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MARKETING OF CULTURAL AND FOOD PRODUCTS IN CALABRIA AS HERITAGE OF THE ANCIENT MAGNA GRÆCIA

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Dottoranda
ELEONORA PANTANO

Coordinatore del Collegio dei Docenti
Chiar.mo Prof.
PIER AUGUSTO BERTACCHINI
Università della Calabria

RELATORE
Chiar.mo Prof.
CLAUDIO VIGNALI
Leeds Metropolitan University (UK)

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To granddad Tommaso and granddad Fiorenzo,
because they would be very proud of me…

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1. Introduction

The main aim of this research is to study the perception of consumers regarding regional products from Calabria and the role of Magna Græcia culture in their buying behaviour.

The basic assumption underlying this research is that such processes are characterised by certain variables inextricably linked to the territory. The goal, therefore, is to construct a model to help us identify the main relevant factors.

The model then could be used to define marketing strategies geared to enhancing the image of Calabria, by promoting its local resources. Many researches (Tellstrom et al., 2005), in fact, suggests that the use of traditional culture can help revitalise a region and create a bond between the consumer and a particular area.

In the literature there are several approaches to territorial marketing, but these can be reduced to two main strands: the more restricted one in which territorial marketing is seen as “the nexus of activities undertaken to attract to a particular area new sources of production” (Testa & Buccione, 2006); the second wider approach in which “the needs analysis of both internal and external stakeholders aimed at constructing and reinforcing exchange relations in order to increase the value of the territory by triggering a virtuous circle of satisfaction-attraction-value” (ibid., 2006). In other words, the more the consumer is satisfied with the services offered, the more the territory becomes attractive in the eyes of outsiders, thereby enhancing its value.

There is widespread consensus in the literature in the recognition of the fact that when it comes to territorial marketing the territory itself is of the fundamental importance and has to been viewed not just as a resource but as a product *per sé* (Reitano & Zinno, 2006). A crucial factor in this type of marketing is the identification of strategies that allow the promotion and revaluation of local resources with the help of new technologies and new means of information and communication.

Certain strategies can promote development by attracting new input of tourists and other kinds of economic resources. Testa & Buccione (2006) maintain that such strategies operate at two levels:

- "external marketing whose target are tourists that provide most of the business but also visitors for cultural and sporting events, conventions and business. The actions undertaken to offer a welcome and services to satisfy the expectations of the consumers by focusing on both tangible and intangible resources;
- internal marketing, whose target are residents, workers and local businesses, who undertake to satisfy the requirements of visitors with a supply of goods and services in line with their expectations."

Buhalis (2000) identifies the main functions of territorial marketing as:

- improve over the long term the quality of life of the local population;
- please visitors by meeting their needs;
- maximise the profitability of local businesses and maximise their output;
- optimise the impact of tourism by ensuring a sustainable balance between economic benefits and socio-cultural and environmental effects.

The level of competition between regions is growing all the time, and this heightens the need to define an efficient marketing strategy aimed at improving the position of one's own territory (Bramanti, 2002; Murphy et al., 2000). The contribution of research efforts to the marketing of destinations can be summarised as follows (Buhalis, 2000):

- identify the main attributes looked for in each segment of the market;
- planning and required attributes for products and tourist services;
- re-evaluation and development of a territorial image;
- market segmentation and development of corresponding marketing mix;
- opening of new markets, reducing dependence of the already existing ones;
- evaluation of the elasticity of demand for each segment of the market;
- reduction of seasonal limitations by extending various segments of the market;

- analysis of the motives that deter people from visiting a particular place (reduction of demand);
- evaluation of alternatives in the distribution channels;
- evaluation of the impact of tourists on destinations and selection of appropriate segments;
- evaluation of marketing efficiency and selection of appropriate media and publicity channels.

It is most important, therefore, to create a strong territorial image that can influence consumer's choice (Beerli & Martin, 2004a) and an individual brand that symbolises its characteristics and distinctive features and differentiates it from other areas (Reitano et al., 2007).

The territorial image is made up of three elements: cognitive, affective and conative (Ktonecnik & Gartner 2007; Beerli & Martin, 2004b). The cognitive element concerns reputation, that is to say, what the individual knows about the territory.

The affective component rests, on the other hand, on how the individual feels in relation to this territorial knowledge. The final component refers to action: how individuals react to their knowledge of and feelings about the territory.

An individual develops an image of a territory at two levels (Sommez & Sirakaya, 2002): organic and inductive. The organic image develops in an individual through long term experience (Prebenson, 2007), whereas the inductive image is formed through external information, such as advertising, that is gathered and processed (Puggelli, 2004) or through word of mouth (Sommez & Sirakaya, 2002). In particular, the factors that influence the formation of a territorial image, according to Sirgy & Su (2000), are the following:

- atmosphere of the place
- level of services
- cost of holiday
- geographical position of the destination
- promotion of the territory.

It is possible to collect and summarise, therefore, the overall factors that influence the image of a destination (Pearce, 2005):

- attitude; affective or emotive factors, cognitive factors or beliefs, conative factors (i.e. implicit behaviours). These are assessed by affect scales or responses to photographs or incidents, belief statements or scales, intended visit questions;
- Multi-sensory components that can be visual, olfactory, aural or tactile: these are assessed by open-ended responses on sight, sounds and smells;
- Cognitive maps (spatially organised coding of setting). These are assessed by products or mental maps sketched by respondents.

The factors are, moreover, directly related to elements in the marketing mix known as the Four Ps: product, price, place and promotion (Lambin, 2004).

In recent years, in fact, different countries have created their own logo which serves to identify their territory as a tourist destination by re-enforcing its image on consumers.

The brand "synthesises the renown and the image that a firm (corporate brand) or a particular product (product brand) has been able to claim for itself vis-à-vis competing offers in the same sector" (Brondoni, 2000) and implies a certain patrimony connected with the symbol used (Aaker, 1996; Kotler, 2004; Minestroni, 2002; Monachesi, 1993). The brand has a signalling function, which enables the consumer to associate that distinctive sign with a particular good or service and with the firm that has produced it (Brondoni, 2002).

For this reason "territorial brands" have arisen such as the Guggenheim or events like the "European City of Culture" that exploit the possibility to utilise names that are familiar to the consumer, thereby fulfilling an iconic function. The moment a tourist returns to that territory for another holiday can be considered an example of product or brand loyalty (Canees, 2004).

The image of a territory is closely bound up with its local products, which therefore -being a manifestation of the culture and traditions- can become the means to transport that image and work as a catalyst for development. Indeed, "typical products are conceptualized as issuing from small-scale agricultural systems, with special characteristics due to the combination of local raw materials with traditional, inherited, production techniques" (Tregear, 2003). The territory benefits from these products that are shown in several ways: by increasing "farmers' incomes in marginal areas which may, through synergies, be multiplied across whole local economic networks" (ibid., 2003); enhancing skilled employment; enhancing *social vibrancy*; "improving environmental sustainability and animal welfare, and, safer, healthier food for the consumer" (ibid., 2003).

In this scenario tourists play a crucial role, since it is usually they who purchase local products. It is the very importance of this role that impels us to carry out research into tourists behaviour while on holiday and in particular their *spending patterns* (Quan & Wang, 2004).

One very common tourist activity is, in fact, holiday shopping (Oh et al., 2004; Moscardo, 2004; Stynes & White, 2006) which mainly revolves around the purchase of local products.

Mattiacci and Vignali (2004) also maintain that during the tourist experience the consumers display the desire to discover the local products of their chosen destination and this clearly leads to an increase in sales; there is also the factor of the need to return to one's home country carrying presents and souvenirs. Some authors even believe that shopping can be considered a valid reason for a holiday (Sciarelli & Rossi, 2007). Furthermore in recent years there has been a marked growth of new kinds of tourism, orientated above all to the consumption and purchase of particular types of food such as wine and beer and so on (Plummer et al. 2005; Yuan et al., 2005; Santich, 2004; Getz &Brown, 2006; Brown & Getz, 2005). Eno-gastronomic tourism, for example, implies a tourism focused on food, drink and gastronomic specialties from a particular region, which it would be difficult to find elsewhere (ibid., 2004).

In order to meet the challenge of this new kind of tourism demand and encourage it further, many countries have begun to undertake a series of initiatives (Lee et al., 2004), which usually focus on the appreciation of their own local products (Prentice & Anderson, 2003). In some cases, however, such attempts have very little resonance outside the area where they are held.

Tourists look for unique and authentic experiences and the consumption of local food and drink allows them to feel closer to the host culture (Plummer et a., 2005). Indeed food can be considered a very good reason on its own for a holiday (ibid., 2005). On the one hand, tourists influence the demand for local products, on the other consumers seek out such goods because they are seen as a symbol of authenticity.

This growing demand has led even large scale retailers to take an interest in the phenomenon, and this has been done through two different strategies:

- the creation of product lines made by local producers with a new name within the brand of the retailer, for example *Sapori e Dintorni* from Conad;
- the creation of a corner within the premises entirely devoted to the region with an atmosphere that recalls the traditions and culture of the place, in which diverse kinds of local products can be bought (this strategy is used, for example, by Despar).

The first line dedicated solely to local products was started in the year 2000 by Carrefour; the most recent, on the other hand, was launched by Sigma in 2008.

We have chosen to analyse Calabria because it is a region that possesses an enormous inheritance from the point of view of art, culture, nature, history and archaeology which is often not fully exploited or fully known. In particular, the resources of major interest and importance are those dating from the period of Greek colonisation which has come to be known as Magna Graecia (Reitano et al., 2007). Many products and artefacts recall ancient Greek traditions and often reflect the finds in the region from the ancient Greek era which ran from the VIII Century B.C. to the 1st Century A.D.. In other words, we can easily find close links between archaeology and numerous Calabrian local products, both food and drink and otherwise.

The Calabrian economy is largely based on small-scale enterprises with a manufacturing sector closely linked to local or national demand (Confindustria Calabria, 2005).

Nevertheless, Calabria has a very strong arts and crafts tradition involved in the production of local food specialties (such as salami and other pork products, various kinds of cheese, liqueurs made from locally grown plants and herbs) as well as gold jewelry and musical instruments, while there is a strong growth in the production of cultural goods and services led by local museums and the universities.

Only one enterprise on nine exports outside Calabria (ibid., 2005) and very few businesses invest in marketing or communication strategies. This demonstrates the importance of bringing to the fore such a valuable resource as the region's arts and crafts industries.

Despite this considerable patrimony Calabria has still not fully exploited its potential as a tourist destination on account of the low profile outside the region of what the region has to offer- in terms of products and culture - and the lack of promotion and attention devoted to cultural extras such as museums and archaeological parks (Confindustria Calabrria, 2005; Servidio et al., 2008).

Yet one could always exploit Calabria's various strong points, for instance the particular attention shown by foreign tourists: indeed, according to recent research carried out by the Tourism Observatory for the Calabria Region (Osservatorio del Turismo, 2008), Calabria is perceived by foreign tourists as a place where it is still possible to enjoy the flavors of different local traditions. Some surveys show that 24.7% of the people interviewed associated Calabria with gastronomy and local products and this figure was even higher when it came to Japanese tourists at 31.8% (ibid., 2008).

Given this scenario, therefore, it becomes an important task for the region to identify appropriate development strategies, i.e. strategies of territorial marketing aimed at promoting local resources.

In order to do this, however, it is essential to select the most representative products of the region and understand how these are perceived by the consumer.

Models of consumer's perception currently available in the literature refer to a process of perception for products in general in which the main factors that influence the consumer are not linked to a particular place, but rather to the consumer's own characteristics (in the sense of values and beliefs, opinions, lifestyle and so on) or to the product itself (physical characteristics, brand, price etc.) and the place where it is sold; certain authors claim that factors connected to the internal characteristics of the consumer are the most important and these characteristics are not under the control of retailers (Bäckström & Johansson, 2006).

Other studies (Dimara & Skuras, 2003; Skuras & Dimara, 2004) recognize the value the consumer gives to products associated with certain places or regions, although they do not specify which territorial factors lead the consumer to purchase a particular item.

In this work it is considered that factors such as the image and culture of a region have the greatest influence in the choice of purchasing local products.

If local products are the expression of a place, whose characteristics they embody, then it is clear that the ancient traditions of a culture like that of Magna Græcia can strongly influence the perception of a product.

The development of a model of perception that takes into account the cultural influences- in the case in hand the Calabria region whose products are the expression of over a thousand years of culture- can have significant repercussions on the development of territorial marketing in the fields of business, tourism and society in general and spread this awareness on a national and international level.

As it has been mentioned previously, the studies conducted up till now have shown that cultural aspects (image and territorial identity) influence the perception of the consumer, but these studies have not analysed the extent to which these contribute to the creation of a model of perception of local products; in other words there remains a gap in the literature.

Furthermore, the degree of influence played by the territorial image and other potentially influential factors have not yet been analysed thoroughly.

These can be built up on the basis of the development of a model of the perception of consumers regarding local products from the Calabria region stemming from Magna Græcia.

The aim of this research, therefore, is to analyze the perception of local products from the Calabria region -an inheritance from the time of Magna Græcia- in order to identify a new model which can deliver concrete results for the area as regards marketing strategies and territorial communication, thereby influencing in a positive way regional development. The research undertaken is of an inter-disciplinary nature being comprised of elements linked to both marketing and psychology, which combine to produce revealing insights.

1.1 Aims and objectives of the PhD thesis

The general aim is to develop a model of perception of local products, based on Calabrian specialties inherited from the history of Magna Græcia. In particular the objectives of the research can be formulated in the following manner:

1. identify the main factors that influence the perception of local product (if in the process cultural factors intervene); the objective, therefore, is to identify the major factors that influence the perception of local products and how they are different from the intervening factors in the perception of a generic product;

2. explain and model the interdependence between the factors identified through a qualitative research and those gained from models of perception of general products; the factors can in some way be interconnected and, therefore, it is important to define the nature of the links, how they intervene in the process of perception, whether they are connected or independent;

3. test and validate the model of initial perception through a quantitative research to collect the significant statistical data. These will be subsequently analysed and the most important will be retained, eliminating as required the data that are not relevant for the model.

The ultimate object is, therefore, to find a model that describes in an effective and efficient way the major factors that influence the perception of the consumer as regards a local product in the Calabrian context.

In order to achieve the aforementioned objectives the following key issues have been identified:

1. Is the perception of local products by the consumer based on different factors from those used for more "traditional" (i.e. generic) products?

In this way we shall try to understand if consumers perceive local products in a different manner that from ordinary ones, whether other causes intervene.

2. To what extent do the image and identity of a territory influence the perception of local products?

   It is assumed that the process of perception of local products is different from the way other products are perceived. The intention then is to understand what role is played by territorial factors, such as culture, identity and image, in this process.

3. What is the link between image and territorial identity in the process of perception of a local product?

   The reply to the previous question showed how much image and territorial identity influence the process of perception of a local product. The answer to this question will identify the link between these two factors, this is to say whether they intervene in tandem in the process of perception and if so how.

4. What are the implications of all this for territorial marketing?

   The answer to this final question will allow us to identify the presence of any implications for territorial marketing, in other words the individuation of development strategies for the region of Calabria based on an appreciation of its local resources.

Using the key questions and the aforementioned research objectives as a point of departure we have been able to formulate certain hypotheses.

This research is based on short term results on the question of how models of perception of local products could be applied. The literature on analyses carried out so far on this issue reveals certain limitations which can be improved.

Recently several new influences have been inserted in the models of perception of already existing products. The nucleus of the proposed research is to find confirmation of the hypotheses, and the results will provide a platform upon which it will be possible to develop a new model. The starting hypotheses are as follows:

- **Hyphothesis A**
  The factors that influence the process of perception for local products differ from perception for generic products.

- **Hypothesis B**
  Cultural elements are predominant factors in the perception of local products.

- **Hypothesis C**
  The data collected in this work constitute an important basis from which we can draw implications for territorial marketing.

1.2 The contribution to awareness

In recent years we have seen a growing interest in the re-evaluation of the traditions and particular attributes of different areas. From the perspective of territorial marketing it is essential to understand the main elements on which to base efficient development strategies which will be able to deliver long-term results.

In Calabria, which is a region with a very ancient history, it is still possible to find local products, whose origins go back to the period of Greek colonisation. This thesis focuses on the study of these products and their links with Magna Græcia in the formulation of a model of perception of these local products that have lasted over thousands of years, a fact that is currently not fully appreciated.

At the moment Calabria lags behind in the development of the area and in particular in the development of appropriate strategies to market the territory; the business sector is still rather weak and economic growth slow (Reitano & Zinno, 2006).

Moreover, there is a lack of scientific research in this particular sector and, consequently, this thesis could provide scientifically valid results, which could be utilized to put into operation adjustments for more efficient marketing and advertising strategies to further the development of the local resources of the region.

The objective of this thesis is to clarify consumer's perception of Calabrian products which recall the ancient culture of Magna Græcia in order to model effectively the most relevant factors as regards the consumer, and use them as a basis to draw up the right marketing and advertising strategies, thereby reducing the current deficit in the sector.

The research begins with an analysis of the literature and, based on this, goes on to formulate certain hypotheses to be used to construct a preliminary model; after this the model will be tested and if necessary improved though qualitative and quantitative research.

The work contributes to awareness of Calabrian products with roots in Magna Græcia and the factors that influence their perception which, at the present time, have been hitherto somewhat neglected in the literature on the grounds that they are too general to be the subject of specific study.

In the first part of the work the literature is analysed in order to define an empirical model of consumer's perception of local products; from this a preliminary local goods perception model will be drawn up that later will be tested and modified during the phase of quantitative and qualitative analysis. The final result will be the production of a model that also takes into account cultural factors in the perception of local products such as the image and identity of the area. This research will improve not only the field of marketing with fresh and new data on this topic, but will give originality to the PhD thesis.

1.3 Research methodology

The research conducted has been developed by using two different approaches: the first qualitative, the second quantitative.

The qualitative part is oriented to the analysis of a case study and interviews with the major producers in Calabria of goods connected with Magna Græcia. The quantitative part, on the other hand, has been conducted through the administration of a questionnaire.

The decision was made to combine the two approaches because the qualitative approach can provide useful guidelines for the subsequent quantitative phase.

According to Vinten (1994), in fact, qualitative research allows the investigator to bring out the point of view of the interviewee and helps the development of hypotheses (May, 1996). It also allows the investigator to study the issue in question in depth (Burke & Onwuegbuzie, 2004); moreover, the successive phase of quantitative research can then go beyond the limitations linked to quantitative forecasts and can proceed to the testing of hypotheses and theories.

A choice was made at the outset to analyze a single case because this allowed us to achieve a better understanding of the phenomena (Woodside & Wilson, 2003) and provided elements upon which to structure the interviews to be conducted with the producers in order to find out the factors which influence the perception, which would be put to the test during the quantitative research phase. In particular, the study of a single case is particularly advisable in the situation where there is an extreme case, as this can provide valuable information without the need to analyze other cases. In addition, it can lead to the formation of a number of starting hypotheses (Flyvbjerg, 2006).

The following quantitative research is developed through in-depth interviews that, by and large, follow the most common method utilized for data collection in qualitative research (Dyer 2006; Ritchie & Lewis, 2003). In this phase, unexpected variables can easily come to light (Muijis, 2004). The awareness of the major producers in Calabria on consumer's purchasing behaviour can, in fact, help us to find new variables and improve the initial perception model, enriching its content, before the verification stage, through quantitative research.

The final step in the research process concerns quantitative research.

On the basis of information obtained from the qualitative research a questionnaire is drawn up to use with consumers. This is one of the most effective instruments to acquire clear information on a limited number of subjects (Dyer, 2006), whose main characteristic is to collect numeric data, that can be subjected to statistical analysis (Walker, 2005; Muijis, 2004).

1.4 Limitations of research

In this research we propose to identify a perception model of local products with specific reference to the case of Calabrian products with their roots in the culture of Magna Græcia. Because of the particular cultural, social and geographical connotations, as well as its particular image, this model which is fine tuned to the requirements of the region of Calabria might not be applicable or achieve the same results when applied to other regions or countries.

Another limitation could be the number of case studies analysed: in fact, the research in question is based on a single case study but this choice can be justified by the fact that the example used in the case study is the only important example of a product with roots in Magna Græcia, that has enjoyed considerable success throughout Italy and abroad and can boast a significant share of the market for local products and luxury goods.

