

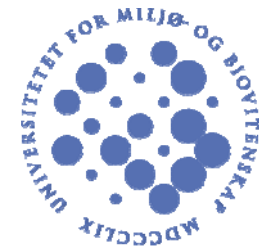
Consumers' associations related to traditional food products

A Sense of Diversity, The Hague, September 2006

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Matforsk and UMB

Background for this study



- Production and consumption of traditional products is important for European Food Culture
- Truefood - an EU-IP project
WP1: Definition of Trad. Food Products and attitudes to innovations

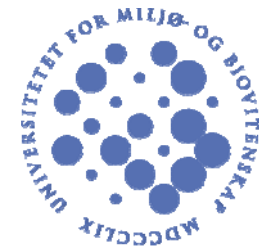


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What is a traditional food product?

- Part of a culture?
- Part of a set of traditions?
- Representing a continuity over time?
- Expectations for certain sensory attributes?
- Expectations for a certain nutritional quality?





Objectives and research questions:

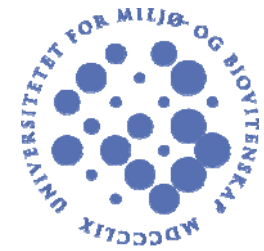
Objectives:

- To explore consumers' associations related to traditional food products
- To compare "Mood Boards" and "Repertory Grid"

Research questions:

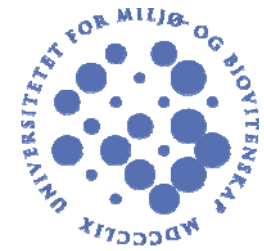
- Are associations related to traditional foods different from those related to novel food?
- Are associations general for different categories of traditional food products or specific for each product category?

Approach



- Traditional food products versus novel food products
 - Four different categories
- There exist different representation modes for brand associations (Anderson 1983, Supphellen, 2000)
 - Verbal
 - Visual
 - Sensory
 - Emotional
- More than one method is important (Supphellen, 2000)
 - Mood boards (visual)
 - Repertory grid (verbal)

Respondents



- 30 consumers
- Four groups of 7-8 respondents
- Age 35-60 year
- Not from marketing and/or food science/- production
- Make dinner 1-2 times a week

Product stimuli



Traditional



Novel



Product stimuli



Traditional



Novel





Mood boards

- Visual perception is important
- Consumers expressed associations by making collages (mood boards)
 - based on metaphors (unconscious knowledge)
 - without the need for verbal language
- Each consumer got products from two categories (out of four)
- Seven different weekly papers/magazines for each consumer
- Results
 - The mood board itself (poster)
 - Individual explanations for selection of pictures
 - Scoring mood boards for "traditionality"
 - Consumers expressed two associations per mood board

Results:

Mood boards of bread (traditional and novel)



Results: Mood boards of chocolate (traditional and novel)



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Example results:

Are associations related to traditional foods different from those related to novel foods?



Traditional : 13
Novel: 2



Traditional: 5
Novel: 3



Traditional: 1
Novel: 6

Exampel results :

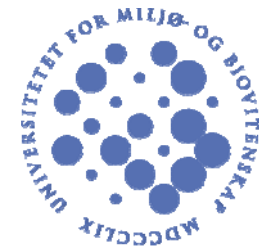
Are accociations general for all categories of traditional food products?



Used for all four product categories: 4,3,3,1 times



Used for dry cured ham (4), "pultost" (2) and "flatbrød" (4), not for "melkesjokolade"



Consumers associations related to Mood boards used > 10 times

Traditional

- norwegian (63), tradition (55), outdoor activity (40), nature (31), old (24), old-fashion(18), national feeling (15), Norway (10)

