

Training

Consumer motives and values behind traditional food consumption:

I love you, me neither

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1



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Present-day consumers

Urban, alone, settled: which needs?

Space, relationships, sense,
basically pieces of time



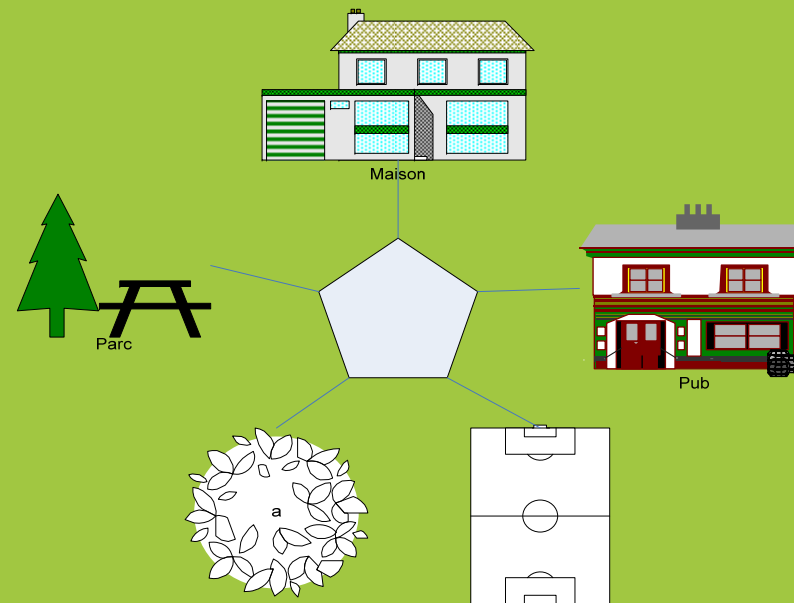
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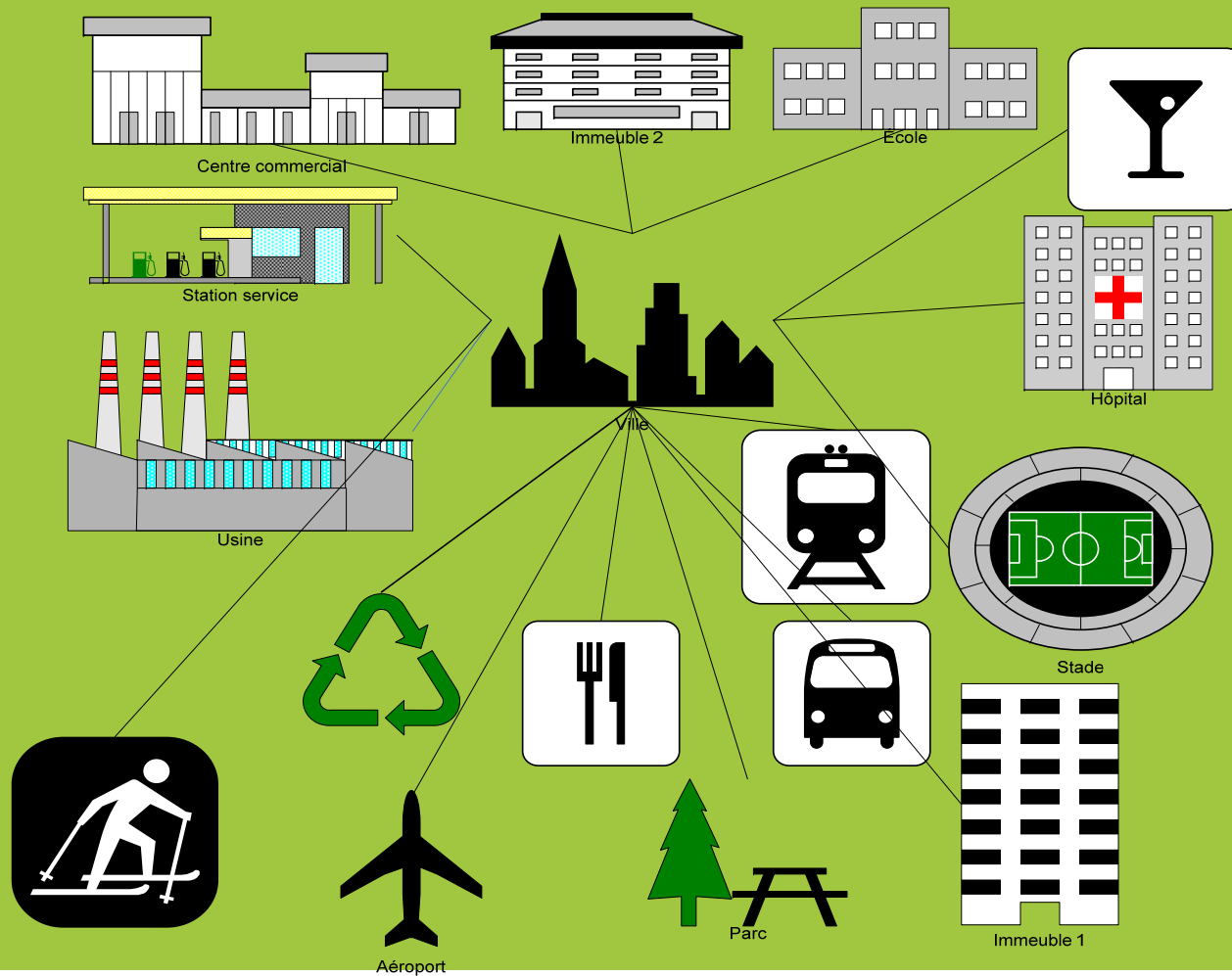
Life polygons in rural area fuzzy space & time