In conclusion, this research will perform an analysis of Calabrian producers of goods with the specific characteristics outlined above, but will not study small-scale producers, who have a certain, albeit small, share of the market (on account of the limited size of the firm and the fact that their market is confined to a limited number of areas). Moreover, small-scale producers often lack the developed business culture of their larger competitors which enables the latter to acquire useful information on the purchasing behaviour of consumers of local products, a factor which is pertinent to the theme of this research thesis. For this reason the producers involved in the work mostly come from the food sector which is one of the few that is most developed.

1.5 Summary of chapters

This section presents an overview of each chapter.

Chapter 1: Introduction

This chapter illustrates the aims and objectives of the research, the key research questions and hypotheses. Finally it proposes to make a significant contribution to research into the nature of models of perception of local products with particular reference to the case of Calabria.

Chapter 2: Industry of Calabrian typical products

The background of Calabrian products is analysed, the way in which local and national scenario are collocated, with particular reference to the structure of the retail network: the norms that regulate it, and the leading actors. Finally, attention is focused on the growing interest of large-scale retailers in the market for local products.

Chapter 3: Calabrian typical products in Italian retailing

The products that comprise the market for Calabrian specialties with roots in Magna Græcia and their relationship with archaeology are studied. The market for Calabrian specialties within the national context is evaluated with the aim of establishing its share of the market. Then an evaluation is made of the number of products with European certification. Finally, attention is turned to the leading producers of these goods, their investment in marketing and communication aimed at promoting their goods on a global scale.

Chapter 4: Local products versus generic products

The essential features of a local product, i.e. what distinguishes it from other products, are identified and the implications of the links between the product itself and the territory are drawn in order to define appropriate marketing strategies.

Finally, a local product perception model is proposed, that is to say a model which accounts for the key factors that influence consumer's perception.

Chapter 5: Model of perception of typical products

In this chapter, a preliminary model of the perception of Calabrian products with roots in Magna Græcia is proposed on the basis of an analysis of the literature and certain empirical considerations. This model assumes that territorial components influence perception in some way. The model will then be tested and validated.

Chapter 6: Research methodology

This chapter illustrates the research methodology employed, which has two components. The qualitative component is based on an analysis of a case study that represents the success story of a company that produces Calabrian goods as an expression of the ancient culture of Magna Græcia, and an investigation along with marketing experts coming from the major producers of these Calabrian specialties; the quantitative part involves a consumer's research project, which is used to test and confirm the initial model that can then be improved if this is required on the basis of the research results.

Chapter 7: Analysis of results

From the analysis of the results obtained from the research the initial model can be modified. The links between the various factors are explored and a new model is proposed on which the starting hypotheses can be confirmed or discarded. In particular, the role played by territorial factors (territorial image and identity) is analysed in great detail.

Chapter 8: Conclusions

The model of perception obtained is summarized and its possible implications for territorial marketing evaluated with a view to redefining the territorial resources of the region of Calabria. Finally, from a consideration of the results, a number of generalizations are proposed and lines for future research suggested.

2. Industry of Calabrian local products

In this chapter we introduce the close connection between the cultural heritage of Magna Græcia and modern productions of local products. Many such products, in fact, either recall antique techniques of Magna Græcia or reflect archaeological finds in the shapes and the images they represent. It is, therefore, important to analyze the connection between archaeology and today's Calabrian local products regarding oenology, the work of goldsmiths, weaving, gastronomy, olive-growing and ceramics. The major producers of such goods and their market share at both regional and national level will also be considered, as well as the exports of local products within an international context.

2.1 History oft he industry of Calabrian local products

The production of Calabrian products dates back to the cultural heritage of Magna Græcia in Calabria. Some productions concerning the making of certain objects have been passed down and are still in use today, others have inspired the creation of new artefacts whose shapes, in a particular way, echo archaeological finds from that historical period.

To simplify matters the Calabrian territory can be divided into cultural districts, according to the different connections between archaeology and main products. In particular, the connections can be drawn between (Bertacchini et al., 2007; Reitano et al., 2007): archaeology and oenology, archaeology and the work of goldsmiths, archaeology and weaving, archaeology and gastronomy, archaeology and olive-culture, archaeology and ceramics.

Figure 1 illustrates the districts. Each icon refers to the specific cultural interest of the area[1]and the towns on the map are indicated with their old Magno Græcian name:

[1] Virtual Museum System of Magna Græcia, available at: http://museomg.unical.it/reale/Distretti%20Culturali.aspx (last access: 19/09/08).

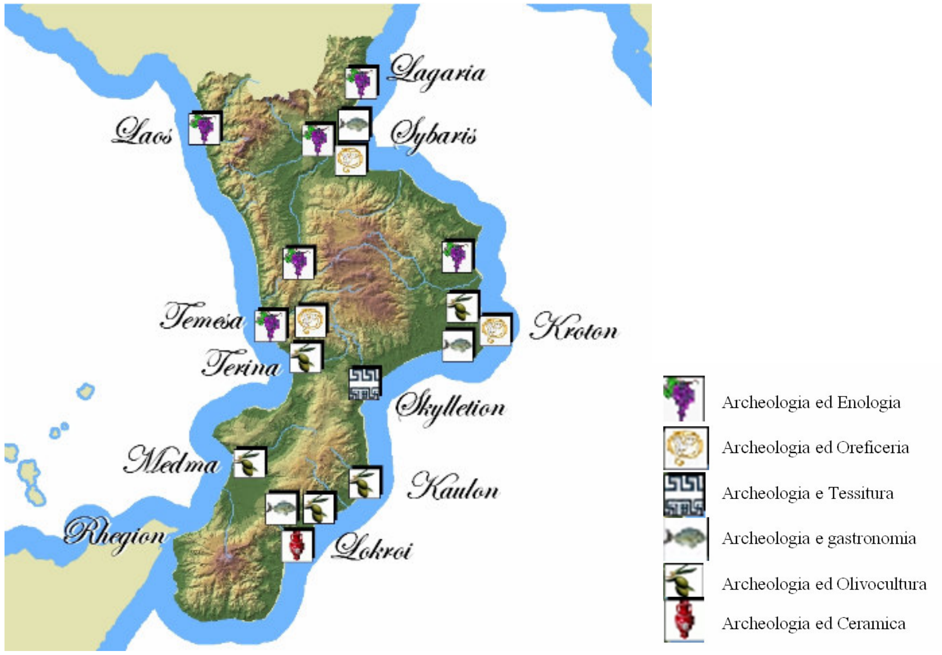

Figure 1: Calabrian cultural districts[2].

2.1.1 Archaeology and Oenology

Regarding the topic of oenology, some sources testify that the first Grecians to arrive on the Calabrian coast found the land so fertile and rich in vineyards that they gave it the appellation of *Enotria*, that is 'land where the tall vine is cultivated'[3].

The first vine cultivations to be appreciated in Magna Græcia were the *Byblinos*, originating from the eastern Aegean sea (thriving especially in Sicily), and the *Aminaios*, coming from Thessaly and planted on the northern Ionian littoral of Calabria[4]. Vines from the *Aminaios* vine were especially famous as they

[2] See footnote 1.
[3] Virtual Museum System of Magna Græcia, available at: http://museomg.unical.it/reale/c_Distretti%20Culturali/Archeologia%20ed%20Enologia.aspx (last access: 09/09/08).
[4] See footnote 2.

produced an excellent wine, with a sharp flavour which were left to mature for a long time[5].

In ancient times, after the import of Greek vines, the main areas of wine production in Northern Calabria became progressively defined.

On the Ionian coast the Sibari/Thurii area represented the principal centre for wine production, with the intensive exploitation of the surrounding fertile hills and the subsequent marketing of the product. In the antique town area some districts have been identified whose main function was wine production and preservation, as well as some farms scattered around the countryside which also produced wine both for household consumption but especially for sale[6].

In greater detail in the whole of Magna Græcia two towns played a crucial role in the development of vine cultivation, Sibari and Crotone. They became known for introducing the production of the "Krimisa" wine, from which today's 'Cirò' derives. Cremissa was also the name of a Greek colony, the site of an important temple dedicated to Baccus (the ancient God of wine), situated nearby what is today known as Cirò Marina (Cirò, 2008).

Plinius in the *Naturalis Historia* (XIV, 69) compiles a classification of the most famous wines in Magna Græcia and mentions those of Bruzio (now produced in the Cosenza area). He focuses on *Thourinos* and *Lagaritanos*, and later on the more recent ones from the IV and III centuries B.C. like those produced in the *Temesa* area, a location in the low valley of the Savuto river, and of *Cosentia*, the old *metropolis* of the Brettii situated along the Crati valley[7].

Also Stradone (VI 1, 14) mentions the wine *Lagaritanos* connected to the ancient *Lagaria*, a town founded by Epeo (the legend says he built the horse of Troy) and to the Ionian coast between Thurii and Herakleia. Such wine was very sweet (*glykùs*) to the *connoisseurs* and agreeable to the palate (*apalòs*), and even doctors appreciated it for its therapeutic properties.

On the opposite side of the vineyards in the Sibari area, grow the vineyards of the Serdaioi population on the Tyrrhenian coast, that recent archaeological

[5] See footnote 2.
[6] See footnote 2.
[7] See footnote 1.

excavations have located in the area between *Laos* (near what is known today as Santa Maria del Cedro) and *Pissunte/Buxentum*, where in Roman times a fine wine was produced -known also to Ateneo (I 27a)- called *Buxentinon*[8].

Consequently, it becomes apparent that the major producers of Calabrian wines today, in terms of quantity, market share and quality (Cirò, Donnici and Savuto) originated in the very areas already identified by the ancient Greeks during their period of colonization.

2.1.2 Archaeology and Goldsmiths

The connection with goldsmiths is also very strong. The different archaeological excavations dating back to Magna Græcia have led to the discovery of jewelry, mainly gold, as this was the most commonly employed material for its particular physical properties which make it easy to work.

The Greeks introduced their gold into southern Italy while trading with local inhabitants the land and with their colonies.

The production of gold and silver jewelry, indeed inspired by the finds from Magna Græcia (like the *pinakes* of Locri or the *tripode* from Crotone, or again the jewels from the temple of Hera Lacinia), or found in the myths and legends passed down by popular tradition or in historical texts of that period (some jewelry is based on the Greek masks used in the theatre or on the historical records of ancient Greek myths) is highly developed, especially in the Crotone and Sila areas.

Figure 2 shows a piece of Silver jewelry made by a Calabrian goldsmith from Crotone, that has the shape of a mask used in the ancient Greek theatre. In fact, most of the jewelry made by this artisan finds inspiration in the archaeological discoveries in the area of Crotone.

[8] See footnote 2.

Figure 2: A pendant with the shape of a mask used in the ancient Greek theatre.

The *pinakes* from Locri are votive earthenware tablets from the VI and V century. B.C., found mainly in fragments. Such tablets contain a comprehensive record of the religious and artistic culture of Magna Græcia. Up to now over 5,000 fragments have been found, most of which are housed today in the archaeological museums of Reggio Calabria and Locri.

As regards the tripod, the Delphic tripod is the civic symbol of the town of Crotone, which used this emblem on the town's first coins dating from the VI century B.C. The town of Crotone was a Greek colony founded to fulfill the prophecy of the oracle of the Pythia in the temple of Apollo in Delphi. The tripod is made of silver with two snakes coming out of a cup; around the acronym **Q D O** is to be found (KRO in archaic Greek characters)[9].

In the Crotone area, in particular near Capo Colonna, the ruins of the ancient temple dedicated to the Greek goddess Hera have been discovered. There was found her treasure, which inspires the creative work of many contemporary goldsmiths.

2.1.3 Archaeology and Weaving

In Magna Græcia the weaving of textiles, especially wool, was widespread.

The ancient Greeks used a vertical loom which, in expert hands, enabled both the production of simple cloth, and the creation of more elaborate and rich materials (Reitano et al., 2007). Since the looms were made of wood, they did

[9] Virtual Museum System of Magna Græcia, available at: http://museomg.unical.it/reale/c_Distretti%20Culturali/Archeologia%20e%20Oreficeria.aspx (last access: 11/09/2008).

not keep and the only evidence of the weaving activities in some Calabrian areas such as Locri is to be found in the earthenware weights attached to the looms to keep the thread taut. In Figure 3 an example of a loom made on the basis of historical sources and finds is shown, which is now housed in the National Museum of Locri Epizefiri.

Figure 3: Reconstruction of an ancient loom used in Magna Graecia in the National Museum of Locri Epizefiri[10]

However, there are areas where specimens of looms have been passed down from generation to generation and are still being used for the production of valuable handmade fabrics (Longobucco, Gerace, Cirella di Platì, San Giovanni in Fiore).

In the town of Bova (in the province of Reggio Calabria), for example, arts and crafts of Greek origin are practiced even today, like the weaving of materials and pastoral art. These fabrics are almost always produced in rectangular shapes and, sown together three by three, to make up local blankets. The most common shapes are prevalently of Greek origin. The most popular patterns derive from Byzantine art (subsequent to Greek art) which was learnt and was passed down in oral form. These are mostly a re-visitation of key symbols from the Hellenic

[10] Figure available at: http://www.virtualmg.net/reale/c_Musei%20e%20Parchi%20Archeologici/c_Museo%20Nazionale%20di%20Locri%20Epizefiri/c_Piano%201/c_Sala%205/Abitato%20in%20contrada%20Centocamere.aspx (last access 10/09/2008).

period in Calabria, with an overlapping of religious symbols, like the Greek cross which, albeit in different styles, always appears in the ornamental web.

In the past Calabria also had a thriving silk industry (Lombroso, 2005). In certain areas broom is still being used (as in Chorio di Roghudi, Roccaforte del Greco and Gallicianò di Condofuri), and hemp too, with the use of ancient techniques (Swinburne, 2004).

2.1.4 Archaeology and Gastronomy

The most popular food in Magna Græcia was fish[11].

The great consumption of sea-food is proven by the amount of shells found in the built-up areas. Especially interesting is the case of Locri where, during archaeological excavations, a dump of sea-food shells was found, some of them stuck to the bottom of a saucepan[12].

Meat was a less popular food as it was too expensive for ordinary people. Livestock was raised mainly for use in agriculture and for the production of milk and daily products.

The most popular products in Magna Græcia were those of the land: vegetables, fruit, almonds, nuts and pulses. In particular the Greeks placed a lot of importance on the nutritional value of pulses, which provided some of the essential proteins contained in meat.

As regards fruit, according to historical and archaeological sources, it was consumed as part of the daily meals, during sacred ceremonies and funeral rites.

The most popular fruit were: figs, apples, pears, pomegranates and grapes. Less popular were dates, pistachios, poppies and pine-kernels. In fact, many *pinakes*[13] from Locri show images with plates or baskets full of fruit. Frequent

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[11] Virtual Museum System of Magna Græcia, available at: http://museomg.unical.it/reale/c_Distretti%20Culturali/Archeologia%20e%20Gastronomia.aspx (last access: 09/09/08).

[12] See footnote 11.

[13] During the period of Magna Græcia, these were votive tablets of painted terracotta, which could have been deposited in a sanctuary.

among these pictures is a female figure who, in the presence of the goddess Persephone, picks pomegranates from a fruit tree[14].

The staple food was presumably similar to *polenta* or *focaccia* made with barley or bulgur wheat, worked into a dough with water, wine, oil and honey (depending on wealth and on the occasion) with a side dish of vegetables, pulses, roots, olives, or again figs, especially dried ones (in particular, in the Cosenza area still today various sweets are produced which use dry figs, that are eaten at the end of a meal).

During meals meat was also consumed (though less frequently than fish), especially minced or sausages, particularly popular in the Sibari plain. Still today in many areas of Calabrian people consume these types of meat and there are numerous producers of these foods. In fact, it is believed that the Calabrian *soppressate*[15] (which have the European Food Quality Certification[16]) have their origins in Magno Græcia.

The consumption of cheese was directly linked to that of honey, the only sweetener available to the Greeks. It was often used as a sauce-condiment for cheese (a tradition still in use), or as an ingredient in cakes. Even today all traditional Calabrian cakes and sweets use honey instead of sugar.

2.1.5 Archaeology and Olive-culture

The cultivation of olives was highly developed in Magna Græcia, although in Calabrian olive-growing was already a common agricultural activity before the Greek colonisation.

The Greeks, however, developed and exploited olive-growing to the full, so that under the Greek domination this important economic activity reached high levels of organization, expansion and became widespread throughout the thriving Ionian and Tyrrhenian colonies first, and later in the Mediterranean colonies as a whole.

[14] See footnote 11.
[15] This is a particular kind of ham
[16] European Food Quality Certifications will be examined in Chapter 4.

As regards the techniques used for working the land, they were probably the same as those used in Greece, which are still being used today[17]. The illustrations of tools, ploughs and work implements (like the sickle) found during the archaeological excavations, show the constant use of methods and techniques for working the land which range from the Greek to the Roman tradition[18]. This information is corroborated by a wealth of historical and archaeological sources, and is very useful for the understanding of the rules existing at the time regarding the cultivation of olive trees on the lands of the Greek settlements in Italy[19].

The tenant farmers in several cases had to plant a given number of olive trees per plot of land. It was also compulsory to dig holes around the trees and carry out the pruning at regular intervals.

If some trees fell, the farmers were obliged to replace them with an equivalent number of trees. In the case where the trees were not grown according to the specified instructions, the farmer was made to pay a fine: ten silver coins for each lost tree[20]. Existing conventions prevented the damaging of the trees (cutting, sowing, burning).

All this highlights the great respect in which the olive tree was held at the time. The admiration for it "was such that olives were picked only by *pure men*, that is by males who before the harvest had sworn loyalty and honesty; in Sicily the picking was even made by virgin girls, because it was believed that in this way the fruit would have yielded more oil"[21].

With time the importance attached to the olive tree grew steadily, so that it also acquired a symbolic value that it still retains today. The olive tree used to symbolize and still represents Peace.

The wealthiest period was during the ruling of Pericles, who increased trade by travelling to the fertile colonies along the Tyrrhenian and Ionian coasts.

17

Virtual Museum System of Magna Græcia, available at: http://museomg.unical.it/reale/c_Distretti%20Culturali/Archeologia%20e%20Olivicoltura.aspx (last access: 10/09/2008).

18 See footnote 14.

19 See footnote 14.

20 See footnote 14.

21 See footnote 14.

"Oil became the first food product designated for consumption and trade, and contributed enormously to economic growth in Greece"[22].

Olive tree cultivations and the consequent production of oil in Calabrian areas played a major role in this scenario, with Calabria being not only the largest producer in the Mediterranean, but also providing the best quality, while also detaining the monopoly on the whole oil trade at the time.

The oils form Medma, Terina, Paulonia, Locri and Crotone, areas where production was highly specialized and where numerous producers still operate today, were particularly famous.

2.1.6 Archaeology and Ceramics

The production of ceramics in Calabria, especially as far as useful everyday objects are concerned, dates back to the start of the Greek colonisation.

Clay was the most used material as it was easy to find and to work by moulding it into different shapes to be baked in the kilns.

During the second half of V century B.C. the production of the most rare and precious ceramics, which carried inscriptions and illustrations, began to develop fully.

A notable production of ceramics in Calabria was uncovered in Locri Epizefiri, where the remains of kilns testify to the existence of this important activity.

Important evidence of antique ceramics have also been found in the Squillace area (near Reggio Calabria), where the modern production of ceramics in the town is closely linked to the foundation of the city itself (*Skilletion*) around VII century B.C. by Greek colonizers, in the period of Magna Græcia (Squillace, 2007), or also in the Reggio Calabria area, in particular Seminara, where the cultural influence of Magno Græcia is apparent in the modern productions.

[22] See footnote 14.

Finally, it should be remembered that most part of the modern practice of making earthenware pottery follows the ancient working process, heritage of Magna Græcia.

2.2 Industry of Calabrian local products

The rate of entrepreneurial development in Calabria and in Italy is very limited, even reaching negative values in some sectors.

