in which research on consumer segmentation of farmers’ markets has been approached and with this, the limited literature in this area is revealed. Among the results, it is observed that research in these fields requires greater cooperation at the international level that allows the application of advances in market segmentation issues in an economic activity that has been gaining great relevance within the different communities.

Keywords: Segmentation; Farmers' Markets; Lifestyles; Purchasing Behavior; Consumer Profiles
INTRODUCTION

Nowadays, there is a growing interest in people to shop healthier agricultural products and that, in their production processes, greater respect for the environment is reflected (Marques et al., 2021). According to the Ministry of Agriculture and Rural Development of Colombia (Ministerio de Agricultura y Desarrollo Rural de Colombia) (2012), farmers’ markets refer to a "commercialization scheme for agricultural goods and services at a local level" (p. 57); protected and regulated under Law 160 of 1994, it is pretended that it has a minimum intermediation in the sale of food grown in the surrounding territories with the objective of being able to have fair prices for both, the consumer and the producer. According to Rojas Peña (2019), these markets follow a marketing circuit between associations, producers, and micro-entrepreneurs from surrounding rural areas that promote agribusiness, improving the quality of life of the people who benefit from it. So, farmers' markets obey a part of the diversified “fair trade movement” in which the sale of products benefits those who produce locally (González Ospina, 2015).

Thus, there is a greater number of places like this in different parts of the world (Ghazaryan et al., 2018), marking an increase in the demand for food from local fields, perceived as more affordable, fresher, and of higher quality products, compared to those that are usually purchased in supermarkets (Adams et al., 2011; Baker et al., 2009; Dodds et al., 2014). Additionally, there are policies that promote the "local purchase" of primary products and these policies increase the popularity of such spaces (Winfree & Watson, 2017), being also considered as tourist attractions in many cities (Dodds & Holmes, 2017a). Nurse Rainbolt et al., (2012) affirm that the growth in the demand for farmers’ markets is attributable to social, economic, and environmental concerns that have substantially modified the preferences and purchasing behavior of people. Also, these markets reflect a greater connection between the local producer and the community itself (Dodds & Holmes, 2017a), fostering the development of the local economy by supporting new businesses (Wittman et al., 2012), and representing the main source of income for small producers (Bond et al., 2009). Besides, with the trend in the consumption of "typical" foods of a certain region, the benefits and values of acquiring and consuming foods that have been grown in surrounding areas are promoted (Brain, 2012). This implies
recognition of findings, such as those of Gumirakiza et al. (2017), who affirm that people have strong preferences for fresh products and are willing to pay much more if they are grown locally. This means that there are more and more people who have a positive perception of this type of food, because there are more consumers who are interested in knowing the origin of what they are going to purchase (Dunne & Wright, 2017). Consequently, people's attitudes and preferences guide consumption and influence their purchasing decisions (Torres et al., 2020).

However, by identifying the products of farmers’ markets as primary goods, the differentiation between them can become minimal (Best, 2007). Abello et al. (2014), affirm that aspects such as the variety, shopping experience, and sociodemographic characteristics of consumers, are key elements that must be considered to effectively attract a greater number of people. This is where segmentation is recognized as a key process for strategic decisions (Sullivan et al., 2013a). So, segmentation consists of a process of dividing the market in which people reflect similar needs (Lyubenov, 2020). On the other hand, Kotler (2012) affirms that "segmentation is part of the essence of Strategic Marketing" (p. 34); while Jacques Lambin et al. (2009), refer to this process as a measure that allows "companies a more detailed understanding of the market and the benefits pursued by the different groups of potential customers" (p. 26). David et al. (2013), affirm that "market segmentation and product positioning are considered the most important contributions of Marketing to Strategic Management" (p. 256). Fernández Valiñas (2009) establishes that "segmentation allows to perform an effective market analysis" (p. 10). Finally, Johnston & Marshall (2009) refer to segmentation as a useful tool in sales teams to improve the relationship with customers in the processes of adaptation and individualization of needs. In accordance with the above, market segmentation represents the first step in any process that involves "strategic decision making". However, agribusiness is not used to segmenting (Lyubenov, 2020), giving ground to the possible competitive advantages in terms of differentiation that can be achieved by representing a "pleasant and satisfying place to visit and enjoy interactions with local farmers. "(Sullivan et al., 2013, p. 367).
Based on the recognition of the importance that market segmentation represents in the strategic processes of any type of industry and merged with what is stated by Lyubenov (2020), where he affirms that there is a very limited amount of literature in the field of farmers’ markets and their respective segments, the current work arises, whose objective is to analyze the literature related to the contributions that Marketing has made, identifying as search criteria "Segmentation" and "Farmers' Markets", using the content analysis and text mining. The main contribution is framed in offering an updated panorama on the applications and advantages of segmentation; as well as to allow the identification of collaboration networks and routes for future research around these topics.

