

Work package number	8	Start date or starting event	16
Work package title	Consumers' attitudes, expectations and behaviours towards traditional food		
Activity type	RTD		
Objectives	<p>The main objective of WP8 is to check the WBC consumers' attitudes, expectations and behaviour towards traditional and local food products. Thus, WP8 aims to:</p> <ul style="list-style-type: none"> • measure the attitudes towards traditional and local food products expressed by Balkan consumers, • assess the purchasing behaviour of WBC consumers for traditional and local food products, • identify specific segments of consumers sensitive to traditional and local food products. 		
Description of work	<p>WP8 will consist of a qualitative and quantitative survey, which are both consumer-oriented. The consumer survey and analysis will draw on the marketing literature concerning consumer behaviour. ENITAC will lead the case study, with the support of SMMRI for the conjoint analysis, UL-SLO for their knowledge of traditional products in the WBC and UNEW and PARMA for their competences in traditional food consumption behaviours. SEEDEV and AGRIDEA will be associated in the design of the focus groups and conjoint analysis, bringing their specific knowledge on traditional products in the WBC. The empirical work is divided in three activities.</p> <p><i>Activity 8.1. Focus group</i></p> <p><i>Activity 8.2. Conjoint analysis</i></p> <p><i>Activity 8.3. Analysis with a special focus on clusters</i></p>		
Deliverables	D8.1 Study report on consumer attitudes, expectations and behaviours towards traditional food. Month 30.		