Table 1 summarizes the rate of entrepreneurial development in Calabria and in Italy concerning the different sectors of economic activity (Camera di Commercio di Cosenza, 2006):

	Calabria	Italy
Agriculture	1,9	-1,3
Fishing	1,0	-1,3
Estraction of minerals	-1,7	-2,4
Manufacturing	-0,9	-1,6
Energy	-1,6	-2,7
Costructions	1,2	2,0
Commerce	0,7	-0,6
Alberghi e ristoranti	1,3	-1,2
Transports, stocking and communications	0,3	-0,9
Monetary and financial Intermediation	1,1	-0,6
Real estate., hiring, I.T., research	0,8	-0,2
Education	-0,7	0,3
Health and social services	0,8	-1,0
Other public, social and personal services	0,5	-0,6
Non classified companies	19,9	25,4
Total 2004	**2,4**	**1,3**
Total 2005	**3,8**	**1,5**

Table 1: Rate of entrepreneurial development in Calabria and in Italy (Camera di Commercio di Cosenza, 2006).

From the marked negative rate of development of Calabrian and Italian manufacturing it also becomes evident how the industry of local products, which is part of the whole picture, has suffered from a rate of development which is still very low.

In Figure 4 one can see in greater detail – through data collected at the end of 2006 – expressed in percentage, the breakdown of the economic activities in the region compared to those in the rest of Southern Italy and Italy in general (Istat, 2008). An analysis of these data highlights how in Calabrian trade and agriculture are particularly developed, factors which strongly influence the production and distribution of local regional products:

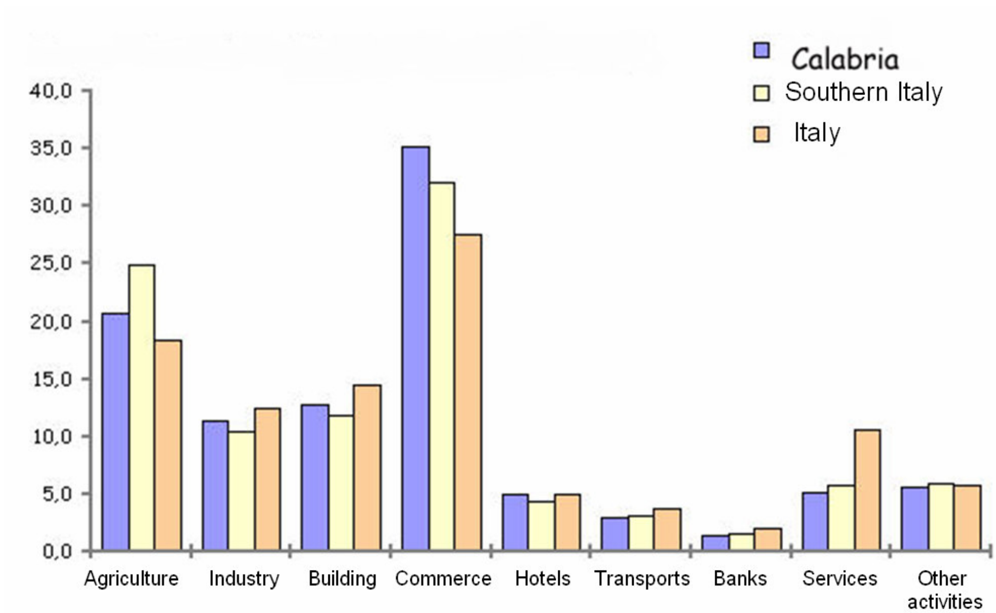


Figure 4: A breakdown of economic activities in Calabria, Southern Italy and Italy, data collected in 2006 (Istat, 2008).

Another interesting factor concerns the level of exports of the Calabria region and of Italy, which from a comparison between data of 1995 and 2004 appears mostly unvaried. In particular, the rate of market opening and export penetration (seen as the ratio between exports and Gross Domestic Product-GDP) in Calabria, compared to the one available for Southern Italy and Italy alone in 2006, is rather limited (Istat, 2008), as shown by the graph in Figure 5:

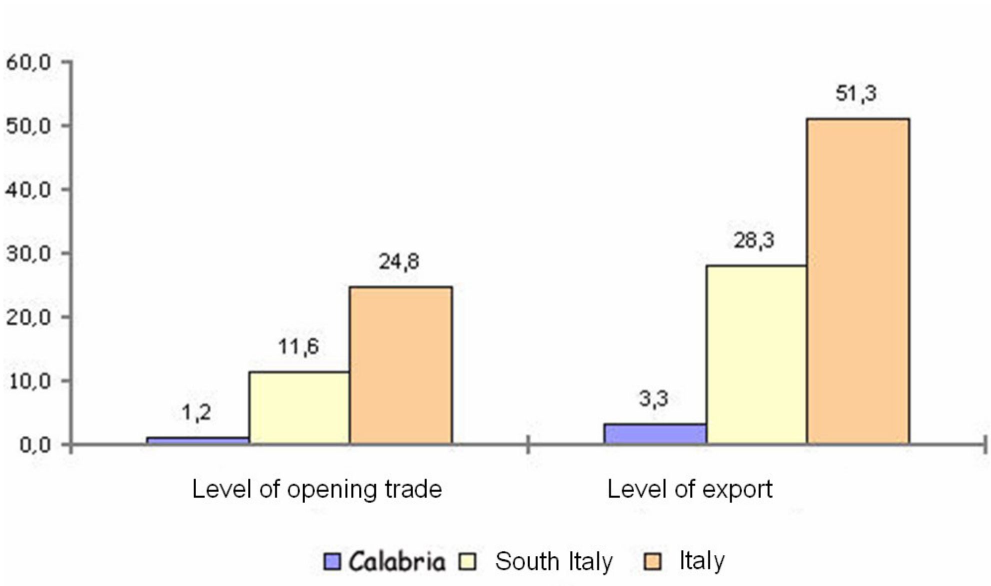


Figure 5: Rate of market opening and export penetration in southern Italy and Italy in 2006 (Istat, 2008).

In particular as far as the Calabrian provinces are concerned, the level of imports is far higher than the level of exports. This shows that the products made in these provinces are still sold mostly at a local level.

In Table 2 the performance of exports in the Calabrian provinces is summarized, in Calabria and in Italy in general, comparing 2000 and 2005 (Camera di Commercio di Cosenza, 2006). More in detail, it can also be noted that in some provinces this has even decreased within this time span:

	2000	2005
Catanzaro	27.257.535	26.655.671
Cosenza	86.890.006	77.678.296
Crotone	12.833.676	49.894.477
Reggio Calabria	105.610.808	126.633.567
Vibo Valentia	78.073.259	32.938.181
Calabria	**310.665.284**	**313.800.192**
Italia	**260.282.338.408**	**295.738.934.239**

Table 2: Performance of exports in Calabria and in Italy. All values are expressed in euros (Camera di Commercio di Cosenza, 2006).

In Table 3 the performance of imports in the Calabrian provinces, in Calabria and in Italy is summarized between 2000 and 2005 (Camera di Commercio di Cosenza, 2006):

	2000	2005
Catanzaro	87.474.380	115671330
Cosenza	111.170.500	138790276
Crotone	48.772.147	94911446
Reggio Calabria	174.122.441	218389922
Vibo Valentia	28.220.251	37915102
Calabria	**449.759.818**	**605678076**
Italia	**258.478.785.159**	**305.685.535.036**

Table 3: Performance of exports in Calabria and in Italy. All values are expressed in euros (Camera di Commercio di Cosenza, 2006).

In the light of the connection between archaeology and local products, it appears that the main companies are located just in or near the areas where the Greeks had already set up their productions.

Today Calabria boasts 11 regional products that have been granted the European Food Quality Certification[23] PDO o PGI (Mipaf, 2007a):

- cheese: Caciocavallo Silano (PDO);
- olive oil: Brutio (PDO), Lametia (PDO), Alto Crotonese (PDO);
- essential oil: Bergamotto di Reggio Calabria (PDO);
- fruit and vegetables and cereals: Clementine di Calabria (PGI), Red Onion of Tropea[24] (PGI);
- meats: Capocollo (ham) di Calabria (DOP), Pancetta (bacon) di Calabria (PDO), Salsiccia (sausage) di Calabria (PDO), Soppressata (sausage) di Calabria (PDO).

In the course of 2008 three more Calabrian products will receive the mark of quality: Fichi (figs) di Cosenza (PDO), Peperoncino (chilly pepper) di Calabria (PGI) and Tartufo (ice-cream) di Pizzo (PGI).

[23] The Euopean Food Quality Certification will be explained in Chapter 4.
[24] This food obtained the European Food Quality Certification PGI in March2008.

Furthermore, the region has 273 traditional specialties recognized by the Ministry for Agriculture and Forestry (Mipaf, 2007b) which represent about 15% of the total local products at national level.

Calabrian companies, due to their particular industrial nature[25], are still investing little money in marketing and advertising: in fact, the greater part of the investments made revolve around more traditional forms of sales promotion, like special offers or price reductions at certain times of the year.

Table 4 shows the percentage of the investments made in 2006 by Calabrian companies (Agros, 2007), in particular it appears that over 60% of businesses do not invest in marketing at all:

Marketing Investments	**Percentage values**
Advertising	14,0
Marketing to clients	13,0
Product innovation/packaging	3,2
Brand development	2,0
Marketing researches	2,0
Setting up/ support of sales network	1,0
Developing product distribution	1,6
Public relations	2,1
None	61,1

Table 4: investments in the marketing sector by Calabrian companies in 2006.

As far as the Calabrian companies in the agribusiness sector are concerned, in Table 5 are reported the investments made by businesses dealing with different activities in 2006 (Agros, 2007). This Table shows further evidence of the low percentage of companies investing in marketing:

[25] Calabrian companies producing these goods are mainly small or medium-size businesses and are generally family-run.

Investments	Agricultural cultivations, horticulture, floricolture	Animal rearing and related activities	Services related toagriculture and zootechny	Drink and Food Industries	Forestry and related services	Fishing, fish farming and related services
Advertising	10,8	11,4	20,1	20,5	0,0	0,0
Marketing to clients	10,0	2,3	10,0	31,1	10,5	0,0
Product/package Innovation	3,8	0,0	0,0	4,7	0,0	0,0
Brand development	2,5	0,0	0,0	2,4	0,0	0,0
Marketing researches	2,5	0,0	0,0	1,7	0,0	0,0
Setting up/ support of sales network	2,1	0,0	0,0	2,3	0,0	0,0
Developing product distribution	1,5	0,0	3,5	2,3	0,0	0,0
Public relations	2,5	2,3	0,0	0,5	0,0	0,0
None	64,3	84,0	66,4	34,5	89,5	0,0

Table 5: Investments in marketing by Calabrian agribusiness companies in 2006 (Agros, 2007)

For ease of study the major producers of Calabrian local specialties related to Magno-Græcian culture can be grouped into two macro categories: the first is made up of food products and the second of non-food products.

Producers of food can further be divided into those whose products have earned a European Food Quality Certification[26] and those whose products have not.

The sectors most developed in food production are the production of wines and spirits, sweets, oil, fish and meat productions.

Among the producers of food products without a European mark, the most important producers of spirits are Caffo and as regards the wines, those from the cellars of Cirò and Donnici. Both companies are located in areas where the production of good wine dates back as far as the Greek colonisation. Wine makers

[26] The Euopean Food Quality Certification will be explained in Chapter 4.

such as these are benefiting from the growing interest for food and wine-oriented tourism.

Regarding in particular Donnici wine, the label aims at highlighting the connection between the land and the local traditions, which it recalls by reproducing some well-known symbols of Magna Græcia such as local columns[27] (Figure 6):

Figure 6: Label for the wine from Donnici highlighting the connection with Magna Græcia.

Finally, an old workshop is worth mentioning in the area of Longobardi (in the province of Cosenza), which still produces a liqueur called *Idromele* whose main ingredient is honey. The recipe for this drink and the production techniques used are very similar to those of the Magna Græecia tradition. It is said that the town of Longobardi stands on the ruins of the Greek town of Temesa (considered one of the most important ports in the Mediterranean in Magna Græcia).

The production of honey is especially relevant here, carried out using traditional methods which influence the small or very small size of the enterprises.

In the sector of cakes the productions of dry figs (a very popular food during the Greek colonisation) in the area of Cosenza are particularly important, whose producers in 2006 founded a consortium with the view to obtaining the European quality mark for their product.

As far as fish products are concerned, the Callipo company stands out with the highest market share in the sector in the whole of southern Italy.

[27] These information have been retrieved in the factory.

Regarding the products with a PDO symbol, of special importance is the extra-virgin olive oil sector, where Calabria comes second for its production only behind Apulia in the Italian market. In this context the companies Olio Colli (made in what was known as the town of Besidiæ in Greek times, IV century B.C.) which produces the Brutio oil (with the PDO symbol).

Figure 7 shows a detail from the label for Olio Colli, which features the ancient name of the Greek town (Besidiæ) instead of the present name (Bisignano) to stress the connection with ancient traditions[28]:

Figure 7: a detail from the label for Olio Colli, which features the ancient name of the Greek town (Besidiæ).

Among the producers of non food products the most important instance is the gold jewellery production of Gerardo Sacco, which will be dealt with in greater detail in the following chapters. Gerardo Sacco represents a good example of how tradition - in particular the culture of Magna Græcia - and modernity can be successfully combined into the production of gold artefacts, which are distributed throughout the whole of Italy as well as abroad. His creations are wholly inspired by finds from Magna Græcia, in particular the *Tripode* of Crotone or the treasure of Hera Lacinia. Some of his creations have been used in period films dealing with different historical periods and a number of movie stars have worn them. Gerardo Sacco can be considered as the symbol of a contemporary production based exclusively on the culture of Magna Græcia in Calabria.

Other Calabrian producers of food specialties do not fall within the scope of this analysis due to their still small market share. They are mostly based around family-run artisan workshops.

[28] These information have been retrieved in the factory.

3. Calabrian local products in Italian retailing

In this chapter we analyse Calabrian products in the Italian retail sector, with particular reference to the laws regulating trade in Italy, the structure of the retail market and market trends. The principal objective is to understand where Calabria fits in the Italian scene and how this can influence the production and marketing of regional goods.

Finally, we analyse the growing attention shown by the Gross Retailing Trade towards local products and how this could become an opportunity for local economic development.

3.1 Norms governing trade in Italy

As regards the norms governing trade in Italy, the relevant one for the purposes of this investigation is the Decree (Decreto Legislativo) of 31st March 1998, that guarantees company freedom and the free circulation of goods, defines sales obligations, the characteristics of certain types of commercial enterprise and the requirements for opening a business. The subsequent Constitutional Law n°3/11 of 18th October 2001 modified section V of the Italian constitution, by declaring that decisions pertaining to the organisation of the distribution network fall exclusively within the competence of the regions, i.e. henceforth the regions became directly responsible for the management of the distribution channels. In particular, they should define autonomously- within the limits imposed by the law- the areas destined for business enterprises and the limits to be imposed on enterprise zones in order to protect artistic, cultural and environmental goods from urban encroachment.

The afore mentioned law delegates to single operators decisions regarding opening times of retail enterprises, as well as the obligation to display clearly the price of the goods in exposition both within and outside the premises.

3.2 Structure of the Italian retail market

Companies operating in the distribution sector in Italy can be classified under the following categories:

- Hypermarkets, structures with a retail area of over 2,500 sq. metres;
- Supermarkets, structure with a sales area of between 400 and 2,499 sq. metres;
- Discount stores;
- Department stores (excluding food products);
- Cash and Carry, which sell in bulk at wholesale prices;
- Other specialised stores

Figure 8 shows a graph (with data up to the year 2006) summarising the number of different types of retailers in Italy (Federdistribuzione, 2007a), from which it can be seen the high number of small stores and, in contrast, the quite limited number of hypermarkets whose size is below 8000 sq. metres.

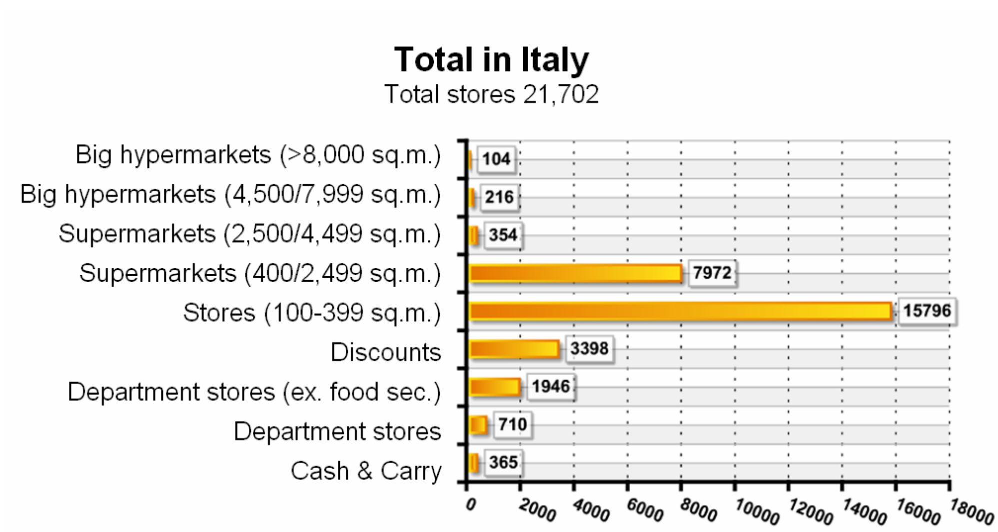


Figure 8: Structure of Italian retail sector 2006 (Federdistribuzione, 2007a).

The density of the retail sector (calculated in sq. metres per 1000 inhabitants), with relation to the Gross Retailing Trade in alimentary products, at the end of

2006, confirmed the growth trend in that sector (ibid., 2007a), whose national average has grown progressively in recent years. In particular, Figure 9 shows the density for each region, with the overall average for Italy:

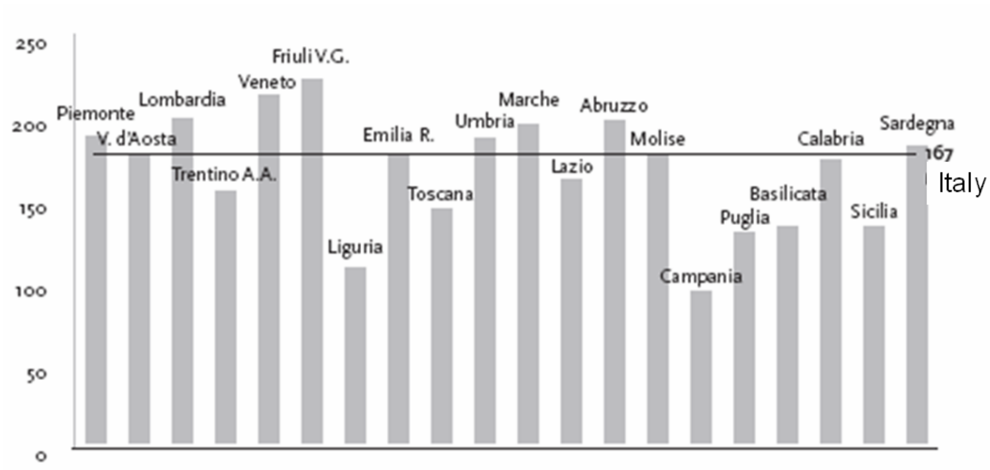


Figure 9: Density of Gross Retailing Trade in Italy up to 2006 (calculated in sq. metres for 1000 inhabitants)

Recent researches have illustrated the development dynamics of the retail trade in diverse European countries, highlighting how in Italy development is "likely to involve consolidation of fragmented domestic markets" and the marked presence of "traditional family-owned outlets, cooperatives and discounters" (Poole et al., 2002). It is hardly surprising, therefore, that, with reference to the food sector, the main retailers are the large-scale Italian chains Coop and Conad, which are indeed made up from/by Italian co-operatives linked to these brands. In particular, Conad is present throughout the country, while the Coop is rooted in the north of Italy and in certain regions in Central Italy, although it is in the process of opening outlets also in the South.

In Figure 10 the top ten chains in Italy for overall sales are displayed (in million Euros) up to the year 2006 (Federdistribuzione, 2007b).