**METHOD**

**Data source**

The articles analyzed in this study come from Web of Science (WOS) and SCOPUS. WOS represents one of the most consulted databases for carrying out bibliometric analysis (Liu & Liao, 2017; Yu & Liao, 2016). On the other hand, SCOPUS is a database that has many papers with access to their abstracts, covering more than 21,000 journal and book titles (Alaloul et al., 2021).

**Systematic literature review (SLR) and search strategy**

Systematic Reviews are useful to synthesize several topics that may be related to one another, allowing the establishment of a frame of reference for future research (Prebanić & Vukomanović, 2021). In this paper, the PRISMA method -"Preferred Reporting Items for Systematic Reviews and Meta-Analyses"- has been used for the selection and analysis of articles from the WOS and SCOPUS databases. This methodology seeks to avoid bias in the analysis to provide more conclusive results (Prebanić & Vukomanović, 2021). The PRISMA method consists of four stages that lead to obtaining the final set of articles that will be studied. In the first, the keyword “farmers market” was defined in the systematic equation, leading to 2,500 titles being retrieved by integrating both data sources. Here, a duplicate title could be identified; that is, the work was indexed in WOS and SCOPUS. Therefore, the second stage was divided into two parts; The first one called "SUITABILITY", because the objective of the review is to identify the contribution of Marketing in the
segmentation processes of farmers’ markets. Thus, only papers published in journals classified under the “Marketing” category were considered, according to the SCImago Journal Rank indicator. Based on this criterion, 105 potential titles were identified from the 2,500 articles that had been retrieved in the previous stage. The second part was called "DEPURATION" and it refers to the elimination due to duplicity in the titles and abstracts, thus consolidating 104 articles out of the 2,500 that had initially been obtained with the general search.

Now, the third stage consisted of reviewing the abstracts of the publications to identify if the results and findings reflected conclusions about segmentation in farmers’ markets. The content of these was examined and it was defined that those works that did not explicitly link aspects related to "Segmentation"; "Consumer profile"; "Habits, Values and Lifestyles"; “Attitudes” and “Preferences” in the context of “Farmers' Markets”, would be excluded for the content analysis process of the articles. These criteria led to filtering and obtaining a total of 28 articles from the 104 potential papers that had been previously identified. The fourth stage considered these 28 research works for content analysis that integrated qualitative and quantitative aspects. The qualitative part focused on the identification of the most relevant issues and the identification of the relevant results that would contribute to the understanding of the current state of “Segmentation” and “Farmers' Markets”. The quantitative part was oriented to the statistical characterization of the identified contents. The described process can be seen in the following diagram:
**Figure 1.** Selection methodology
RESULTS

Temporary description

Figure 2 shows the annual trend of the publications related to “Segmentation” and “Farmers’ Markets”. At a general level, the research works around these topics have been a few, bearing in mind that more and more spaces are designed for these activities, demonstrating the popularity and economic importance that they represent (Feldmann & Hamm, 2015). Additionally, it should be recognized that consumers in this type of markets are increasingly aware and responsible for their healthy diet, leading them to see farmers’ markets as an option to purchase organic food (Sanderson et al., 2005); which reinforces the idea of the relevance of improving academic contributions on the application of segmentation concepts in farmers’ markets. Then, since the general average number of articles published was two for the period analyzed, in the years 2008 and 2018 the publications were nil, which may mean a possible lack of interest on the part of the research community. However, the number of works carried out in the years 2009, 2011, 2012, 2016 and 2017 exceeded the general average, contrasting the last four years, in which an inactive behavior is observed that can be attributed to the COVID-19 pandemic, since the Physical access to these spaces was limited and this situation restricted possible activities related to data collection. However, research in recent years has focused on aspects such as: identification of the motivations for buying food in farmers’ markets and sociodemographic characterization (Cruz et al., 2021; Dodds & Holmes, 2017b), buying habits and preferences by gender (Curtis et al., 2020), and characterization of buyers by lifestyles (Onyango et al., 2015), allowing to identify a possible trend in the aspects that future research should focus on.
Distribution by universities