3



Life polygons in urban area specialized & condensed space and time



Extended polygons

4



Traditional foods are embedded in globalisation

- **Frenetic consumption of distance**
 - Mobility of working people
 - both from home and childhood
 - Escape from usual urban landscape
 - foreign tourism
 - influence of heliotropic effect
 - Need for native tangs
 - Variety seeking behaviour
 - regional, exotic, ethnic, ethical expectations
- **Distribution channels, reliable logistics**

5



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Traditional food products strongly rely to culture
Worms as Thai delicatessen, not so appealing in Europe



6



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Interest of traditional food products

- **Consumer's expectations for origin**
 - a reaction against food scares and high-tech foods
 - a mean of authentication vs global brands
 - a good way for traceability of responsibility and benefits
- **Food products from somewhere, somebody**
 - origin labelled, speciality,
 - on farm processed, regional or local,
 - organic and fair trade

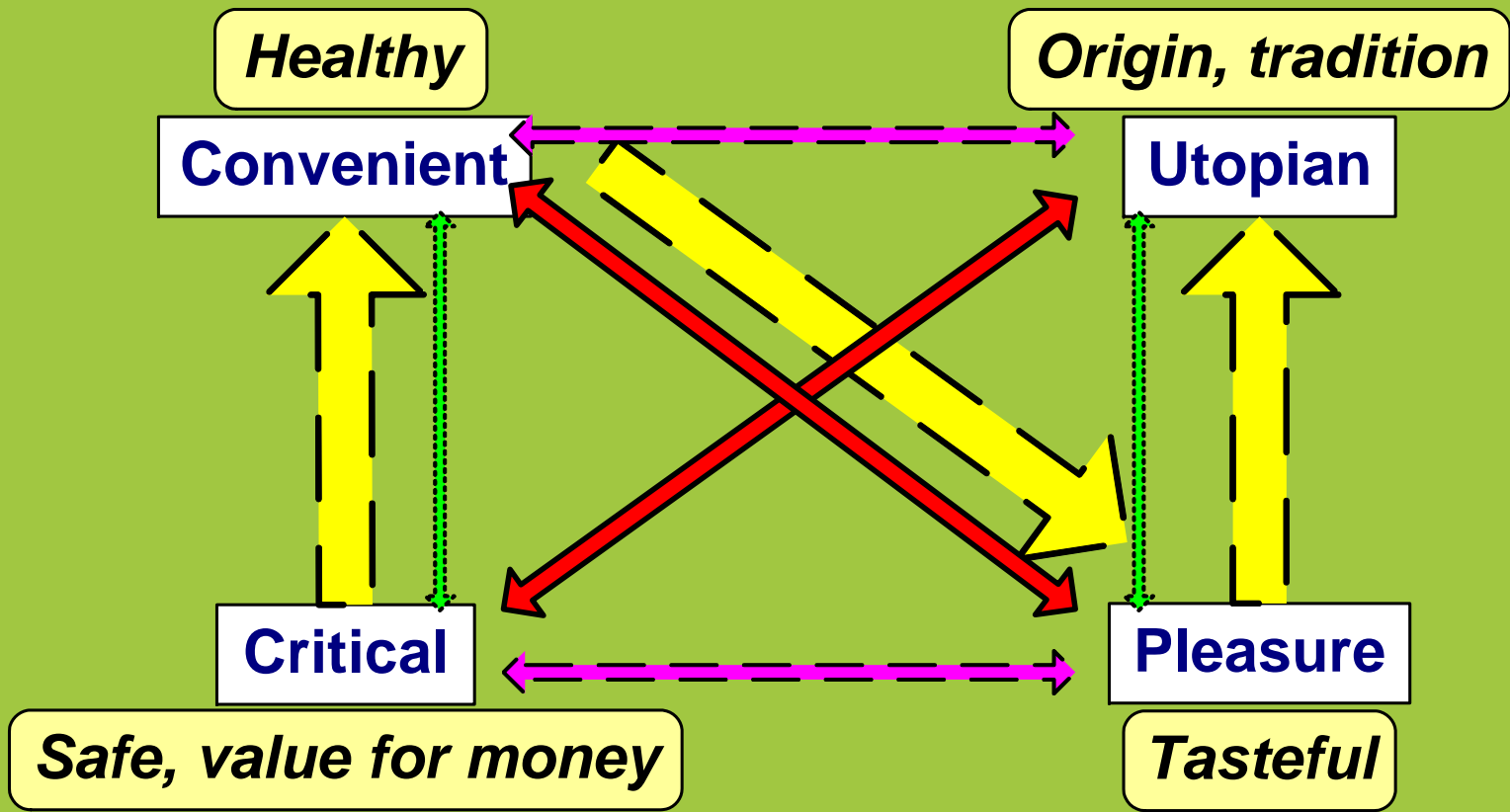
7



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Semiotic square of food according to consumers' expectations



contradiction
 opposition
 complementarity
 thought process



Consumers and food choice: Bounded rationality and information asymmetry

Not often unique rationality

Not always stable choice

Never uniform choices

Under context influence

- Festive vs daily
- Heliotropism vs busy

Memory of food behaviour

- contextual not semantic
- sensory not lexical (poor verbatim & stereotypes)

Multidimensional rationality (price, taste, convenience, ...)

Limited analysis: behaviour / verbal response

9



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Tradition and authenticity make modernity tolerable



Traditional food products in consumer decision-making process

Food choice uncertainty

- Post purchase validation of choice, after eating: routine purchasing
- Prolific supply -> cognitive saturation when choosing

Information processing

- Short cuts needed instead of complex cognitive process
- Cues & visual signals as substitute of information: brands, labels, logos, wine & restaurant guidebooks



Conclusion Consumers & traditional foods

Love story.....

Strong symbol (conspicuous, homesickness /holidays & /childhood)

Compensatory /stress from modern lifestyle

Epicurean pleasure not forbidden (yet) (/smocking)

.... Fickle, unpredictable

Price primacy /money constraints

Tradition needs time for tasting vs speed or binge eating

Variety seeking → recurrent loyalty not perceived

Strong brands availability & regularity

Cluster analysis, not Gauss curve targeting

12



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SEVENTH FRAMEWORK
PROGRAMME

Mixed food habits: both novel and traditional foods



Multifaceted &
polymorphous
European
consumers



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Thank you for your attention
Spend time to enjoy food, not feeding!



14



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