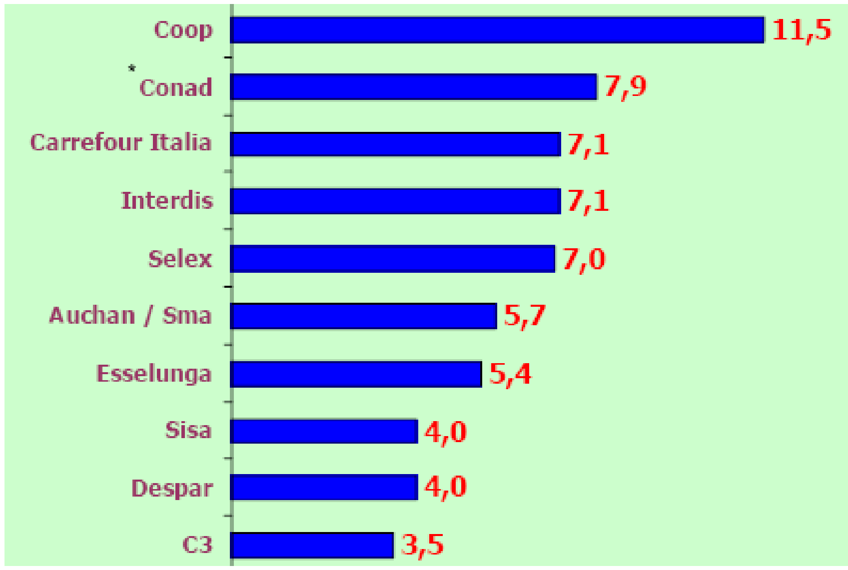


Figure 10: Top 10 retail chains in Italy in 2006 for sales in hundred thousand euros (Federdistribuzione, 2007b).

As regards the non alimentary sector in Italy, on the other hand, the situation has changed from 1950s/1960s, in which there were only a few large-scale Italian retailers (Standa, UPIM, la Rinascente, Coin), to one where the traditional retailers operate alongside other chains- both Italian and foreign- in the 1970s (such as Prénatal, Benetton, Promod, Stefanel and many others), to the birth of hypermarkets, large scale specialist retailers and new franchising chains in the 1980s and 1990s (Ikea, Calzedonia, Mediaworld, DECATHLON, Douglas and so on), up to the recent past with the development of international brands and factory outlets (Zara, Mango, H&M etc.). Figure 11 explains the evolution of the non alimentary market in Italy from 1950 to 2000 (Federdistribuzione, 2007b).

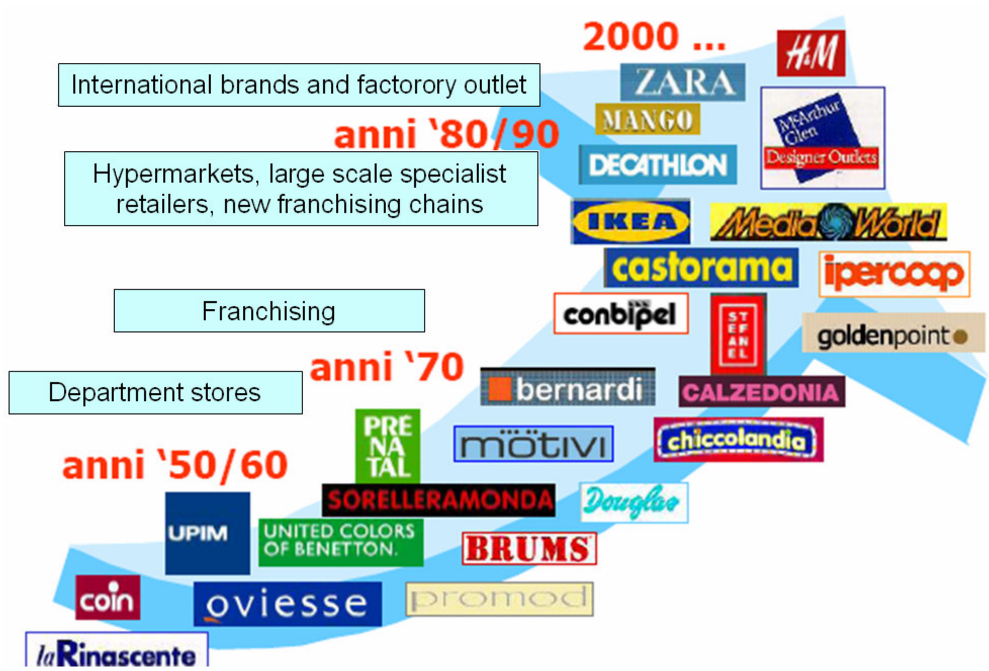


Figura 11: Evolution of the non alimentary market in Italy from 1950 to 2000 (Federdistribuzione, 2007b).

As regards Cash and Carry in Italy (Federdistribuzione, 2007c), Figure 12 summarises the main indications, in particular the number of retail outlets, overall space occupied, average size, number of operators in the sector and the economic importance of the branch with reference to widely sold prepackaged goods (data up to January 2007):

Points of sale	**384**
Total area	**1,564,595**
Average area (sq.m.)	**4,074**
Number of firms	**103**
Dimension of channel	**4,2 billion €**

Figure 12: Cash and Carry in Italy (Federdistribuzione, 2007c).

3.2.1. Trends in the Italian retail sector

The number of retail operations in Italy has seen a gradual increase over recent years, especially in the non food sector (Coop, 2008a). Figure 13 illustrates this trend with 0 corresponding to 2000 units:

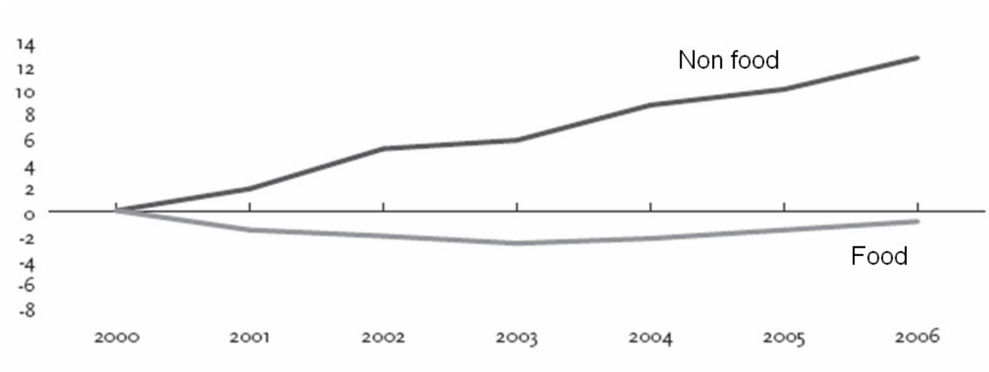


Figure 13: Trends in number of retail outlets in Italy (0=2000 units).

In Figure 14 (ibid., 2008), the exact number of retail enterprises in recent years is shown for each region in order to evaluate their percentage variation over time:

	2000	2005	2006	Variaz % 2000/2006	Variaz % 2005/2006
Piemonte	50.826	50.769	51.791	1,9%	2,0%
Valle d'Aosta	1.994	1.910	1.918	-3,8%	0,4%
Lombardia	92.971	88.663	90.688	-2,5%	2,3%
Trentino Alto Adige	10.377	10.397	10.435	0,6%	0,4%
Veneto	49.643	50.751	51.835	4,4%	2,1%
Friuli Venezia Giulia	14.729	13.960	13.948	-5,3%	-0,1%
Liguria	23.834	24.923	25.276	6,1%	1,4%
Emilia R.	51.342	48.941	49.509	-3,6%	1,2%
Toscana	49.271	49.779	50.416	2,3%	1,3%
Umbria	11.798	12.100	12.222	3,6%	1,0%
Marche	19.323	19.648	19.959	3,3%	1,6%
Lazio	58.804	66.982	70.063	19,1%	4,6%
Abruzzo	17.209	19.199	19.471	13,1%	1,4%
Molise	4.331	5.171	5.167	19,3%	-0,1%
Campania	83.205	98.104	99.417	19,5%	1,3%
Puglia	49.603	59.020	60.712	22,4%	2,9%
Basilicata	8.284	9.201	9.362	13,0%	1,7%
Calabria	29.888	33.059	33.577	12,3%	1,6%
Sicilia	65.441	72.374	74.172	13,3%	2,5%
Sardegna	20.853	26.637	27.152	30,2%	1,9%
ITALIA	713.726	761.588	777.090	8,9%	2,0%

Figure 14: Trends in the number of retail enterprises for each Italian region

Of particular interest is the steady increase in the Calabria region as well in nearly all the other regions of the South while, in the North, there was a less notable increase and, in some cases, even a reduction in the number of stores.

The increase in the number of businesses in recent years is partly explained by an increase in sales, despite the fact that sales of food products are much higher than those of non food products; in Table 6 one can see the ratio for the years 2006 and 2007 (2000=100) (Istat, 2008):

SECTOR	DATA	
	INDEX	Fluctuation %
	Nov 07	Nov 07 / Nov 06
Food	119,1	+ 2,0
No Food	112,4	- 1,0
Total	115,1	+ 0,3

Table 6: retail sales in Italy (2000=100) (Istat, 2008)

It is possible to evaluate the rise in different parts of the retail trade from a comparison of percentage variations referring to the period January/November 2007 and 2006, to see in greater detail which had the greater increase (ibid., 2008). From this it emerges that the retail sector which had the most significant increase was indeed the Gross Retailing Trade, above all the part dedicated to the sale of food products (Table 7).

Kind of Distribution and sector	Value	Fluctuation %	
	Nov 07	Nov 07 / Nov 06	Gen-Nov 07 / Gen-Nov 06
Food			
Gross Retail Trade	123,0	+ 2,7	+ 1,1
Distribution in small areas	105,8	- 0,4	+ 0,5
Total	119,1	+ 2,0	+ 1,0
No Food			
Gross Retail Trade	110,4	+ 1,1	+ 1,2
Distribution in small areas	112,7	- 1,3	+ 0,2
Total	112,4	- 1,0	+ 0,3
Total of sales			
Gross Retail Trade	120,4	+ 2,3	+ 1,1
Distribution in small areas	111,7	- 1,2	+ 0,2
Total	115,1	+ 0,3	+ 0,7

Table 7: distribution of retail trade in Italy (2000=100) (Istat, 2008)

A closer look will reveal the quantity of sales for each type of outlet in the Gross Retailing Trade (supermarkets, discount stores and so on) and show that the increase has been especially marked in the food sector, see Table 8 (ibid., 2008):

TIPO DI PUNTO VENDITA DELLA GRANDE DISTRIBUZIONE	INDICI	VARIAZIONI %	
	Nov 07	Nov 07 / Nov 06	Gen-Nov 07 / Gen-Nov 06
Totale grande distribuzione	120,4	+ 2,3	+ 1,1
Ipermercati	121,0	+ 1,0	+ 0,5
Settore alimentare	*123,0*	*+ 1,7*	*+ 0,2*
Settore non alimentare	*119,4*	*+ 0,3*	*+ 0,9*
Supermercati	123,1	+ 2,7	+ 1,0
Hard discount	122,3	+ 3,3	+ 2,2
Grandi magazzini	89,6	+ 0,8	+ 1,0
Altri specializzati	98,8	+ 2,9	+ 2,2

Table 8: distribution and typology of retail sales in Italy (2000=100) (Istat, 2008)

These results would appear to confirm, therefore, the claim that there has been an increase in the number of retail enterprises in Italy in recent years

3.2.2 Retail sector in Calabria

Table 9 illustrates the number of different kinds of distribution channels in Calabria, and compares this to the overall situation in Italy (Infocommercio, 2007):

	in Calabria	in Italy
Supermarkets	383	9879
Discount	3	2085
Dept. Stores	78	1213
Hypermarkets	35	825
Cash & Carry	11	422
Shopping Centres	23	926

Table 9: Number of retailers in Calabria.

In Figure 15, the percentage composition of the retail network in Calabria is shown (Federdistribuzione, 2007d):

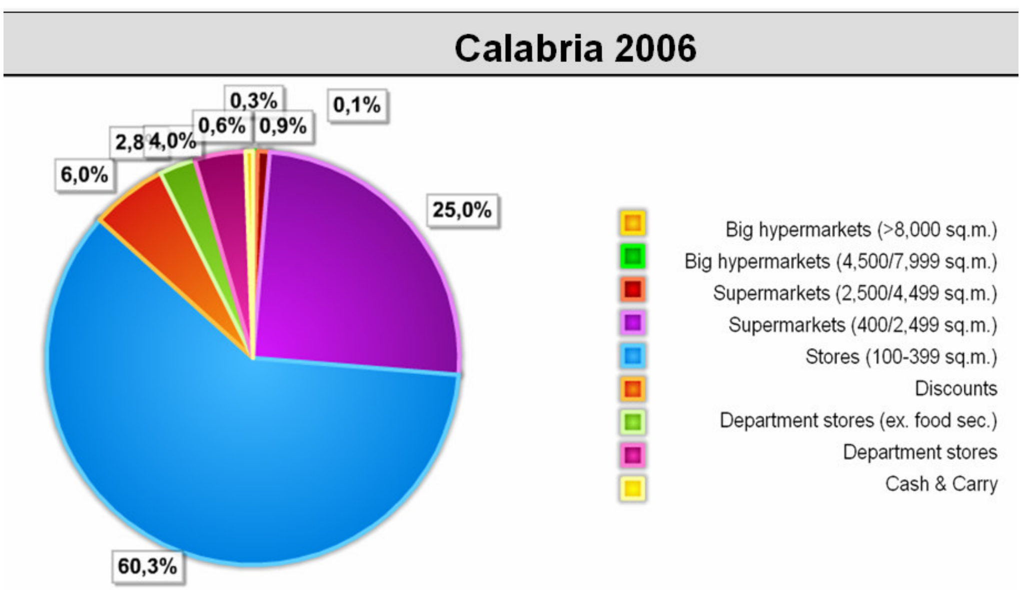


Figura 15: Composition of the retail network in Calabria in % (Federdistribuzione, 2007d)

Many producers of local specialties choose to sell their products only where the goods are produced or in specialist shops, thereby rejecting the option to market their goods through the Gross Retailing Trade on account of the high "royalties" they have to pay.

3.3 Calabrian local products in the Gross Retailing Trade

In recent years, consumers have started "to appreciate the typical nature of the product" and to see "it as a distinctive attribute with superior quality to the other general products of its kind"(Mattiacci & Vignali, 2004). Furthermore, consumer's interest in the origin of product and the place of production has increased (Dimara & Skuras, 2003; Codron et al., 2006), in particular for those products with European Quality Food Certification.

Local products have usually been sold by the producers themselves or through or small scale retailers (Soberman & Parker, 2004), but, nowadays, also the Gross Retailing Market is starting to put into action new strategies to exploit this segment of the market for local products:

- the launch of new lines of products (with new brands), created by local producers; for example, the one adopted by Auchan called *I sapori delle regioni*; in fact, Europe has recently witnessed the birth of a large number of new labels (Kotler & Keller, 2007);
- the creation of separate counters in stores such as Despar selling regional Italian gastronomic specialities.

Since the year 2000 the large-scale retailers in Italy have been selling products from different Italian regions, with a specific identifying label. Initially the products sold in this way by retailers under their own labels were seen by consumers as low price/low quality, but through this intervention (i.e. through the association of local and quality in new line of products) their original market position has improved (Liao et al., 2008; Pantano, 2009).

Certain researches support the claim that the consumer perceives products with their own label with the large-scale retailers quality to be inferior to other products in the same category with national brands (Gabrielsen & Sørgard, 2007).

Such products are generally sold at a lower price, which would indicate lower quality (Steiner, 2004). However, in the case of products launched by Gross Retailers in Italy, the price of these goods is the same as others in the same category with national brands or, in some cases, even higher. This is to indicate to the consumer the higher quality of the new products.

Moreover, such products have the characteristic of being sold exclusively by those particular retailers, in this way from the consumer's perspective, that products the private labels are unique in that they are the sold only in that store (Hansen et al., 2006). Furthermore, this labelling can have many functions: identifying, describing and promoting the products (Verbeke et al., 2008). The private labels contain a minimum amount of mandatory or legally required information, but a producer can choose to add more information so long as it is correct. This extra information can contribute to product differentiation, and can be perceived by consumers as adding extra value to the product (ibid., 2008). In this way the consumer perceives the products of these new lines as superior to the ones of the established brands.

The first player in this development was Carrefour with the line called *Terre d'Italia* (the logo is shown in Figure 16), which as the name implies clearly reminds the consumer of the products origins.

Figura 16: logo of Carrefour's *Terre d'Italia*

In the choice of products to insert in the line Carrefour adopted a very restrictive selection criteria: the recipes must come from the areas where the product is made, the primary materials used must be grown solely locally and the production must at least in part be carried out by hand.

The chain allows the use of technological adjuvants/additives only in the case where their use is required by the European Union and the producer must be located in the geographical home area of the product in question.

Currently, the range numbers over 160 products among which are: cheese, ham, oil, condiments, preserves, pasta, rise, bread, sweets and pastry, honey, jam, wines, liqueurs and frozen food

It should be stressed that the line of products utilised were carefully studied for factors such as visibility, tradition and regional origins. Their origin can be seen on the map of Italy, with the region of the product indicated, though it has to be said that Carrefour, unlike other chains, does not link its product to a particular town but rather to a region.

Finally it is worth noting that the price of these products is slightly under that of similar regional product lines, marketed by its competitors such as Conad, SMA and others.

The other main chains in Italy are (Cassiano, 2006; Pantano, 2009):

- *Sapori e Dintorni* (Conad), whose logo is shown in Figure 17, born in 2001. It was immediately successful on the market; also in this case products were made with local materials and traditional methods of production and transformation. Moreover, attention was focused, in particular, on those items with the certification PDO and PGI, and products were classed in the following categories: cheese, pasta and oven baked goods, dried legumes and cereals, sausages, oil, sauces and condiments, alcoholic drinks, preserves, honey, jam, marmalade and ice-cream. On each item there was a map of Italy showing the region where the product was made, its history, the name of the local producer and the town or village where it is located. Overall, Calabria contributes around 7% of the regional varieties (Conad, 2008);

Figura 17: Conad’s logo for *Sapori e Dintorni*

- *I sapori delle regioni* (Auchan, Sma,), whose logo is seen in Figure 18, this chain of products priveleges the small-medium consumer, usually an unimportant figure in the Gross Retailing Trade. The initiative, which started life in 2002, was set up on the lines of a regional market, dedicated from time to time on a particular region, with a gap of about 3 weeks between one promotion and another. The aim of the initiative was to introduce the consumer to the culture and gastronomic traditions of different Italian regions. Moreover, each product was made in local firms with strong territorial roots and each item came with a leaflet which specified the name of the supplier, the history, methods and location of production (Auchan, 2008). The line boasts over 100 products;

Figura 18: Auchan's logo for *i Sapori delle Regioni*

- *I piaceri italiani* (Crai), whose logo can be seen in Figure 19, began life in 2003. Its distinctive features are that the products are made with traditional methods, the primary materials are of high quality and, above all, the items come with EU certification, protecting the consumer and guaranteeing the quality of the product. The message the company hopes to get across to the consumer with this line of products is: "The pleasure to savour Italy in all its diversity is at the basis of *Piaceri Italiani*". Moreover, every week the company spotlights a particular product in order to involve consumers in trying and buying the line of products (be it a type of biscuit, a drink or kind of sausage) and promotes local food fairs and other events as a means of publicising regional products. Over the years other regional items have been added to the initial line of products;

Figura 19: Crai's logo for *Piaceri Italiani*

- Compared with its competitors *Fior Fiore* (Coop), which is shown in Figure 20, employs less stringent selection methods. The Coop's policy is more orientated to interesting the consumer in particular products rather than products protected by EU guarantees, although it is equally concerned to offer quality products which have been made with traditional methods. The products in their line do not only come from Italian regions but also from abroad, though these require the same characteristics as the Italian products to be considered suitable for the product line. This line, which began life in 2004, has been expanded and enriched as a result of its success with new quality local products (Coop, 2008b);

Figura 20: Coop's logo for *fior fiore*

Table 10 summarises the main lines of local products on sale in the Gross Retailing Trade in Italy, for the period 2000-2005 (Cassiano, 2006). In particular the year of their introduction, the number of products available in each line (a number which has been expanded in several cases in 2007 and consequently are not included in the table), the number of suppliers (this also has to be updated in some cases vis-à-vis the figure in the table); finally the annual turnover is reported for the period 2004 and 2005, in order to underline the growth that has resulted from the success among consumers of these product lines from every part of Italy.