Figure 3 shows the universities with the highest number of publications for the analysis period. Particularly, Spain and the United States are positioned as the epicenters of more scientific production in the fields of "Segmentation" and "Farmers' Markets". Thus, universities such as: Abraham Baldwin Agricultural College, Utah State University, Perdue University, University of Wisconsin-Madison, and University of South Carolina, lead the United States to have 39% of world production. On the other hand, the Polytechnic University of Madrid, and the Center for Studies and Research for Agricultural and Environmental Risk Management (CEIGRAM), represent 7% of all production. However, it is important to highlight that the University of Wisconsin-Madison and the University of South Carolina are the higher education institutions that rank in the TOP with 21.42% of the publications and, in terms of their research axes, works such as that Gumirakiza et al. (2017) that focused on the analysis of the characteristics of farmers’ market buyers and their preferences associated with combinations of labels; Campbell & Fairhurst (2014) studied consumer attributes and how these affect purchase preferences in primary product sales formats, and finally, Cruz et al. (2021), who also studied the characteristics of buyers, but in this case, they were those who went to different Alternative Food Networks (known in Spanish as RAA), analyzing how Short Food Supply Chains (known in Spanish as CSC) contribute to the recovery of consumer confidence in the primary products they purchase in the supermarkets. All of this shows that there is no particular approach in which research interest
can converge around the application of segmentation to farmers’ markets when analyzed from this perspective, which offers a very wide range of work possibilities in these areas.

**Figure 3.** Top of the 5 universities with the highest number of publications

*Distribution by magazines*

Figure 4 shows the journals with the highest number of publications for the analysis period. Here, it is seen that approximately 61% of all works are focused in five Marketing magazines. Thus, the 17 published research works can be classified into two subcategories; first, consumer policies and practices; second, food marketing systems. In the first category, 28.6% of the total publications that have focused on the study of consumer characteristics and food marketing channels are found; as well as on the origin, quality, and safety of the products they consume (Bavorova et al., 2016; Carey et al., 2011). On the other hand, 32.14% of the studies published around “Market Segmentation” and “Farmers’ Markets” are found in the second category. The latter have focused on the analysis of the marketing and direct distribution of agriculture; in addition to the preferences, profile, and aspects that help to understand the purchasing behavior of people (Abello et al., 20 C.E.; Sullivan et al., 2013b).
**Figure 4.** Top of the 5 magazines with the largest number of publications

**Keyword analysis**

The analysis of the networks of co-occurrence of the keywords is extremely important in the processes of scientific cartography, since it allows visualizing axes of concentration in one or more disciplinary fields (Li et al., 2016). In the research related to "Segmentation" and "Farmers' Markets", a total of 86 keywords were obtained, from which 69 appeared only once and represent 80.2%. The co-occurrence network shown in figure 5 was made with the VOSviewer software. In this sense, the size of the nodes is given from the representative weight of a particular word. Additionally, the closeness between the nodes reflects the strong association that exists between them; as well as the lines that unite them, meaning the joint appearance of the words. However, the nodes that have the same color belong to the same cluster which, in this case, implies the existence of five large groups. In this network, the main node is represented by the words “Farmers markets” with an occurrence of 17 times, being the thematic axis of the publications. This is followed by "consumer" (5), "consumer behavior" (4), "local" (3) and “local food” (3).

The "Farmers markets" node presents closer relationship lines with the words "local", "direct marketing", "local food", and "consumer profiles", thus implying what has been described previously, where it is stated that farmers' markets are perceived as nearby spaces where people can commonly have access to representative foods of a particular region, always making use of primary products that are grown locally.
Also, the relationship with "consumer profiles" reflects the interest in knowing the type of public that frequents these spaces. The relationships between "consumer behavior", "organic food", "lifestyle segmentation" and "direct marketing", reflect that the analysis of consumer behavior in farmers’ markets has been focusing on the identification of the lifestyles of the people who consume organic food (Lyson et al., 1995), with the aim of identifying and proposing Marketing actions that take advantage of the close interaction that exists between these people and the possible links that can be generated (Kirwan, 2004). In the case of the relationships between "consumer" and "cluster analysis", it can be affirmed that the clustering technique has been used for the analysis of consumer profiles. Finally, the relationships between “alternative food networks”, “short food supply chains” and “trust” reflect a relationship between the trust placed by consumers in supply chains, networks, and values when consuming in farmers' markets.

