

# WP8 FOCUS GROUP

## Consumers' attitudes, expectations and behaviours towards traditional products

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# WP8 FOCUS GROUP

## Consumers' attitudes, expectations and behaviours towards traditional products

- Hypotheses of WP8
- Objectives of focus groups
- Methodology
- Focus group guidelines
- Work in groups on focus group guidelines
- Discussion

# WP8 Hypothesis

To validate by qualitative and quantitative surveys

- Distinction rural / urban
- Opposition traditional vs industrial / strong brands
- Consumption supported by direct distribution channels
- Traditional products = processed products based on ancient cuisine and old recipes
- Consumption in festive consumption moments or in every day life
- Traditional products as healthy food
- Products with origin labels = traditional products

# WP8 Objectives of focus groups

- Determine or confirm hypotheses linked to traditional food products' consumption.
- Identify attributes of traditional products which will be used for conjoint analysis.
- More generally, measure perception, attitudes and behaviour towards traditional food products.

# WP8 Methodology of focus groups

- Two focus groups per country
  - ⇒ One in capital or large city
  - ⇒ One in small town in rural area

Choose a particular region in each country with well-known traditional products

- No distinction between the 2 focus groups according to the type of people and the subjects of the guidelines
- Same guidelines for all focus groups

# WP8 Guidelines – Presentation

Four parts :

- Warm up
- Traditional product concept
- Traditional product consumption & purchasing behaviour
- Image of traditional products

# WP8 Guidelines

## Warming up

- Objectives:
  - ⇒ Get the conversation going
  - ⇒ Have an idea of the participants' purchasing & cooking habits
- Presentation of each participant & short questions

# WP8 Guidelines

## Traditional product concept

- Each participant writes on a sheet 5 traditional products spontaneously (without discussion afterwards).
- Exercise (individual & collective) : Presentation of 10 different products to be grouped.
- Definition of a traditional product.
- Exercise PRO-CONS : participants give positive and negative representations of trad. products exaggerating their opinions.



# WP8 Guidelines

## Traditional product consumption and purchasing behaviour

- Purchase location
- Last consumption moment of a traditional product
- Types of traditional products eaten (one product – one dish)
- Consumption moment
  - ⇒ of the product
  - ⇒ of the dish

# WP8 Guidelines

## Image of traditional products

Different themes to approach:

- Healthy products
- Natural products
- Quality products
- Ethical products
- Products with origin labels

# WP8 Guidelines

## Points of discussion

- Distinction between rural & urban people

⇒ To validate by quantitative survey

Do we keep this distinction in the final version ?

- Price of traditional products

⇒ Depends highly on the type of products considered

⇒ Some traditional products may not have a “conventional” equivalent.

Do we introduce questions about price ? If yes, how ?

# WP8 Guidelines

## Points of discussion

- Traditional products spontaneously evoked (point 2)
  - ⇒ First question about traditional products
  - ⇒ No collective discussion afterwards, not to influence following questions
  - ⇒ Each participant will write 5 traditional products on a sheet
  - ⇒ Objective : Compare these lists with lists of experts and help to choose products for conjoint analysis

Opinion about this exercise and its position in the guidelines  
(maybe after definition ?)

# WP8 Guidelines

## Points of discussion

- Position of the questions 4 and 5

⇒ Objective of question 4 : give a common definition of traditional products (identify attributes of trad. products)

⇒ Objective of question 5 : See the representation for consumers of trad. products (speak about authenticity, tradition, childhood...)

⇒ Problems: influence of the first question on the second – Similar questions but 2 different objectives

Questions: Do we keep the two exercises ? Definition before representation or representation before definition ?

# WP8 Guidelines

## Points of discussion

- Consumption moment (point 6):
  - ⇒ We focalize on one traditional product and one traditional dish each participant usually eats.
  - ⇒ Questions about consumption moment concern these products and dishes.

Do participants choose a common product and dish or we let everyone express for his/her own dish/product ?

# WP8 Guidelines

## Points of discussion

- Ethical products (point 13)

⇒ Ethical in the sense of supporting local economy .

⇒ Difficult to use the term "ethical". We do not know if consumers have a good definition of an ethical product.

⇒ So we add a question: do you think that buying trad. products helps to support the local economy & producers ?

How to approach the theme of ethical products with consumers ?

# WP8 Guidelines

## Points of discussion

Other comments and suggestions on the guidelines are welcome