	Terre d'Italia	***Sapori & Dintorni***	***I Sapori delle Regioni***	***Piaceri Italiani***	***Fior Fiore***
Launch year	2000	2001	2002	2004	2004
N° of brands	5	2	4	1	2
Brands	Iper, Carrefour, Unes, GS, Diperdì	Conad, Margherita	Sma, Auchan, Cityper, Simply Market	Crai	Coop, Ipercoop
N° Points of Sale TOT	1.544	2.905	1.542	2.751	1.290
- Hypermarkets	68	23	42	1	70
- Supermarkets	514	2.882			
- other stores	962	-	1.140	2.050	-
N° ITEM TOT of the line	202	119	110	62	96
- Fresh products	72	30	50	39	33
- Tinned products	130	89	60	23	63
N° Supply	120	80	70	48	60
Sales per year in million euros					
2004	€ 30,000	€ 50,000	€ 10,000	€ 1,500	€ 24,000
2005	€ 35,000	€ 65,000	€ 12,000	€ 2,600	€ 30,000

Table 10: Round-up of Gross Retailing Trade lines for local food products

Finally, it is necessary to add that also the Italian chain Sigma launched in January 2008 its own product line dedicated to regional Italian foods (Pantano, 2009). The name is *Scelto* (an example of product can be seen in Figure 21) which synthesises the catchphrase "chosen for you by Sigma".

Figura 21: A product of Sigma's *Scelto* line.

In the launch phase there were 26 products on offer, but it is expected that another 10 products will be added in the course of 2008. The items must be linked to the tradition of a particular place and made with quality raw materials, but not all are accompanied by a European Food Quality Certification. As regards the packaging, like the other product lines of its competitors, *Scelto* foods come with a map of Italy with the relevant region highlighted and some information about the characteristics of the product. Furthermore, on each item there is the name of the local producer and the place where it is located.

In the first phase of the launch, Calabria dried tomatoes were the only item representing the region.

As regards Despar, on the other hand, the company has chosen a different strategy to attract consumers interested in genuine local products. Indeed, they did not create any special line dedicated to this area but, at the end of 2007, they opened a corner in all their stores throughout the country, dedicated to the sale of local specialties from the region in which the store was situated; each product keeps its own brand name, which must be from the area and respect local traditions. For this reason in Despar stores in Calabria, for example, there is a corner set aside exclusively to promote Calabria, decorated with photographs of local beauty spots and the shelves filled with goods made by local producers under their own label (Figure 22).

Figura 22: A corner dedicated to local products offered in Calabrian supermarkets.

The attention shown to regional specialties on the one hand allows the retailer to attract that segment of consumers interested in locally produced food (in so far as it is believed to be better quality) while, on the other, it gives local producers the opportunity to promote their goods, thereby favouring the development of the local economy. This may have significant beneficial spin-offs for the local regional economy (Pantano, 2009).

In conclusion, one has to say that the spread of Calabrian products is very limited both nationally and in the region itself. Calabrian producers do not seem able to exploit the opportunities offered by Gross Retailing Trade.

Calabrian producers, therefore, should first improve their communication strategies by focusing on the quality of their products and the relationship these have with the local area and tradition and, secondly, on the presence of European Quality Symbols as guarantee of quality. They could also exploit the opportunities offered by the main Italian retailers, by creating trading associations to overcome the obstacle of the high royalties. In this way they would play a more visible role in the Gross Retailing Trade and their products could be selected to be included in their product lines under their own brand. In this way they could create a contact with consumers who prefer to buy this kind of product mostly in the supermarket.

In addition Calabria could use its local gastronomic specialties as a key-factor to attract more tourists, by inviting them to taste all specialties in situ (i.e. where they are produced). Furthermore the region should develop marketing strategies to promote these local products in a global scenario.

4. Local products versus generic products

This chapter will describe the characteristics that enable us to give a particular product a certificate of origin, how this is linked to a precise location and what the implications of this are for strategies of territorial marketing. Subsequently, on the basis of an analysis of the bibliographical data, a first model on the perception of generic products will be proposed.

4.1 Consumer's behaviour and local products

The behaviour of the consumer is by no means completely intentional or autonomous of the environment; indeed, external factors act upon individuals and, for this reason, they are- to some degree- open to suggestion (Aizen & Driver, 1991).

The main forces that influence the acquired behaviour of the consumer can be traced to three principal factors: emotion, motivation and attention (Reitano et al., 2006; Gallucci, 2005). These factors are closely inter-linked: without emotion there can be no motivation; in a similar way lack of motivation implies an attention deficit towards products.

Jamal et al. (2006) maintain that consumers carry out a purchase through a mechanism of choice that includes rationality, brand awareness, quality appreciation and *impulse buying*.

Two key characteristics push a consumer towards the purchase of a good: one component is utility, that is the use that will derive from acquiring the product, the second is *informational* or symbolic, that is the psychological or cultural meanings linked with the purchase of a certain good (participation in social interaction, from the label and other marketing instruments) (Foxall & Schrezenmaier, 2003). Indeed, according to Levin (2005), the purchase of a particular product rather than another (*shopping preference*) is dictated by the characteristics of the consumer, by the perception they have of the product's attributes and by the item utility in the mind of the consumer.

Kotler (2004) identifies a 5 stage model that describes consumer's behaviour in the purchase of a generic good:

- perception of problem, phase in which a problem or a need emerges;
- information search, this can be done through different means, from oral requests to friends, to surfing the net and so on;
- evaluating alternatives, in which consumers see whether there are other products that can substitute those they are interested in;
- decision to buy, the phase in which the consumer decides to go ahead with a purchase;
- post purchase behaviour.

Clearly a purchase does not always reflect all the phases itemised in the list, some of which may be skipped.

The study of the mainstream channels in which local products are distributed provides three types of local food system (Tregear, 2007): direct produce, close speciality and distant speciality.

The first type is a good produced locally, without any special link with the area, sold directly by the producer to the consumer within a small geographical area. An example of this type of products is those that are sold unpackaged by farmers, for instance eggs, directly to local customers.

Products of the second type are those with special characteristics linked to the local territory, "and with a name or identifier that indicates this link, exchanged in a context where there is high cultural proximity between the consumers, the products and the producers in the system" (ibid., 2007). In this case, consumers "have high levels of familiarity and knowledge about the product" (ibid., 2007). Furthermore, "production often involves multiple producers rather than one single supplier, and in southern European countries, these multiple actors are often configured in a collective grouping" (ibid., 2007).

Products of the third type have the same characteristics as those of the second but the geographical distance between producer and consumer is much greater.

In this case consumers, “do not have detailed first-hand knowledge to guide their choice” (ibid., 2007), so “they rely more heavily on packaging and information on the label, and also, perhaps, the recommendations of the retailer” (ibid., 2007).

4.1.1 Tourist shopping in Italy

Generally, most local products are bought by tourists. At this point, it could be useful to study the behaviour of the consumer with reference to tourists in Italy.

Shopping is one of the main activities done by tourists during their stay (Oh et al., 2004; Stynes & White, 2006; Turner & Reisinger, 2001; Yuksel 2004); moreover, shopping alone can be one reason for a holiday (Sciarelli & Rossi, 2007.

Italy is also often considered an attractive shopping destination (ibid., 2007). From 2005 to 2007 there was a rise in the number of Italians deciding a holiday destination because of the shopping (UIC, 2008a); while the expenditure in terms of euros spent, both for Italian tourists and for foreign tourists in Italy remained more or less stable (UIC 2008b; UIC 2008c).

In particular, in 2006, 23% of spending by foreign tourists in Italy was on shopping (Ortolani, 2007); this figure rose by 12.3% overall compared with the previous year.

The break-down of spending by foreign tourists during their stay in Italy in 2006, shows that shopping is in second place behind accommodation and above meals and transport, as can be seen in Table 11 (ibid., 2007).

Products	Million euros
Accomodation	12.392
Shopping	**6.890**
Meals	6.292
Local Transport	3.080
Other	1.714
TOTAL	30.368

Table 11: Spending by foreign tourists in Italy for the year 2006 (Ortolani, 2007).

It is possible to divide tourists into two categories on the basis of that motivation that has led them to choose Italy as a destination: those who travel for work and those who travel for personal reasons. On a daily basis, these two types of tourist had different average spending patterns in 2006, but both spent the same on average on transport, accommodation, meals, shopping and other items, as can be seen in Figure 23 (Ortolani, 2007).

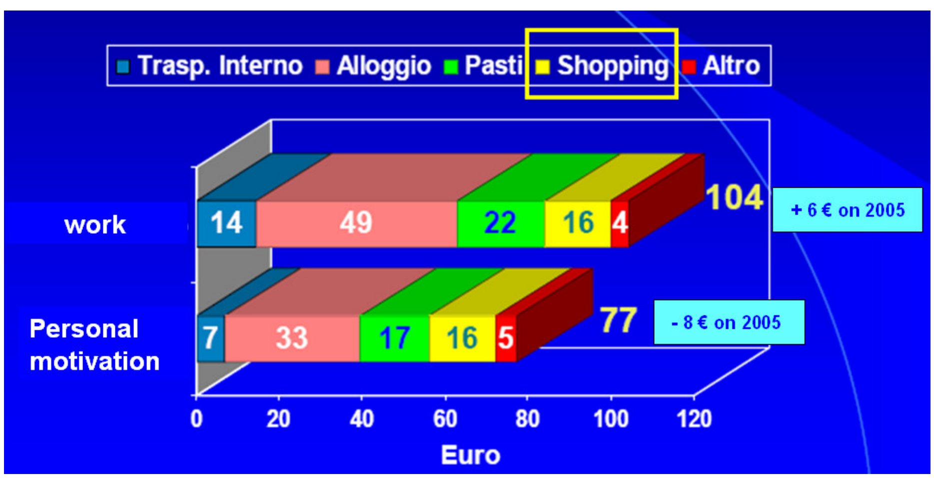


Figure 23: Average daily spending of foreign visitors to Italy in 2006 (Ortolani, 2007).

In particular, the overall daily spending by tourists during their holiday was six euros higher than the previous year, while for visitors/tourists travelling for personal reasons it was eight euros lower (ibid., 2007).

4.2 Local and generic products

It is possible to make a comparison between local and national products from the point of view of market characteristics (Mattiacci & Vignali, 2004): demand, market approach, characteristics of product, structure of market leaders, communication and branding, prices and sales. As regards demand, national products are distributed throughout the territory in a homogeneous manner and the models of consumption are uniform and recognised; local products, on the other hand, are distributed in a differential manner across the territory (they may be particularly concentrated in some areas, while others are not served at all); moreover, models of consumption vary from place to place. The market for national products is a mass market, in which companies invest heavily in finding ways to differentiate their product from that of their competitors in order to carve out a segment of the market; with local products the situation is quite different: they already have their, albeit limited, market niche, but few are able to break into the mass market.

As for product characteristics, national ones have a constant level as regards quality, and are generally involved in an ongoing process of innovation aimed at finding ways of maintaining their share of the market and hopefully increasing sales, while for local products innovation means meeting and maintaining the stringent quality standards, which is by no means an easy task. Companies making national products are usually large-scale, frequently multi-national with branches in different countries; they focus their efforts on expanding market share and utilise complex managerial models. Companies producing local goods instead are small or medium-sized, often run as family businesses (thus using relatively simple managerial models) and they frequently come together with similar operators to form consortiums.

For generic products, the brand name plays a fundamental role in marketing strategies aimed at increasing product awareness and desirability; sometimes these sales techniques become more important than the product itself. As regards local products, the brand name plays a lesser role. Unlike local products national products belong to a different marketing typology[29]; their prices are generally lower despite higher spending on advertising and marketing because they can exploit economies of scale connected with mass production, while local products produce lower quantities, often through the use of traditional methods that are certainly less technologically evolved. National products are mainly sold through large-scale retailers in shopping centres and supermarkets, whereas local products are sold in small specialist stores or farm shops where they are made, even if there has been a notable increase in interest of late on the part of large-scale retailers in local food products.

One can identify nine main characteristics of local products (Mattiacci & Vignali, 2004):

- territory;
- business technology;
- basic norms;
- industrial methods;
- time;
- tradition;
- specialisation;
- identity;
- nutritional benefit (in the case of food products).

There are close links between a local product and a certain area, which are expressed through the packaging, the ingredients, or the methods of production used. Generally local products (and this is particularly the case with Calabrian products) are produced traditionally by hand in limited numbers.

There is a series of norms both at national and European level that describe and authorise the making of such products and, in some cases, provide certificates guaranteeing the genuine nature and the local nature of the article.

[29] For example a comparison can be made between a liqueur such as il *Limoncè* (made in Trieste by a National company), which is available throughout the country and thus considered national and a product like *Il Vecchio Amaro* del Capo, from the Vibo Valentia area, which currently has only a market niche.

The industrial nature, usually small or medium-sized businesses, and the artisan methods of production imply a higher production cost compared to other goods without these characteristics.

These products are the outcome of local traditions both as regards how they are made and for their shape and flavour (in the case of food products); moreover, they are closely linked to a specific place which is bound up with the item's identity

As regards food products these can also be more genuine because they are made with natural ingredients without the addition of preservatives or other chemical substances, and thus they should have a higher nutritional value compared to similar mainstream products.

Because of the traditional way in which they are made, local products have a particular need for a technological evolution in order to meet the demands posed by government regulations for greater food safety and higher quality as well as growing consumer expectations (Sado Kamdem et al., 2007). These products have the dual need to be on the one hand accepted by consumers, and on the other to respect the parameters that define their unique identity; with reference to this a number of new labels have been created certified by the European Union (Pérez Elortondo et al., 2007).

In particular the EU has set up three specific certificates to guarantee local products (EU, 2008), which are considered an adding value to farm produce. The details of which -as regards the first two- were published in the Official Gazette of the European Union on 31.3.2006:

- PDO, Protected Designation of Origin (Figure 24); this certificate serves to designate the name of a region or a particular place where an agricultural product or food item, possessing a determined set of characteristics, was made; the quality and nature of the item in question must be the specific and exclusive creation of a particular geographical environment and the production, transformation and packaging of the item must take place in the said area;

Figure 24: Logo of the European certificate of Protected Designation of Origin (PDO).

- PGI, Protected Geographical Indication (Figure 25); this certificate serves to designate the name of a region or a particular place where an agricultural product or food item, possessing a determined set of characteristics, was made. The product, in particular must originate from the region; its quality reputation or other characteristics can be attributed to the identified geographical region and the production of the item and/or transformation and/or packaging takes place in the said area.

Figure 25: Logo of the European certificate of Protected Geographical Indication (PGI).

The third category has been stipulated on the basis of EU regulation CE 2082/92:

- TSG, Traditional Speciality Guarantee (Figure 26); this certificate serves to guarantee the quality and nature of a product, its mode of production and transformation as well as the main characteristics of the ingredients. Unlike the other two certificates (PDO and PGI), however, TSG is based on the specific connection between traditional methods of production or the composition of the product with a determined area but it also makes clear that the product in question can also be produced elsewhere.

Figure 26: Logo of the European certificate of Traditional Speciality Guarantee (TSG).

4.2.1 PDO certification for Cosenza figs

A good example of a Calabrian product that was awarded the European quality certificate, PDO, in 2008 was Fichi di Cosenza (Cosenza Figs).

In order to obtain this label the consortium of the firms involved had to present specific documentation, called “Disciplinare di produzione” (Regulating production), to the Italian Ministry for Food, Agriculture and Forestry. The request was then sent to the European Commission for approval.

The documentation that was drawn up contained all the necessary information for:

- product description (physical and chemical characteristics);
- area of production (which in the case of the figs was a part of the province of Cosenza);
- origin of product (information of the area of cultivation, the producers and packagers;
- working methods (methods of cultivation, harvesting, drying and processing);
- territorial links. The special characteristics of Fichi di Cosenza come from the particular conditions of the area in which they are grown and produced;
- quality controls;
- labelling. In particular, the products granted the title Fichi di Cosenza are awarded with a specific logo which both identifies them and differentiates them from other kinds of figs on the market (Figure 27);

Figure 27: Logo of Fichi di Cosenza.

- the use of the PDO label for other products derived from Cosenza figs. The European Commission allows the option of using the PDO label for other products made from the same ingredients so long as only Cosenza figs are used in the production process.

4.3 Local products in territorial marketing

Territorial marketing is all about connecting various areas, towns and villages with particular products in an attempt to entice the consumer to choose those rather than other products (Solomon & Stuart, 2005).

Despite differences in the literature there are wide agreement with the idea that the territory plays the same role as the product in marketing strategies; in other words, the territory itself has become a product like any other (Reitano & Zinno, 2006). Consumers are aware of and influenced by what a territory can supply and provided. They are satisfied, the territory gains in appeal and increases its value (Testa & Buccione, 2006).

The objective of this section is to identify the strategies that enable the spread and appeal of local resources with the aim of promoting territorial development and attracting an influx of new economic resources, because it is not enough in itself to possess a resource, one has to know to integrate it with other resources if one wants the value of the territory to grow (ibid., 2006).

In recent years, in order to meet the challenge of increased competition between different areas, new kinds of tourism have emerged focusing on the unique characteristics of different places; these might be of an eno-gastronomic nature, for example local beers, wines and so on (Plummer et al. 2005; Yuan et al., 2005; Santich, 2004; Getz & Brown, 2006; Brown & Getz, 2005; Kivela J. & Crotts, 2006), or it may concern other “products” which are produced exclusively in certain areas. An example of this could be tourism aimed at the rediscovery of the ancient musical traditions (Mason, 2004).

Gastronomy clearly can be used as a powerful marketing tool to promote tourism (Hjalager & Richards, 2002). In Italy, for example, *wine and food routes*[30] have been set up aimed at the rediscovery of local culinary traditions as a way of orientating and stimulating tourism.

To meet the demand for new kinds of tourism and encourage it further many countries have begun to create a series of demonstrations and events (Lee et al., 2004), with the specific aim of promoting their own local products (Prentice & Andersen, 2003).

The most important events of this nature in Italy are orientated exclusively to promoting local food products. Among these mentioned should be made of *Vinitaly* (the most important event dedicated to wine organised every year in Verona) or the Chilly Pepper Festival -*il festival del peperoncino*- in Diamante (the main event dedicated to chilly peppers and its by-products organised every year in Diamante in Calabria).

Unfortunately in some cases in Calabria, when such events take place they are publicised so little outside the region that they remain very much local events with little resonance outside the towns and villages where they are held. An example of this is the wine festival, *la sagra dell'uva*, in Donnici, which is a famous wine growing area near the town of Cosenza. Hundreds of local visitors attend the event every year but no one comes from outside the area.

4.3.1. The case of products from Parma in Second Life

Every year on the 23rd June, in the city of Parma the tradition of Saint John, *tradizione di San Giovanni*, is observed during which the public is invited to

[30] See http://www.viedelgusto.net/ita/ e http://www.itinerarinelgusto.it/index.php.

sample local products (i.e. tortellini, nocino, salami) according to ancient traditions which are currently in danger of disappearing.

In 2008 the counsellor in charge of tourism and innovation for the town of Parma decided to promote this festival, which is based on local specialities, through the internet. In particular, the festival was promoted through the well-known multi-media virtual environment, *Second Life*[31], on which users are invited to participate according to the ancient traditions of Parma (Talignani, 2008) as can be seen in Figure 28.

Figure 28: Local products from Parma on *Second Life*.

The products presented are digital representations of the main gastronomic specialties symbolising the city.

In this way, the city has had the chance to insert its products into the wider context offered by *Second Life* that has millions of users signed up throughout the world. It can thereby promote the town's products on a global scale and not only the specialties for which Parma is famous, but also the traditions that underlie the festival.

[31] *Second Life* is a 3D virtual environment, accessible on the web its contents are created by the users of the system, who are represented by a three dimensional image. To gain access it is necessary to sign up and download the programme for navigation. For more information see the official site:: http://secondlife.com.

4.4 Consumer's perception

It has become essential, therefore, to understand and analyse consumer's perception of local products in order to select appropriate marketing strategies aimed at heightening awareness and appreciation.

Perception is made up of a number of cerebral elements through which the sensory information is processed so that it becomes meaningful (Gray, 2004; Kotler, 2004).