Figure 5. Network of co-occurrence of keywords associated with the publications of "Segmentation" and "Farmers’ Markets".

In addition to the above, figure 6 shows the density map by color for the keywords derived from the studies related to the publications of “Segmentation” and “Farmers’ Markets”. Here, the color is given from the number of elements in the closeness of the node (Liu & Liao, 2017). The keywords in the orange and yellow areas appear more frequently, allowing to focus attention on those hot spots that are supposed to be the most important within the figure. The foregoing leads to the conclusion about the identification of the research
focuses related to "Segmentation" and "Farmers' Markets", but in a much more intuitive way. In this sense, the words “farmer's markets”, “consumer behavior”, and “consumer” turn out to be the most relevant and reflect the main lines of research; that is, the deepening of studies on consumer behavior in farmers’ markets.

Figure 6. Density map for the keywords related to “Segmentation” and “Farmers’ Markets”.

Co-authorship between countries

Figure 7 shows the network of papers carried out in co-authorship by country for the period of analysis. It is important to mention that co-authorship between countries helps to identify the degree of communication and interaction between them. It also allows you to see which countries may be the most influential in a particular field (Liao et al., 2018). Here, it is evident that the United States represents the most influential country in terms of studies related to "Segmentation" and "Farmers' Markets", followed by Spain. So, the United States is not only the most prominent country in the research of these issues, but also the one that presents the most connections, forming what is known as “research communities”. However, despite having a connection with Tunisia, Spain forms a cluster totally disconnected from the larger network made up by the United States, Australia, Italy, and Norway. In accordance with the above, it could be concluded that there is no geographical advantage that could influence cooperation networks.
Figure 7. Network of co-authorship by countries of studies related to "Segmentation" and "Farmers' Markets"

Co-authorship between universities

Figure 8 shows the network of works carried out by the different universities in co-authorship. Basically, there are cooperative relationships in the form of "independent research communities" when seeing 15 clusters formed by the 33 nodes. In this case, the largest cooperation network is formed by the universities “Ryerson University”, “Center for Hospitality and Culinary Arts”, “Edith Cowan University”, “Auburn University” and “University of Western Sydney”. The other groups are fragments of the network that reflect the low level of cooperation that exists in the research works around “Segmentation” and “Farmers' Markets".
**Figure 8.** Network of co-authorship by universities of studies related to "Segmentation" and "Farmers' Markets"

**Most Cited Publications**

In order to identify the most influential articles in studies related to “Segmentation” and “Farmers’ Markets”, the 10 papers with the highest number of citations have been selected. Table 1 shows the relationship of highly cited research with the following characteristics: title, journal, authors, year, and number of mentions. On average, the number of citations reaches 55 mentions, despite the fact that 50% of this top exceeds this percentage. Additionally, 90% of these works were developed by more than one author; that is, works carried out in co-authorship. Also, Zepeda L. stands out as the most prominent researcher in the studies on “Segmentation” and “Farmers’ Markets”. In the years 2009 and 2012 there was a rebound in citations, jointly accumulating 59% of all the mentions of this top with five articles for these two years.
**Table 1** Top of the 10 articles with the highest number of citations.

<table>
<thead>
<tr>
<th>Qualification</th>
<th>journal</th>
<th>Authors</th>
<th>Year</th>
<th>mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Which little piggy goes to market? Characteristics of US farmers' market shoppers</td>
<td>International Journal of Consumer Studies</td>
<td>Zepeda L.</td>
<td>2009</td>
<td>74</td>
</tr>
<tr>
<td>What are the odds of being an organic or local food shopper? Multivariate analysis of US food shopper lifestyle segments</td>
<td>Agriculture and Human Values</td>
<td>Zepeda L., Nie C.</td>
<td>2012</td>
<td>60</td>
</tr>
<tr>
<td>The role of farmers' markets in two low income, Urban communities</td>
<td>Journal of Community Health</td>
<td>Ruelas V., Iverson E., Kiekel P., Peters A.</td>
<td>2012</td>
<td>58</td>
</tr>
<tr>
<td>The farmer's market organic consumer of Costa Rica</td>
<td>British food journal</td>
<td>Aguirre JA</td>
<td>2007</td>
<td>39</td>
</tr>
<tr>
<td>Lifestyle segmentation and political ideology: Toward understanding beliefs and behavior about local food</td>
<td>Appetite</td>
<td>Witzling L., Shaw BR</td>
<td>2019</td>
<td>37</td>
</tr>
<tr>
<td>Italian consumer awareness of layer hens' welfare standards: a cluster analysis</td>
<td>INTERNATIONAL JOURNAL OF CONSUMER STUDIES</td>
<td>Vecchio R.; Annunziata, A.</td>
<td>2012</td>
<td>33</td>
</tr>
</tbody>
</table>