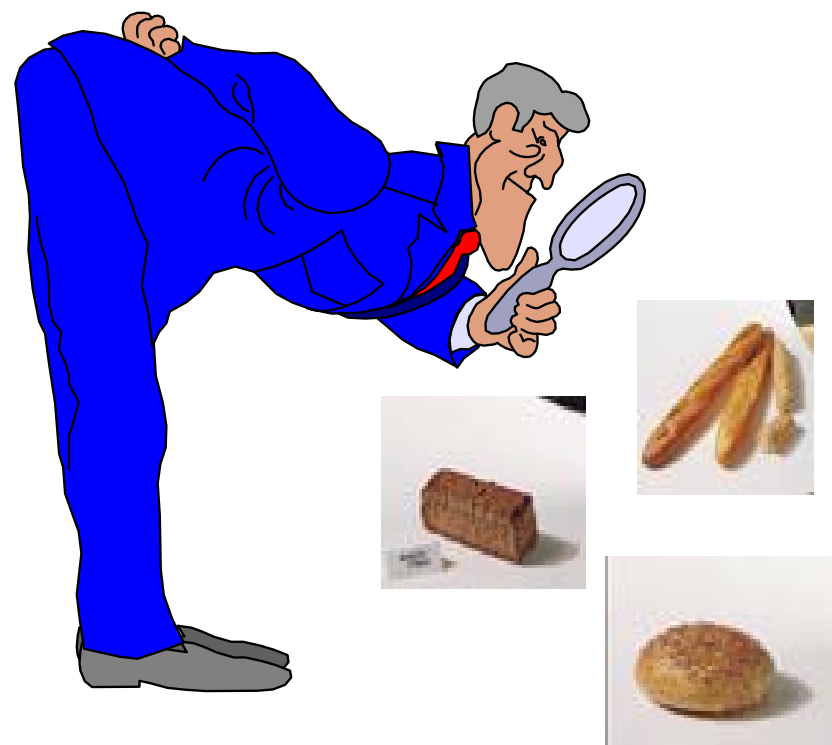
Novel

- modern (39), healthy (30), sporty (30), style (23), travelling (24), colors (18), diet (16), young (16), trendy (15), exclusive (10)

Repertory Grid Method (RGM)



- RGM is a method for development of descriptors and vocabulary
 - trained panel
 - consumers
- Presenting sample dyads/triads to subjects and ask them to describe similarities and differences between these samples





Repertory Grid in this project

- Presented two product categories (out of four)
 - one traditional product
 - one novel product
- "Look at, taste and smell these products"
 - "In which ways are these two products different"?
 - "Which associations do you have to these products"?
 - Probing
 - ◆ "Which contexts do you think about"?
 - ◆ "Which person uses this products"?
- Each consumer selected maximum 10 associations for scoring
- Scoring of the products (1-7 scale)

Results: PCA from Repertory Grid (51%,15%)



Enjoyment,
delicious



Tradition, hike,
fresh air,
mountain,
feast, safe,
cottage

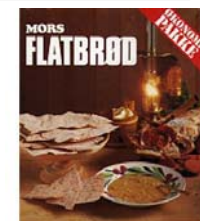


Trendy, New,
Modern, Healthy,
Young, Exclusive,
Feminin, Popular
Urban, Holiday

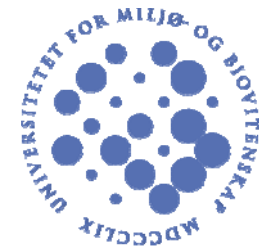


Economical,
old, nursing
home, healthy,
oldfashioned,
farm, grey

Old,
Farm,
Healthy



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Conclusions - research questions

- Associations related to traditional foods are different from those related to novel foods, examples:
 - Traditional vs modern
 - Norwegian vs international
 - Old vs young
 - Nature/farm vs urban
 - Community vs individualism
- Most associations are common for all categories of traditional foods



Conclusions - methods

- Mood Boards and Repertory Grid gave similar results (associations)
- Visual information (Mood Boards) was easy to elicit
 - Interpretation is challenging
- Verbal information (Repertory Grid) was harder to elicit
 - Interpretation is easier (by multivariate analyses)

Thank you for your attention!