As consumers are continually being bombarded by a wide variety of stimuli, it is no surprise is certain messages or parts of certain messages get lost in the process (Roberts, 2005) or the information could be perceived by the consumer in a different way from what was originally intended by the advertiser (Solomon & Stuart, 2005). Indeed, the individual has a tendency to interpret information from a particular point of view, as opinions and ideas influence the reception of messages (Kotler, 2004).

Moreover, consumers tend to forget much of what they hear, taking in only the information which is in line with their own habits and opinions (ibid., 2004).

Solomon & Stuart (2005) identify three fundamental aspects of consumer's perception: exposure, perceptive selection and interpretation. Once exposed to a product, consumers perceive the stimuli emitted by the product through their own sensory receivers (if they enter within the range of perceivable stimuli). During the process of selective perception, consumers pay attention to certain stimuli rather than others; this is particularly the case when these reflect certain needs the consumer experiences at that very moment. Through the process of interpretation consumers attribute a particular significance to the stimulus, which can be influenced by various associations consumers make.

According to some researchers consumer's perception of a product is influenced by causes external to the consumer that can have a positive or negative effect (Teas & Agarwal, 2000). Uppermost among the internal causes one can discern cultural, social, personal and psychological influences while, as regards external ones, we find the physical characteristics of the product (colour, shape, packaging, size and so on), where the item is sold, brand name, price and quality (Table 12).

Internal causes	External causes
Personal and psychological factors	Product physical characteristics
Social factors	Product quality
Cultural influences	Brand name
	Price of product
	Point of sale

Table 12: Causes that influence consumer's perception

4.4.1 Internal consumer causes

In the process of consumer's perception, certain authors claim, that those factors relating to the consumer personally are more important than those under the control of retailers, i.e. product characteristics, price, brand, point of sale etc. (Bäckström & Johansson, 2006).

In the development of the process of purchasing, especially in the perception of the product phase, the factors that take on most importance are social, cultural and psychological, such as the state of mind and expectations of the consumer (Kotler, 2004).

According to Kotler & Keller (2007) the factors that have the most influence on consumers are cultural since it is the culture that has the greatest influence on consumers' perception and their consequent purchasing behaviour (Kotler, 2004).

All societies have elements of social stratification (Kotler, 2004). Social classes reflect not only income but also other indicators like profession, educational level and residential area (ibid., 2004). Members of a given social class tend to have more in common with and behave like other members of that class than with members of other social classes. Moreover, they tend to be judged on the basis of the position they hold in their respective social class, which can change over their lifetime. Finally, within the ambit of marketing, it is essential to take account of the preferences of individuals of different classes in the manifold fields of consumption (ibid., 2004).

The social factors are the influences from peer ground and family.

The peer group of individuals is made up by groups of people who have a direct or indirect influence on their attitudes and behaviour (Kotler, 2004). The group exposes the individual to different behaviours or life styles, and influences the individual's attitudes and opinions, directing his/her choice also with respect to types of products or brands. For this reason, it is in the interest of producers of goods or brands to identify the most representative figure in the group, in other words the person who exercises the greatest influence on the other members.

The conditioning that comes from the family is a fundamental factor in individual behaviour, be it in terms of religion, politics, economics and other basic values.

As regards influential psychological factors the following deserve a mention: age and life cycle, job and economic situation, life style, personality and self-image (ibid., 2004).

In the course of a life, the goods and services chosen by consumers change, in the sense that as we grow older our attention turns to different kinds of products. Moreover, models of consumption are also influenced by the jobs people do (Kotler, 2004). Marketing management (ibid., 2004) tries to identify occupational groups that have a particular interest in products and services offered. An enterprise can even specialise in the supply of goods to particular groups of workers.

The life style of individuals is the model according to which they act or display their ideas and opinions. This can differ even among people of the same social class.

Furthermore, all individuals have their own unique personality, which is made up of a cluster of distinctive psychological characteristics that lead the individual to react in a relatively constant and coherent way to their environment (Kotler, 2004).

Finally, as regards psychological aspects, states of mind and expectations are of particular importance.

The state of mind before a purchase, when the individual experiences a propensity towards acquiring something, can have an important influence on perception and choice. Certain authors claim, that consumers can find relief from certain negative states of mind through the act of buying something (Silvera et al., 2008).

At the same time, product perception can also be influenced by other people (ibid.,2008).

According to some authors also expectations also play a determining role in the pre-purchasing phase, because expectations induce the consumer to prefer a particular brand or type of product (Tam, 2006).

Consumers choose to buy a product on the basis of their expectations of that product; advertising, for example, can influence expectations to such an extent that certain authors believe that often consumers buy the advertising of the product rather than the product itself (Legrenzi, 2001), since the latter is a mean to satisfying their expectations. Consumer’s perception, therefore, is linked to a subjective judgement linked to expectations (Mitra & Golden, 2006) and on the consumer’s state of mind regarding the product (Yang et al., 2002; Gallucci, 2005; Mathur et al., 2007).

4.4.2 External consumer causes

Perception of a product is certainly influenced by its physical characteristics: colour, weight, shape, size and packaging. These characteristics merge with others which are intangible that trigger an emotive reaction in the consumer (Lageat et. al., 2003).

As regards colour, various researchers claim that this must be closely coordinated with the product (Bottomley & Doyle, 2006). Studies have shown, in fact, that certain colours are more suitable than others for certain sets of products (ibid., 2006), and it is consumers themselves that expect a given product to have a certain colour. Bottomley e Doyle (2006) identified different connections, by defining a list of functional or sensory-social products and a list of functional or sensory-social colours in the attempt to associate colours to products. They also found out that certain colours can be used successfully with different kinds of products.

As regards shape, the tendency over recent years has been towards the search for *emotional design* in order to find the shape that evokes an emotional response in the consumer and renders the object unique (Gallucci, 2005).

Turning to the weight and size of an object, we find that consumers have become particularly sensitive to these characteristics in relation to its potential use and the purchasing situation. For example, if objects are acquired on holiday, one highly important characteristic, as far as the consumer is concerned, is that they must be easy to carry, thus small and light.

Consumers perceive a certain quality in a product that is based on a subjective judgement that they make relative to the expectation of quality (Mitra & Golden, 2006).

For most consumers the principal indicators of quality are price and brand name (Brucks et. al., 2000); others add to these elements the name of the shop and the country where the product was made (Teas & Agarwal, 2000). Indeed, many authors maintain that consumers often use a brand name as the mean of judging the quality of a given product (Del Vecchio, 2001).

For consumers a high price and a recognised brand name are a useful indicator of quality.

Brucks et al. (2000) proposed a conceptual model to describe the elements that influence the consumer's perception of quality for consumer durables (Figure 29):

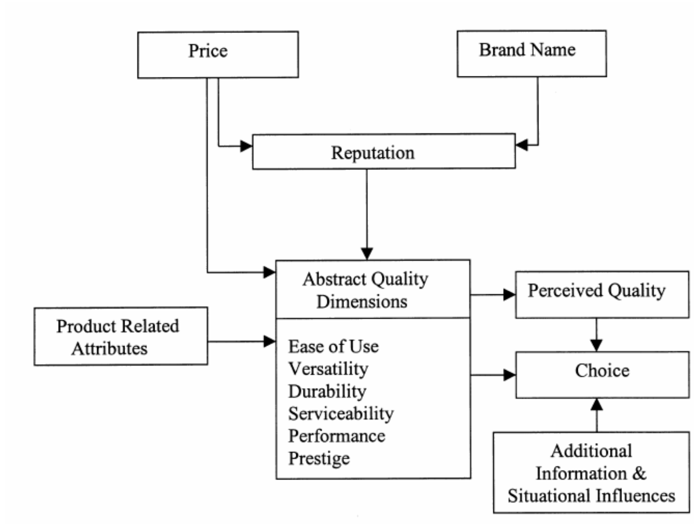


Figure 29: Conceptual model of consumer's perception of quality for consumer's durables (Brucks et al., 2000).

From this model it can be seen that two factors above all influence the reputation of a product: price and a recognised brand name. The reputation and attributes of a product have an influence on the abstract dimension of product quality and this perception of a certain level of quality will lead the consumer towards making a purchase (influenced also in part by the particular situation in which consumer find her/himselfs at that moment as well as by other information regarding the product).

Turning to the abstract dimensions of the quality of a product in closer detail, we find that they are connected with its versatility, user friendliness, durability, utility, performance and prestige. Consumer awareness of these elements increases with experience.

A number of researchers believe that it is usually the case that, in the pre-purchasing phase, price plays a vital role (Grewal et al., 2000; Kotler & Keller, 2007; Teas & Agarwal, 2000), in the sense that price is used as a parameter to evaluate the quality of the product.

Some researchers have underlined the fact that an "expected positive price-quality linkage can be based on expected market forces-high-quality products often cost more to produce than low-quality products and competitive pressures limit firms' opportunities to charge high prices for low-quality products" (Teas & Agarwal, 2000).

Studies into pricing strategies have shown, in fact, that consumers tend to perceive a product with a higher price as being of better quality than similar objects which cost less (Schindler, 2006). This is especially the case when there is little information (for example, an unknown brand) on the product, so the price becomes a crucial factor for the consumer (Prendergast & Marr, 1997).

Consumers establish their reference prices in relation to observed personal buying experience, "exposition to the existing information on prices" and to their personal interpretation (Álvarez Álvarez & Vázquez Casielles, 2008). On this basis they can judge the attractiveness of the price (Biswas et al., 2006). Too high a price could deter a potential customer by exceeding the upper limit of an acceptable price range (Biyalogorsky & Gerstner, 2004), while too low a price, apart from creating obvious difficulties for the producer, could send the wrong message to the consumer, i.e. that the product is of inferior quality. Certain research, moreover, shows that consumers are particularly sensitive to price discounts and promotions, which involve immediate price reductions (Álvarez Álvarez & Vázquez Casielles, 2008); this is even more the case when the price reductions involve certain well known brands (ibid., 2008).

Some authors claim that "brand meaning can be conveyed by both brand name and brand mark" (Klink, 2003).

The mark of a product implies its extrinsic qualities (Aaker, 1996; Kotler, 2004; Minestroni, 2002; Monachesi, 1993): through the purchase these qualities become acquired by the consumer, who- in a certain sense- enters into possession of them (Brondoni, 2002). The mark, therefore, has the power to evoke: its signalling function allows the consumer to recognise its distinctive nature (Brondoni, 2002), which are bound up with certain cultural values (Kotler, 2004).

The mark has a profound influence on product perception and the consumer's decision to buy (Keller & Lehmann, 2006; Aaker, 1996).

Several studies have demonstrated that also the variety of products offered under the same brand name can have a positive influence on perception (Berger et. al., 2007). Consumers see brand that offer a wider selection of good as being of superior quality (ibid., 2007).

Tsai (2005) has proposed a model to synthesise the key factors that lead consumers towards the purchase of a particular brand of product: perceived image, emotional experience, perceived quality and acceptable price. These factors generate in the minds of consumers a symbolic and affective value that leads them towards acquiring the good.

The mark can stimulate a positive association in the consumers' minds consumers (ibid., 2006), of something new and of good quality, especially for consumers with little confidence in what the brand represents or in its image.

Emotional experience implies how consumers feel about their previous experience of a particular brand (if the experience has been positive an emotional bond with have formed, and vice versa). As regards the quality of a brand, generally products with brand labels, such as Chanel or Armani, are considered of superior quality. Products with recognised brand names are usually more expensive than other similar products and this may deter consumers from purchasing those products because they are out of their price range.

The important elements which a brand contains are (Vranešević et. al., 2006): name, logo, character, slogan, jingle e packaging. The brand, moreover, possesses symbolic traits that a product on its own does not (ibid., 2006). The name is made up of the letters of the brand, such as Coca-Cola or Fiat, while the logo is an image that represents the brand such as the swoosh of Nike or the mermaid of Starbucks. It often happens that the name of the company becomes a brand. For example Prada is the surname of the founder of the company and that of the current owner. The same applies to the brand Versace. Furthermore, certain brands are linked to particular slogans- messages that aim to encapsulate the brand's essence and what it represents, for instance "connecting people", which is Nokia's or "life is now" from Vodafone in Italy. These messages stay in the consumer's mind and form a link with the brand. Other brands are linked to particular pieces of music, which may be popular songs or composed specially to go with the advertisement. A good example of this occurred several years ago (around 1997) when Swatch used a little known song by Midge Ure, called

Breath, (associated with the message, “How long is a Swatch minute?”) in one of their advertisments. This linking of music with advertising certainly made the Swatch campaign more effective as well as benefiting the artist who found, to his surprise, his song becoming an instant hit.

Over time packaging has lost its exclusive function as a container, which serves to protect an item during transit; its function today is as much about communicating a message (Calver, 2004). In other words, packaging has no longer just a practical function, it has also acquired a symbolic one (Pastore & Vernuccio, 2006): the package displays the name and style of the producer both to indicate the contents and as another mean of publicising the brand.

The package is also informative, detailing ingredients, production methods, instructions for use and conservation and so on.

The factors implied in the perception of packaging are as follows (Pastore & Vernuccio, 2006): shape, colour, size, symmetry, material, lettering[32], and other iconic signs.

With relation to packaging, moreover, numerous brands have their own packages for their products, that can be bags, boxes and so on, that contain the logo and the brand style and ethos in such a way as to be instantly recognisable to the consumer. In the case in which the item is sold in shops which retail many different brands, the salesperson generally uses specific wrapping with the name of the brand sold but with probably add a sticker to seal the package indicating the point of sale.

Since many purchasing decisions are taken at the point of sale (Gallucci, 2005; Guerrero et al., 2000; Thang & Tan, 2003), this has become an important factor in consumers’ processes of perception (Kotler, 2004; Pastore & Vernuccio, 2006). In fact, many purchases are not planned in advance by consumers and this is more so with some kinds of products and not others (Luo, 2005).

Within the retail outlet the perception process takes place very rapidly; for this reason rapid recognition of a product and its characteristics plays a fundamental role in the process of choice (Roberts, 2005).

[32] All the linguistic information found on the package.

In 1992 Donovan and Rossiter proposed a first model that described the factors that influence consumer's perception regarding the shop, based on the correlation between external stimuli, consumer's perception and consumer's response (Thang & Tan, 2003), as can be seen in Figure 30.

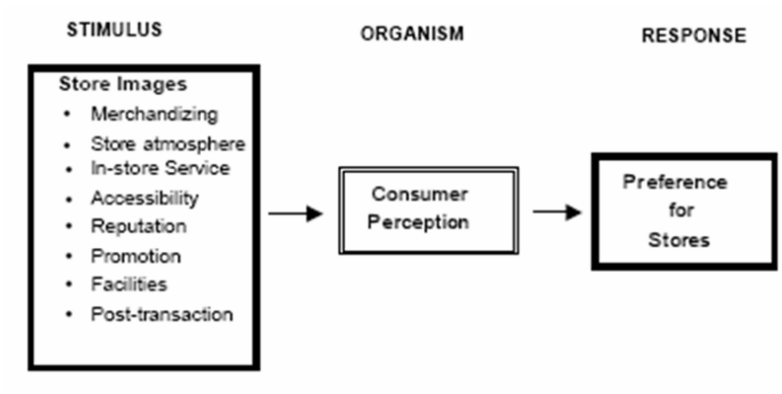


Figure 30: The S-O-R Model of consumer's purchase behaviour (Thang&Tan, 2003).

Among the external symbols they study, there is the image of the store, composed of the merchandise and the atmosphere, service, accessibility, reputation, promotion, facilities and follow up.

Other researchers, on the other hand, have distinguished the atmosphere of the store from its image. As regards atmosphere the factors that contribute to its perception are, above all, the number of shoppers at a given time, sounds and smells (Eroglu et al., 2005) and colours (Bäckström & Johansson, 2006). In fact, a recent research has identified that also the variety of music (in the sense of the variation in style and tempo of the music) influences shoppers in a supermarket, impulse buyers in department stores, people in wine shops and restaurants (Michon et al., 2005). Another interesting characteristic is the particular smell of a shop that can encourage the consumer into making an unplanned purchase (ibid., 2005).

As regards the image of a shop, the factors that contribute to its definition are of three types (Semeijn et al., 2004): layout (structure of the shop, how the space is organised), merchandise (how the items are displayed) and service. These factors all affect the visibility of an item within a shop.

Another research has analysed the variables connected with point of sale, gathering them into three macro-categories (Gallucci, 2005):

- structure. Architecture, spatial organisation, use of materials, shop windows, decor and sensory stimuli (lights, colours, music, temperature smells);
- selection;
- services. This category includes all the initiatives undertaken within the shop to stimulate and interest the consumer.

Another element that influences consumer's perception at the point of sale is music, which is especially influential in the case of an unplanned purchase (Eroglu et al., 2005). Research has shown, in fact, that music affects shopping behaviour in various ways and "evaluations such as the pace of in-store traffic flow and dollar sales volume, drinking time, perceived and actual time spent shopping, and desire to interact with salespeople" (ibid., 2005).

Because of the crucial importance of the point of sale in the process of consumer's perception, stores are increasingly acquiring the characteristic of permanency (Gallucci, 2005).

Indeed, the places where purchases are transacted are increasingly being planned to stimulate the emotional sphere of the consumer and involve a wide variety of sensations (not just visual and tactile as in the past). For example, the big names, like Armani and Louis Vuitton, have in their stores created spaces for bars and restaurants, meant to reflect their brand image in every particular, to offer the customer as varied and enjoyable experience as possible.

5. Perception model of local products

In this chapter tourist's perception of local products is analysed for the reason that these are mainly purchased during holiday periods. Then, by analysing the existing literature, a model on consumer's perception of local products is proposed. The factors that influence the process are shown and similarities and differences between this model and the previous model on perception of brand products are evaluated.

5.1 Tourism and local products

Products, directly linked to their place of origin, are an expression of the territory they belong to and represent one of the main items purchased by tourists during their holidays. In fact, one of main activities of tourists is to purchase products belonging to their holiday destination (Oh et al., 2004; Stynes & White, 2006; Yuksel, 2004), spending around "one-third of their total tourism expenditure on retail purchase" (Yu & Littrell, 2003).

Local products are purchased mainly during holiday seasons (Oh et al., 2004; Moscardo, 2004; Stynes & White, 2006).

This happens because, during their vacation, tourists express the desire to explore the products of the place where they have decided to spend their holiday; furthermore, they feel the necessity to take such products back with them to their country of origin (Moscardo, 2004).

The purchasing of these products, in fact, allows the consumer to get closer to the local culture, which for them is new (Plummer et al., 2005), the products' limited distribution, the methods and skills used in their preparation, the materials used and the shapes allow purchasers to learn about the culture and traditions of the place.

Moreover, these products are generally purchased in specialised shops which belong to the area and reinforce the authenticity of the item purchased.

Other research adds that tourists are more inclined to shop than residents, and enjoy their shopping experience more (LeHew & Weslie, 2007).

Moscardo (2004) has shown a basic concept of tourist shopping (Figure 31). The work describes the elements that influence tourist shopping: individual characteristics, which influence expressive motives for shopping and instrumental motives for shopping, influencing, together, the purchasing behaviour.

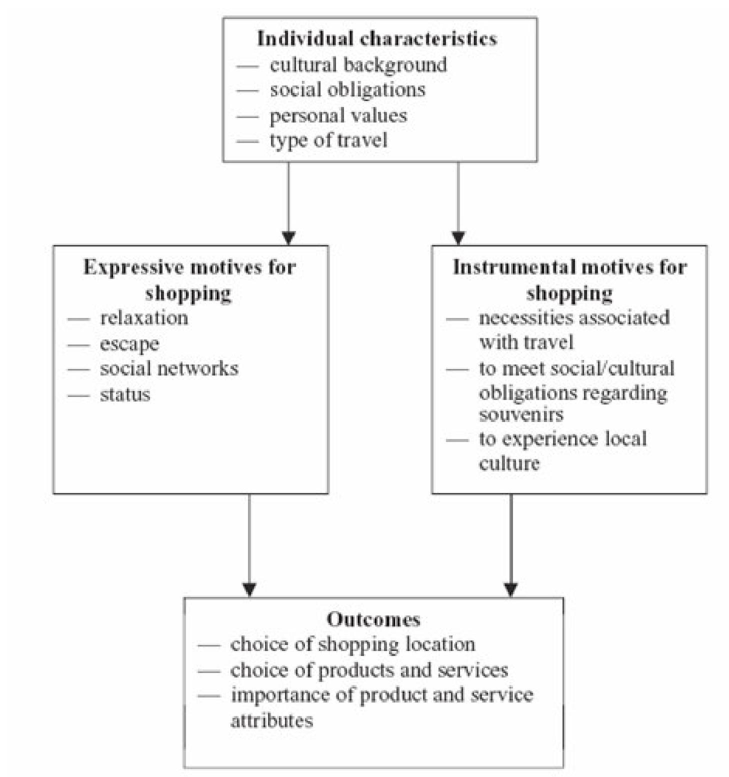


Figure 31: A conceptual map of tourist shopping (Moscardo, 2004).