The work of Feagan & Morris (2009) is occupying the first place of the top with a total of 96 mentions. In this research the authors examined consumers' motivations for shopping at the Brantford Farmers' Market, based on the concept of “integration” in the motivational organizing process. The second place was occupied by the work carried out by McEachern et al. (2010), who, based on the consumer profile, identified the degree of awareness of people in the commitment to the acquisition of food that has been grown locally.
Thirdly, there is the study Zepeda (2009) whose aim was to identify if there were significant differences between people who buy in farmers’ markets and those who do not. Regarding the other studies, the focus of knowing the profile and behavior of the consumer was always maintained; however, they were framed in topics such as the commercialization of local foods, benefits obtained by producers and influential factors in the purchase of this type of product.

**Co-citation between magazines**

Co-citation happens when a researcher cites a work by any author together with the work of other authors (Miguel et al., 2006). This dynamic creates patterns that, as mentioned by Small (1973), could be used to identify the link between positions around the same topic. In this case, the co-citation analysis allows visualizing the relationships between journals, references and authors that frame the literature on “Segmentation” and “Farmers’ Market”.

For McCain (1991), the analysis of co-citation of journals allows studying the structure of academic disciplines through the published literature. With the use of VOSviewer, the intersection of the journals was traced as shown in figure 9, showing 11 nodes grouped into three clusters. The green cluster brings together the magazines “Sociologic Ruralis”, “Local Environment”, “Agriculture and Human Values”, and “Journal of Rural Studies”; which address the complexity and diversity of rural problems from the social, political, and cultural perspective as a common theme. The red cluster contains the journals “British Food Journal”, “International Journal of Consumer Studies”, “American Journal of Alternative Agriculture” and “Renewable Agriculture and Food Systems”; all of them framed under the trends of economic and environmental well-being of consumers. Finally, the blue cluster groups the journals “Journal of Food Products Marketing”, “American Journal Of Agricultural Economics”, and “Journal of Food Distribution Research”; representing those magazines that focus on aspects related to the economics of agriculture.
**Figure 9.** Co-citation network of magazines related to “Segmentation” and “Farmers’ Market”

**Co-citation between references**

Moya-Anegón et al. (2004) proposed the analysis of co-cites of references to represent and visualize the intellectual structure of large scientific domains; that is, it is a co-occurrence relationship (Miguel et al., 2006). Figure 10 reveals the interest in characterizing the consumer who buys in farmers’ markets and their attitude towards the origin, quality, and safety of locally grown food; these topics that are articulated with each other, reflecting their extent of affinity.
Co-citation of authors (ACA)

In 1981, White & Griffith proposed author co-citation analysis (ACA) as a technique to contribute to knowledge of the intellectual structure of scientific disciplines (Miguel et al., 2006). According to Fonseca-mora (2018), with the grouping of authors by clusters it is possible to identify thematic areas, schools of thought, lines of research, and shared intellectual styles. In the graphic representation of figure 11, the prominent authors, their academic contribution, and the links in the areas of "Segmentation" and "Farmers' Market" are mapped, grouped into 41 nodes that form four clusters. In the center of the figure, the highest nodal degree is grouped and, at the extremes, the authors who are cited to a lesser extent are concentrated. Now, by identifying Zepeda, L. who is in the red cluster, she represents the most frequently co-cited author affiliated with the Department of Consumer Sciences at the University of Wisconsin-Madison, who researches issues related to consumer decisions on organic food and local food. In the same way, other authors who stand out in different clusters are noticed. Carrigan M. of the Blue Cluster is a Professor of Marketing and Sustainability at the Edinburgh Business School at Heriot Watt University, who researches issues around ethical consumption, sustainability, and corporate social responsibility. Within the green
cluster stands out Govindasamy R., a professor of agribusiness marketing at Rutgers University, who researches issues on agribusiness marketing, consumer demand, and market profitability. And in the yellow cluster Lawson R., director of the Bridwell Institute for Economic Freedom at the Cox School of Business at Southern Methodist University (SMU), his main research focus is economic freedom.