In particular, individual characteristics are determined by cultural background, social obligations, personal values and by the type of travel. Expressive motives for shopping are relaxation, escape, social networks and status. Instrumental motives, instead, involve the need to satisfy various needs associated with traveling, the need to meet social and cultural obligations regarding souvenirs (for example relatives or friends expecting to receive a gift once the tourist has come back from the holiday), or by need to experience local cultural (in fact, studies claim that purchasing products belonging to a certain territory allows consumers to achieve closer contact with local culture). Consequent behaviour of consumers will concern the choice of shopping location, the choice of products and services and the importance attributed to products and services.

Further studies have pointed out four main kinds of factors that influence the purchase of local products (Sciarelli & Rossi, 2007): tourist' characteristics (opinions, values and social and demographic characteristics), product's attributes, point of sale attributes and contextual factors (situation in which the consumer comes into contact with the product).

Other studies pointed out also more factors which influence purchasing behaviour during holiday. These are not linked to consumer, but to destination characteristics. Figure 32 shows the influencing factors (Sciarelli & Rossi, 2007):

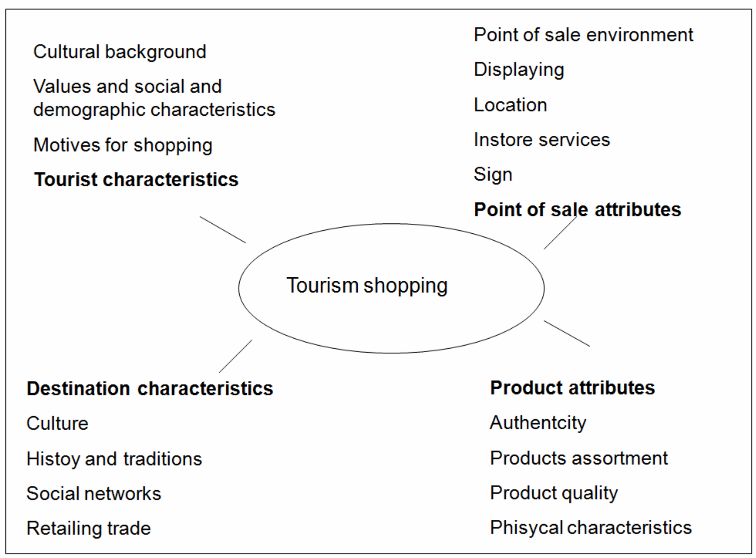


Figure 32: Factors that influence tourist shopping.

If we look at the value of shopping in the holiday destination it is possible to find two different kinds of shopping happening during a holiday: shopping tourism (this situation occurs when the destination of the journey is chosen by the desire to go shopping in a specific place), and tourist shopping, i.e. shopping that takes place during the vacation in a particular destination, chosen for different motives (Sciarelli & Rossi, 2007).

More specifically, Yu & Littrell (2003) have underlined the factors that identify tourist shopping (Figure 33): activities carried out during the holiday (sport, recreation, artistic events, cultural and historic connections, meeting people), these influence the beliefs on the authenticity of local products (aesthetic characteristics, uniqueness and workmanship, local and historic context, artisans and materials) and beliefs about the craft product features (aesthetic pleasure, craftsmanship, uniqueness and function, cultural and artisan linkage). All this influences the attitude towards the experience of shopping (product and process orientation), which, in turn, influences the intention of buying at a particular venue.

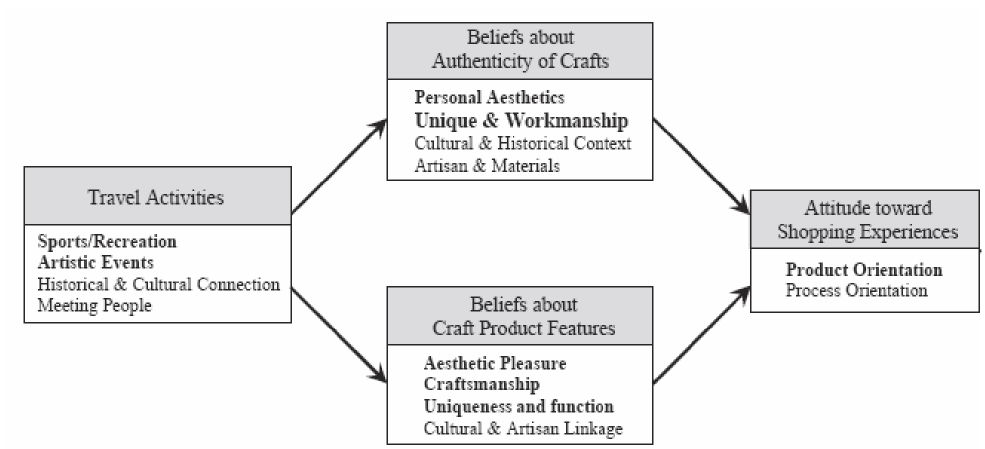


Figure 33: Components of tourism shopping (Yu & Littrell, 2003).

5.2 Perception model of local products

Moreover, also in the case of the perception of local products, it is possible to trace the key factors of perception of local products to two major categories: those linked to consumers' interior characteristics and those linked to external characteristics (Table 13).

Internal consumer causes	External consumer causes
Consumer characteristics	Attributes of the product
Image and identity of the territory	Product packaging
Emotional experience	Point of sale

Table 13: Causes that influence consumer's perception.

Internal consumer's characteristics are made up by the personal characteristics of every individual, by the image and identity of the territory that everyone has in their own mind and, in the case of a purchase taking place during a holiday period, the emotion experienced in a certain place.

Instead, as regards external consumer's characteristics, these are made up by the product's attributes, its packaging and by the retail point. In the case of local products this underlines the links between territory, history and tradition.

Because of the particular nature of the factors that influence the perception of consumers of local products, the retailer can only act on those external to the consumer.

In fact, retailers can only influence the factors linked to the product's attributes, to the retail point, and to the packaging, factors that can underline in various ways the link of the product to its territory.

5.2.1. Internal causes

Regarding internal characteristics that influence consumer's perception of local products, the most important factors are culture, values, social and demographic conditions and, in the case of tourists, nationality (intended as culture of origin). This, in fact, is one of the major factors that influences the inclination to buy, directing purchasers towards the choice of the product (Sciarelli & Rossi, 2007).

The factors linked to culture, values and to social and demographic conditions influence individuals in the perception of a product independently of whether it is a local product or not and cannot be controlled by marketing experts, because these factors belong to the individual's own growth and background.

Also in the process of perception of local products, albeit to a lesser extent that with brand products, it is possible to find influences related to social factors linked to the social group and type of family purchasers belong to. For example, when tourists go on holiday in groups, it is possible that one of the members considers a certain item particularly important, and this could change the perception of the other members of the group and eventually lead to a consequent purchase, as usually happens in group dynamics.

As regards social and demographic characteristics, some studies have demonstrated a different attitude towards purchasing and a different inclination to spending between female consumers (more incline towards this activity) and male consumer also in the case of local products (Sciarelli & Rossi, 2007).

Moreover, (ibid, 2007) it has been found how inclination towards spending and the type of product sought by the consumer varies along with the age and, in the case of local products purchased during a holiday period, on the basis of the motivation of the holiday. For example, in the case of a gastro-oenological holiday, the tourist has generally more time for local food products, while he could be less inclined to purchase local products of different nature.

Studies carried out in 1997 indicated that the knowledge in the country of origin of the local product had a direct influence on the perception of the same product (Schaefer, 1997), so this can be considered one of the major factors in consumer's perception regarding a product (Phau & Leng, 2008). In fact, several studies show that consumers' perception of the country of origin influences their perception of quality and their attitude and their purchasing intention (Teas & Agarwal, 2000; Aiello et al., 2008).

Other researches suggest that "when consumers have high (low) confidence in a country's ability to produce high-quality products, they may perceive that the products produced in the country will be generally high-quality (low-quality) products" (Teas & Agarwal, 2000).

Since local products reflect the traditions, the culture and the history of a territory, consumer's perception of the latter (i.e. traditions etc.) influences perception of the former (the product) in the consumer’s mind. Some authors, who claim the country of origin always influences consumer’s perception, add that this differs depending on the country, the type of product and the brand (Herbig, 2003). These influences, according to some authors, are particularly marked regarding the purchase of cigarettes, wine, food products or cars (Kaynak et al., 2000; Teas & Agarwal, 2000). In particular, consumers are very interested in knowing the place of production of some products: for example, consumers want to know where a liqueur is produced but not where the bottle is made. In fact, the perception of the country of origin can involve the entire range of a country’s products.

For example, in a research project, Chinese consumers in Hong Kong perceived American products as prestigious, Japanese products as innovative and Chinese products as cheap (Kotler, 2004). Consumers’ opinion about the country of origin can change. For example, before the Second World War consumers believed Japanese products as lower quality products (ibid., 2004).

Furthermore, some countries have a great reputation for certain products: Japan for cars and electronics; USA for hi-tech innovation, drinks, toys, cigarettes and jeans; France for wine, perfumes and luxury goods; Italy for food products and clothes.

Moreover, some authors suggest that these influences are particularly strong in contexts where the products are “unfamiliar” (Schaefer, 1997). Familiarity or product knowledge “is the cognitive representation of a product-related experience in a consumer’s memory, which takes the form of a products schema and is likely to contain knowledge in the form of coded representations of brands, product attributes, usage situations, general products class information, and evaluation and choice” (ibid., 1997).

Some researchers maintain the importance of the country of origin is closely linked to the level of consumer’s involvement: “the weight attributed to the country of origin decreases with increasing involvement of the consumer in the purchasing process” and “the importance of information about the product origin tends to increase with increasing risk perceived in connection with the purchase;

in such a circumstance, consumers perceive a lower risk when purchasing products from their own country" (Aiello et al., 2008).

For this reason it is possible to claim that the more the image of a country is positive, the more visible the label "MADE IN" has to be, underlining the country of origin.

As regards the perception of "Made in Italy" products in foreign countries, various authors (Phau & Leng, 2008) maintain that products with this label, especially in the case of luxury clothing or accessories, are considered to be of superior quality and are preferred to those locally produced. So the opinion about Italy and its tradition in manufacturing influence consumers' perception about that kind of products.

So consumers "are increasingly concerned to know where products come from and how they are produced", and this information influences their perception of the product itself (Dimara & Skuras, 2003).

The authenticity of a product, understood as the strong link between the product and the place where it is produced, influences the perception of the product and it is one of the major attributes that consumers look out for (Sciarelli & Rossi, 2007). The perception of authenticity increases in the case of tourists when they are living an emotional and unique experience and, according to some authors, in this case also their attitude towards shopping increases (ibid, 2007).

Other authors (Yu & Littrell, 2003) maintain that the historic and cultural components of a country influence the perception of authenticity of the product, which is linked to the historical and cultural context, and to the authenticity of the artist/artisan that has produced the good and to the materials used.

Moreover, it is influenced by the attitude towards other cultures (Kim & Littrell, 1999), because a local product allows contact with such cultures. In fact, some authors believe that consumer's perception of a local product is often driven by factors related to emotional experience linked to the chosen destination; in fact, the purchase of the product becomes the tangible expression of an inexpressible memory of the experience (Swanson & Horridge, 2002; Swanson, 2004).

In this way, if a tourist has a positive experience in a certain place, the goods produced there are considered positively, so tourists have a greater desire to bring back with them a reminder of the experience.

For example, the advertising of some Calabrian local products, focuses on the message that the product advertised is a tangible expression of the positive experience the tourist had in that place. In fact, the Caffo adverts for a particular liqueur, above the check-in desk at Lamezia Terme International Airport (Calabria, Italy) is based on this idea (Figure 34).

Figure 34: Advert for Calabrian local liqueur above the check-in desk at Lamezia Terme International Airport[33].

In particular, the message of the advertisement comes from the idea that the tourist's experience in Calabria has been positive, so the bottle of liqueur becomes a symbol of this experience. On the one hand, the good is presented as a local product, natural and genuine, and therefore of high quality, and on the other it becomes a means for the tourist to take back home a tangible sign of the experience, as well as a symbol of the region itself.

[33] The message reads:" I have found herbs, flowers, fruit and roots in this marvellous land and I bring them to you all locked up in a bottle!"

5.2.2 External causes

Regarding the external causes that influence consumer's choice, product attributes play a major role. In fact, "perceived product attributes affect the attitude of the consumer towards merchandise" (DelVecchio, 2001).

The attributes of local products that influence consumer's perception are different from those related to products, that are not local. In fact, in the case of a local product, attributes such as brand and price are less important, because consumers are looking for other characteristics. Local products are mainly purchased during holiday periods or as gifts so consumers look for particular characteristics that are not relevant in non local products.

Already in 1994 some research (Anderson & Littrell, 1994) showed that the criteria that tourists used to choose a product included design, the superior quality of manufacture and attractive colours. These criteria where confirmed by subsequent research that found clear evidence that the manufactured article had to be hand made (Littrell et al.;1994).

Certain tourists are, indeed, attracted by the symbolism of the territory they have visited epitomized in the product, and they especially like the fact of being able to recognize the artisan who has made the product, or of actually having witnessed the manufacturing process (Swanson, 2004).

From a study of tourists' habits, some recent research, in fact, has discovered the selective nature of the goods purchased: the value (linked to the quality and variety of the products available to tourists), the product display (the way products are shown), the product's own characteristics (colour, shape, package and size), and its uniqueness (Sciarelli & Rossi, 2007; Swanson & Horridge, 2006). Local products, therefore, need to be, in some way, unique and also unavailable at home (LeHew & Wesley, 2007; Hu & Yu, 2007).

Other studies have underlined the fact that such products have to be easily transportable because they are mainly purchased on holiday or as gifts (not fragile, nor bulky and easy to handle), available at a relatively low cost, useful and easily washable once the consumer has arrived back home (Sciarelli & Rossi, 2007; Swanson, 2004; Swanson & Horridge, 2004).

Generally the artisan or hand made nature of the product is a fundamental attribute in the definition of authenticity. Moreover, "multi-sensory attachments to crafts allow travelers to enjoy the aesthetic features the craft bring to them. These travelers value the aesthetic satisfaction derived from the intrinsic beauty in colour, design, or workmanship in crafts, and they considered the additional symbolism is not necessary for the item to be meaningful" (Hu & Yu, 2007).

Consumers are generally very attracted by hand made products, because they are regarded as products of superior quality compared to mass-produced ones. In the case of local products, this characteristic is even more important, because it is thought these are made through traditional work processes and are prevalently handcrafted.

Consequently, a local product that has the aforementioned characteristics could be perceived by consumers as a product of superior quality and this may well increase the desire consumers to make a purchase.

As regards brand name, which is a very important element in the process of perception of non local products, because consumers identify certain brands of products as superior quality items. In the case of local products, the brand has less importance in the process of perception, because generally the brands correspond to the name of the producer or to the place of the product's origin, which are not in themselves necessarily famous. Often consumers come into contact with the brand for the first time directly at the retail point, so the name is unfamiliar but this has less impact on the choice of purchasing the product than would otherwise be the case.

Regarding advertising, numerous authors maintain that this has a considerable impact on the perception process, as has been said previously, but this factor becomes less relevant where local products are concerned, because these are generally produced by local firms of small or medium-sized dimensions that have little money to invest on marketing and advertising. Moreover, the few advertising campaigns that there are have a limited audience and a mainly local impact.

In fact, in the case of brand products, higher price is often considered to be a sign of major quality. Regarding local products, these may have a higher price compared to generic products, but products of the same category of goods as local products generally have a higher price compared to products of the category but branded. Consumers feel the higher price is justified because the process involved in the realization of local products is highly labor intensive, i.e. goods are mainly handcrafted and thus entail major production costs, and also because the raw materials involved are of higher quality and consequently more expensive.

Another important characteristic is linked to packaging, because it has to recall and underline the strong link between the local product and the culture and the traditions of the place of origin. Often the packaging displays maps, images, photographs of the place of production as well as a brief description of the link between the product has and the territory. For this reason, for example, the bottle of many Calabrian liqueurs has the shape of their own geographical region or the package has Greek symbols (the most used are capitals, columns, temples) to underline the link with the cultural heritage of Calabria Magna Græcia.

Figure 35 is an example of particular packaging for Calabrian local products:

Figure 35: The particular packaging of a Calabrian local product.

Figure 35 shows the example of *Calabrian Bomb*, made through a special work process involving a variety of very hot and spicy Calabrian chili peppers. Not only does the packaging recall the territory, but it also has the name of the region written in full. It is particularly catching thanks to the play on words between the name *Bomb*, that means bomb, and the bomb shape of the packaging, making even more clear the principal characteristic of the chili pepper contained inside.

Finally, as regards retail points, “customers will select a store based on their perception of what store attributes are important” (Swanson & Horridge, 2006).

The store’s position is a very important factor for the store, because of the “considerable amount of time first-time visitors spend orienting themselves in a tourist area” (Swanson & Horridge, 2002).

It has to be remembered that many local product stores are based directly in the place of production. These are generally far away from the town centre and from the roads with major tourist traffic; for this reason a catching sign or a particular design outside the store can attract tourists to enter the store.

“Tourist are more willing to spend money on souvenirs if the displays are of high quality, imaginative and attractive” (Swanson, 2004).

For example, Figure 36 shows the displaying of *Calabrian Bomb*. It should attract the consumer for the particular shape, which is the same of the packaging of the *Bomb*.

Figure 36: The displaying of *Calabrian Bomb*.

The right assortment of products sold is also very important: “the right assortment and the manner in which it is presented can satisfy a customer’s existing wants, shape consumer's preferences, and affect whether and what they will purchase. Similarly, the correct souvenir product assortment can affect whether a tourist will purchase a souvenir, shape the souvenir preferences of the tourist, and ultimately satisfy a tourist's desire to take home and remembrance of the experience" (Swanson & Horridge, 2006).

In particular, consumers prefer to have the possibility to speak directly to artisans, so they can ask for explanations and discuss the creation of the product (Swanson & Horridge, 2002). In fact, consumers appreciate the fact that artisans "take their time to explain the item's value, relate its history and be accurate and truthful" (Swanson, 2004); in this way consumers have the chance to learn the whole significance of the object, its authenticity and uniqueness, and maybe, even give it a higher value.

Moreover the possibility of handling objects or, in the case of food products, tasting them positively influences consumers. With the aim of encouraging consumers to make a purchase numerous Calabrian shops, in fact, give shoppers the opportunity to taste a wide number of products on display in the shop so they can appreciate the product's quality.

Generally shops that specialize in selling local products reflect many characteristics of the territory also in their design. In fact, they use a lot of wood in their decor, that gives the feeling of an old world and traditional atmosphere and various photographs or interior design objects that recall the main historical or geographical characteristics of the territory.

Furthermore, music is an important factor in the process of selling local products as it is in the process of selling generic goods. In the specific case of local products, music can be used to create an atmosphere: for instance, the use of traditional music can help underscore the link between the product and the territory.

In conclusion, even though various authors (Kotler, 2004; Schaefer, 1997; Ahmed e d'Astous, 1995; Swanson, 2004; Aiello et al., 2008) maintain that the knowledge of a country influences the perception of the product in the purchasing process, they have not explained clearly in what way this intervenes in the construction of a model on perception of local products, limiting themselves rather to merely stating the existence of this element.

The studies carried out up to now have underlined the major influences on consumer's perception, determined by the image and identity of the territory, but they have not investigated the question of to what extent these factors contribute to the creation of a model on the perception of local products. Furthermore, they have not shown to what extent an ancient tradition linked to certain local products can influence perception. The object of this thesis is to define a model on perception of local Calabrian products, where the tradition comes from the cultural heritage left by the Greeks during their colonization between the VIII cent. B.D. and the I century A.D..