**Figure 11. Co-citation network of authors related to “Segmentation” and “Mercados Campesinos”**

**DISCUSSION AND CONCLUSIONS**

Considering the economic importance that "Farmers' Markets" have been gaining, this study addressed a sample of 28 research articles in English that are indexed in Marketing journals according to Scimago Journal & Country Rank in an observation period of 2007 to 2022. Based on the selection criteria of the 10 articles that have been most cited, the following categories of analysis are presented below in which these works can be summarized:

- On this subject, many works have focused on the study of the sociodemographic characteristics of the consumers of the "Farmers’ Markets" and analyze how these factors influence aspects related to the purchase intention and design of communication strategies. In the research that have focused on characterization, these works seek to identify the position of people belonging to vulnerable populations regarding locally produced food, as well as the variables that explain the possible causes of not frequenting
this type of space (Ruelas et al., 2012; Zepeda & Nie, 2012). On the other hand, there are studies to characterize the buyers of farmers’ markets for their subsequent classification and analysis of influence on the intention to purchase this type of product (Aguirre, 2007; Zepeda, 2009). Finally, regarding the application of communication strategies by type of consumer segment, it is possible to comment on the study carried out by Witzling & Shaw (2019) who used the Food Lifestyle Survey (FRL) to subsequently apply clustering methods and thus identify the different prevailing market segments.

Regarding this category, studies commonly use tools with mixed approaches. The use of interviews and open questions in the surveys allows researchers to deepen into the causes and aspects that they value when they decide to purchase primary products in this type of spaces. Additionally, the research revealed that there are still gaps regarding the degree of consumer knowledge about the benefits that this type of activity represents for the local economy; as well as a sustained growth in the concern for aspects related to health, community, and environment, from the buying of food (Feagan & Morris, 2009; McEachern et al., 2010).

Additionally, this research carried out a bibliometric analysis and a visualization of the publications related to “Segmentation” and “Farmers Market”. From this, strategic results on these publications have been identified and can be summarized as follows:

- In the first place, the research indexed in the Marketing magazines on “Segmentation” and “Farmers’ markets” have been very limited at a general level. There are even periods in which there was no production, but in recent years, updating opportunities have been identified in aspects related to: values and lifestyles, sociodemographic characterization, and purchase motivations. Regarding universities, the United States not only has the largest number of publications, but also with the greatest representativeness in terms of the number of institutes in the top of production. The magazine “International Journal of Consumer Studies” is occupying the first place among those media where the studies related to “Segmentation” and “Farmers’ markets” are most publicized. Additionally, the research topics focused on deepening into the preferences, consumer profile, and marketing channels of agricultural products.
Secondly, the analysis of the keywords made it possible to identify other focuses of attention of the studies on “Segmentation” and “Farmers' Markets”. On the one hand, some works have been oriented to discover the consumer's perception of locally grown food, without losing sight of the focus on deepening values and lifestyles. However, the use of statistical techniques such as clustering also appears, which allows to know the different segments that may exist for this type of market, since the background showed that people today are concerned with knowing the origin of the products they purchase and in having greater confidence in the different points of sale of this type of food, throughout the entire chain of production and consumption.

Thirdly, with regard to cooperation between countries and universities, it was concluded that despite the existence of some works carried out jointly, there are still many opportunities for contribution in these important fields such as "Segmentation" and "Farmers’ Markets". The aforementioned is affirmed under the premise of the strong prevalence of "independent research communities". Fourthly, the analysis of co-citation between journals shows a strong tendency in publication about topics related to “economics of agriculture and well-being”. On the other hand, the co-citation between authors shows that the topics consulted by the most prominent researchers have focused on consumer preferences, ethical consumption, and market profitability. Finally, the co-citation between the references shows that the queries have focused not only on the characteristics of the buyers of farmer's markets, but also in the search of aspects that help to understand the attitude of these people towards locally grown food.
LIST OF REFERENCES