6. Methodology of research

The various methods chosen to conduct research and the motivations behind such choices are illustrated in this chapter. In particular, we have chosen to carry out a qualitative investigation, through the analysis of a case-study held to be particularly significant in the patrimony of Calabrian producers of traditional goods with explicit links to the culture of Magna Graecia, and in-depth interviews with some producers, who are believed to possess information on consumer's behaviour, which are useful to our research because of their experience in the sector, their market share, and the strategies they utilize.

6.1 Philosophy of research

In line with Field and Hole (2003), the aim of research is that of individuating a change in certain variables and evaluating what factors may provoke such change.

Dubin suggests a "Theory-Building Method" made up of an "Eight-Step Theory-Research Cycle" (Lynham, 2002), shown in Figure 37, which shows the main steps for the construction of a theory, from the formation of a conceptual framework to the verification of the theory itself:

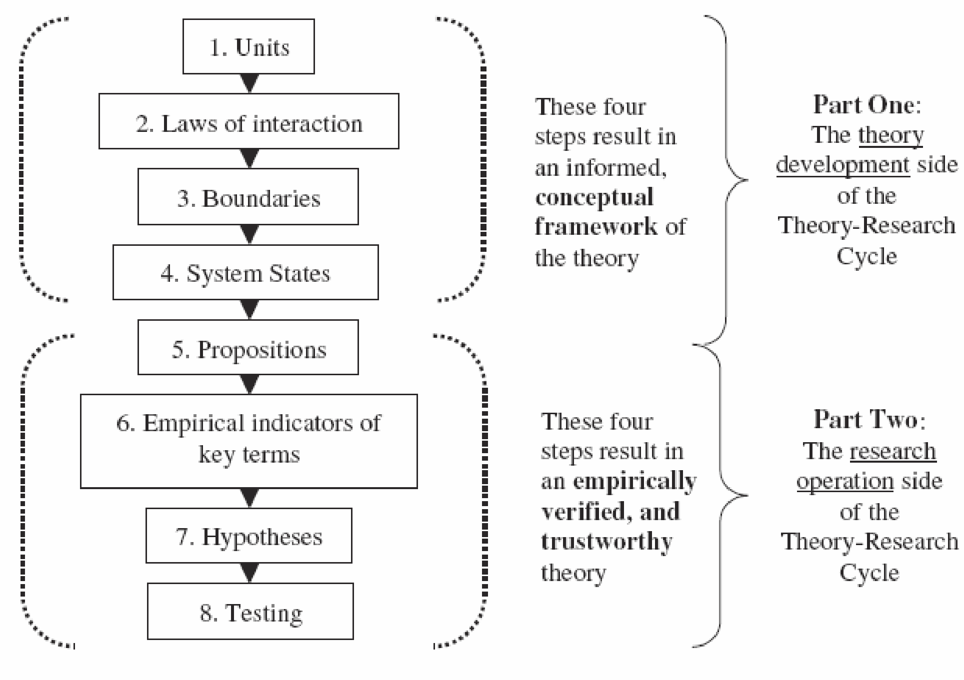


Figure 37: Dubin's Theory-Building Method (Lynham, 2002).

Such model consists of two main parts, the first representing a hypothetical-deductive approach to the construction of knowledge, whilst the second is constituted by the methods for the development and the verification of the theory (ibid., 2002).

In the first part a conceptual framework is developed for the theory that one intends to verify in the second part; its boundaries, the units involved in the development of the theory and the system state are identified: from these the stages of the second part are then developed. In this scenario, the units of the theory are the basic ideas upon which the theory will be developed.

In particular, the Theory-Building Method follows several steps (ibid., 2002):

1. Translation of concepts to units. In this step, the researcher is able to identify the interactions within variables, which are subject matter of

attention. In this way, the units can thus be thought as the *basic building blocks* upon which the construction of the theory will take place;

2. definition of the laws of interaction, le laws that govern the theory; describe, explicit and specific the interactions among units and show how the units are linked to each other;
3. establish of the boundaries. The boundaries determine, clarify, establish the limit of the theory, by distinguishing the theoretical domain of the theory;
4. specification of the system states of the theory. This represents the condition of the system in which the units of the theory interact.

After these initial steps, the researcher will have described the units, specified the laws of interaction, determined the boundaries and identified the system states of the theory.

The second part is formed by the verification of the verisimilitude of the theory, through the formulation of propositions, of empirical indicators and of key terms, the formulation of hypothesis and their evaluation. In particular, it uses the following step (ibid., 2002):

1. specification of the propositions of the theory. These are statements about the theory and can of three different types. The first one is related about the value of a single unit of the theoretical framework, this value has been revealed in relation to the value of the connections of the unit by a law of interaction. The second one may predict the continuity of the system state that involves a prediction about the conjoined values of all units of the system. The last one may predict the oscillation of the system from a specific state to another one and involve the predictions of the values of all units.
2. identification of empirical indicators of the theory. In this step the researcher finds the empirical indicators that generate the values on the units involved in the theoretical model. These indicators are operation employed by the researcher to gain secure measurements of values of each unit;

3. construction of the hypothesis to test the theory. In this step, the research establishes the link between the theoretical framework and the researcher's understanding of the real world. This represents the connection between the theoretical formulation of and the theoretical framework of the theory. The hypothesis predicts the values of the units of the theory in which empirical indicators are employed in each proposition. Every hypothesis must be in agreement with the proposition for which it stands and researcher must identify the conditions of each unit of the theory to determine the hypotheses;
4. testing the theory through a developed plan of research. The results from this eighth step in Dubin's quantitative theory-building method also give useful information about the implementation of the theory. "The overlapping link between theory verification and theory refinement is encapsulated in a research stance aimed at continuously improving the theory" (ibid., 2002).

As the aim of this research is that of examining the process of perception of the traditional local Calabrian products strictly deriving from the link with the culture of Magna Græcia, for the purpose of the research, producers of goods possessing the following characteristics were considered (Simintiras et al., 1997):

- the product must be something that consumers "buy" usually for the first time;
- the chosen product must involve expressive motivations of choice in addition to the cognitive ones, in order to show the types and magnitude of emotions it evokes;
- the product must be chosen by the consumer in a relatively short process of choosing.

The research will use both the qualitative and the quantitative methods, respectively through the study of a particularly significant case-study and interviews with experts in the sector, and through a market analysis of the consumers.

The research carried out seeks to show that the factors which influence the perception of the local products are different from those which influence the perception of national products, and in particular it aims at identifying those factors which exert influence on the process of perception relative to the local product, and the extent to which this occurs. Subsequently, such factors are tested through a survey among the consumers.

Several authors suggest that qualitative methods should be used initially for the analysis, in order to find important considerations which will constitute the base on which the quantitative research can then build upon (Cahill, 1996; Mangan, 2004).

Such an approach is valid not only in the marketing sector but, also in others, such as logistics and other fields of study (Mangan, 2004).

In particular this research has been carried out through a qualitative research first, and a subsequent quantitative research. The first stage was focused on a case study and subsequent research among the major Calabrian producers. The second stage involved the consumers, through some questionnaires.

The case study is that of Gerardo Sacco. The research was carried out in October 2007 and included a visit to the firm, an examination of the retail points and an interview with the marketing director.

The stage regarding the interviews with the producers lasted just over a month and was completed in November 2007. The final stage, consumer research, lasted from December 2007 to the beginning of March 2008.

Table 15 shows the Gantt diagram of the research activities, showing the (chronological) duration of the different activities carried out during the making of the doctorate thesis:

	oct-07	nov-07	dec-07	jan-o8	feb-08	mar-08
A1						
A2						
A3						

Table 15: Gantt diagram of the activities carried out during the PhD thesis.

The activities are indicated with the labels A1, A2, A3, where A1 corresponds to the analysis of the case-study, A2 to the in-depth interviews with the experts

(A1 and A2 together constitute the qualitative analysis), and A3 stands for the consumer’s questionnaires (quantitative analysis).

6.2 Qualitative research

Qualitative research is mainly carried out to provide the starting point for the subsequent quantitative research.

Following the motivations presented by Vinten (1994) on the choice of conducting a qualitative research, this is carried out because it allows the perspective of the interviewee to emerge, to explore the ways in which a specific group of people perceive a certain thing, to see the cognitive and emotional aspects connected to a specific situation, to explore a process from the participants’ point of view, and finally to confront diverging points of view.

Reported below are some of the main reasons for choosing a qualitative method (May, 1996):

- it can be applied to the study of small groups, which would otherwise be statistically invalid;
- it is useful most of all in a situation which requires a rapid collection of information;
- it is very useful in defining problems connected to research and in the development of hypothesis;
- it does not require specific technical capabilities for the collection and interpretation of statistic data;
- the results of the work are immediately accessible and comprehensible even to a wide public.

Burke e Onwuegbuzie (2004), define the main strengths and weaknesses of qualitative research:

- the data is based on people belonging to particular categories defined by the researcher;
- it is useful for the in-depth study of a limited number of cases;
- it is useful for the description of complex phenomena;

- it provides information on the individual case;
- it allows for cross-case confrontation and analysis;
- it provides the description and the knowledge of the personal experiences of individuals in relation to a certain phenomenon;
- it can describe, with richness of detail, the phenomenon as it is located within the context;
- the researcher can study the dynamics of the process;
- the researcher can initially use the qualitative method for a *grounded theory* to generate inductively an explicative theory regarding a certain phenomenon;
- the data reflect local situations and conditions and the needs of the stakeholders;
- qualitative research reflects the changes that occur during the study;
- qualitative research allow the exploration of a phenomenon through the experience of the object of enquiry;
- it provides the possibility of using an important case to demonstrate clearly a phenomenon in the production of a report.

The same authors also found the main weaknesses of qualitative research (ibid., 2004):

- the knowledge produced may not be extended to other people or other sets of data;
- it is difficult to make quantitative predictions;
- it is more difficult to test hypothesis and theories;
- it could generate a lower credibility amongst the administrators or the superiors;
- it generally requires a longer time to collect data than a quantitative research;
- data analysis usually requires a long time;
- the results are more easily influenced by the researcher's opinion.

It is also possible to identify 4 fundamental steps in the qualitative research process (Stain & Mankowski, 2004):

"- Identifying and enlisting the people who will be the focus of qualitative inquiry. Requires reflections about assumptions and goals that motivate selection of qualitative methods. Can choose to enlist disenfranchised groups in qualitative research support empowerment aims to enlist dominant group to support power sharing or other transformations designed to end oppression;

- Listening to and affirming the experiences of research participants. A witness is an open, totally present, passionate listener, who is affected and responsible for what is heard. Focus of witnessing is on acceptance of what is heard and accountability of acting upon it, not on the personal needs of the researcher or a desire of mutuality between researcher and participant;

- Making sense of the collective experience of participants by transforming "participant stories" into "research stories" based on the experiences and knowledge of the researcher. Researcher recognizes his or her interpretative authority in working with qualitative material. A critical point of departure in the experience of researcher and participant;

- Creating publicity accessible representations of knowledge gained by conducting qualitative research. Embodies the reflections and understandings of the researcher about the social context and lives of research participants. Knowing can be represented through variety of activities such as writing, teaching, speaking, organizing, depending on research and action goals."

Qualitative methods are constituted by the collection, organization and systematic interpretation of the textual material deriving from the observation or from the debates (Maltreud, 2001).

The first step of the research is to identifying the people who are the focus of the inquiry. So in this step the researcher choose to give voice to people whom considers important for the research. He has to choose carefully the qualitative approach most coherent with the goals of the research.

The qualitative research "can uncover or amplify the voices of the disenfranchised, but does not substantially transform or critique those voices" (ibid., 2004). Furthermore, it covers only a marginalized segment of the populations, this segment is the focus of the study.

The second step is the act of witnessing. This is "a natural consequence of using qualitative methods that require the direct presence of the researcher in the process of research" (ibid., 2004). The researcher observes the people of concern as valuated informants and teachers (ibid., 2004). She helps elicit the personal experience of the focus group, which are unexamined or repressed.

The researcher has to be “an open, totally present, passionate listener who is interested, affected and responsible to what he or she hears” (ibid., 2004).

The next step is to interpreting the data collected. In this step the job of researcher is to “make a sense of the collective experience of participants” (ibid., 2004). “The act of interpreting involves the transformation of participant stories into research stories as shaped by the experiences and expertise of the researcher” (ibid., 2004). This is a critical point in the research, because in this act the research has the interpretative authority (ibid., 2004) to choose the material which will be utilized, analysed or to removed from the collected data.

The final step of the research process is that of the construction of knowledge. In this step the researcher “translates participants’ experiences and his or her interpretation of them into various kinds of research products suitable for particular audiences” (ibid., 2004). The researcher interprets the collected data to “produce publicly accessible representations of knowledge” (ibid., 2004). The researcher transforms the research into action, creating research documents that make the utilized methods and interpretations accessible and the results sufficiently compelling to motivate action (ibid., 2004). Furthermore, “such attention to research process can enable researchers to understand and articulate their activities in ways that better establish the validity and reliability of their accounts” (ibid., 2004).

Validity refers to main stages of the research process (research design/data collection, data analysis and data interpretation) (Onwuegbuzie & Leech, 2007).

“Validity is normally established through consideration of 3 main aspects: content validity, criterion-related validity and construct validity” (Long & Johnson, 2000). The first one depends on sampling and construction of the instrument and refers to “the degree to which the entirety of the phenomenon under investigation is addressed” (ibid., 2000). “Criterion-related validity is concerned with comparison of the instrument and findings with an established standard to determine the correlation between measured performance and actual performance” (ibid., 2000). “Construct validity is associated with consideration of the proximity of the instrument to the construct in question” (ibid., 2000).

Reliability focuses on the data collection instruments (ibid., 2000) and refers to the stability of findings (Whittemore et al., 2001) and the “truth value” of results (Nelson, 2008).

The analysis of the case study as first step of the research constitutes a significant example on the bases of which one may develop potential success strategies for the valorization of the local products and in general of the territory, and as the starting point for the development of the interviews to the producers for the finding of the factors which influence the perception and the subsequent quantitative research (Beatty et al., 2004).

The principal objective of the case study research is “achieving deep understanding of processes” (Woodside & Wilson, 2003). The case study of the firm shows how Gerardo Sacco realized and communicated his products, so that it is possible to analyze how consumers perceived those strategies. The most useful method to gathering this kind of information is the interviews with marketing experts (Wilton & Polovitz Nickerson, 2006) and then a test with consumers.

During the test, it is possible to analyze the way in which consumers perceived the products. The most useful tool to do this is the method which utilize interviews (ibid., 2006).

6.2.1 Case study: Gerardo Sacco

The case-study method is a powerful tool in particular when the aim of the research is that of obtaining the greatest amount of information regarding a given problem or phenomenon. The analysis of a single case may not be the most appropriate strategy, but nevertheless it can provide useful information in which this case is *extreme* (Flyybjerg, 2006).

Gerardo Sacco represents this condition: he was chosen for the analysis because he emerges out of all the producers of Calabrian specialties connected to Magna Græcia as a recognized successful producer.

The case-study method is preferred only in the analysis of contemporary events, most of all when it is not possible to manipulate or modify the most relevant behaviour (Yin, 2003). This method utilizes in particular two fundamental techniques: direct observation of the event which is being studies and interviews to people taking involved in the event (ibid., 2003).

The case-study can be very useful in an initial phase of research to generate hypothesis (Flyvbjerg, 2006).

Research with case-studies emphasizes a detailed contextual analysis of a limited number of events or conditions and of their relations (Dooley, 2002).

A case-study generally derives from a real situation and includes the following elements (ibid., 2002): determining and defining the key questions of the research, selecting the cases and determining the data collection and techniques for analysis, preparing for data collection, collecting data on the field, evaluating and analyzing data, preparing a report.

Other authors suggest a series of steps for the development of efficient case-studies, in particular in this case we are referring to those proposed by Xiao and Smith (2006), in which the steps lead to a central focus on the "fact", corresponding to the key questions of the research: structured interviews and surveys, open-ended interviews, archival records, documents, focus interviews, observation (direct and participatory) (Figure 38):

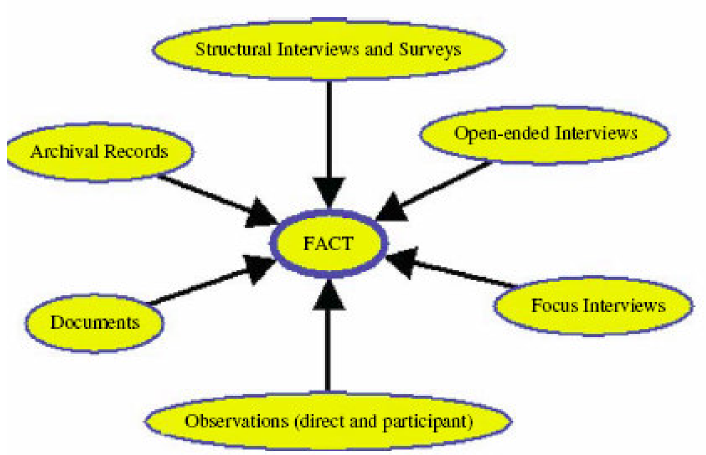


Figure 38: Methodology for the analysis of case-studies (Xiao & Smith, 2006).

In this research we have chosen to focus on the case-study of Gerardo Sacco because he is considered to be a particularly significant example of a producer of traditional Calabrian products linked to the tradition of Magna Græcia, based on which it is possible to develop strategies of valorization, development and diffusion of other products with similar characteristics which don't however enjoy the same success.

Gerardo Sacco's Goldsmith production is exported in various parts of the world and often used in films or theater productions which refer to particular historical contexts in which the use of specific jewelry related to the historical period is required.

6.2.2 Research with marketing experts

The interview method is probably the most common method used in data collection in qualitative research (Dyer, 2006; Ritchie & Lewis, 2003).

During this practice there is a passing of information from the interviewee to the interviewer as who answers the questions has a greater knowledge of the topic; the interaction between the two "is governed by turn taking", in which the interviewer intervenes to help the interviewee- who has the possibility to freely expose his ideas- answer the questions (ibid., 2006).

The interview could be seen as "a site in which interviewers and interviewees co-construct data for research projects rather than a setting that provides authentic and direct contact with the interviewees' realities" (Roulston et. al., 2003).

The work of the researcher, in using this method, was initially considered to be to "extricate the information from the interviewee without the interviewee contaminating the data with subjectivity or inappropriate input", on the contrary however, recent studies suggest that the emergence of the emotional status of the interviewee during the research is very important (Hoffmann, 2007).

The main characteristics of the interview methodology are (Kvale, 2006):

- the interview situation, which is entirely chosen by the interviewer. In fact, she defines the timing and the start of the interview, she defines the topic, she asks the questions and chooses when to end the conversation;

- the interview is a *one-directional questioning*, as the interviewer poses questions which the interviewee answers; such characteristics make an interview different from a spontaneous conversation or a dialogue between two individuals;

- the interview is an *instrumental dialogue*, the duration of the interview lasts the time necessary to the achievement of the goal in itself. It constitutes an instrument "for providing the interviewer with descriptions, narratives, and texts, which the researcher then interprets and reports according to his or her interests";

- the researcher has the monopoly of interpretation. In fact, he is the one who interprets and reports what the interviewee means and frames;

- *counter control*. "The interview subjects have their own countering options of not answering or deflecting a question, talking about something other than what the interviewer asks for, or merely telling what they believe the interviewer wants to hear" (ibid.,2006).

In composing an interview it is possible to combine two different typologies of approach: one is structured and one is non-structured.

In the non-structured approach one has the possibility to include open-ended questions. The use of such a tool gives the possibility of making the interviewee's perspective emerge more clearly (Pothas & de Wet, 1999).

For the definition of the questions we have followed the suggestions of Janes (1999) in the characteristics that these should have:

- questions related to the problem, because people answer anything the researcher asks them, so the question should be very focused on;
- "correct type to get best information" (Multiple choice, open-endend, yes/no);
- clear, unambiguous, precise;
- *not leading*, a good questions don't use the form "don't you think that…".
- questions should be able to be answered by subjects;
- short;
- not negative.

Furthermore, "in qualitative research unexpected variables may emerge" (Muijis, 2004).

The subjects involved contribute to the process by providing their personal considerations on the basis of the experience matured in relations to the consumers' behaviour.

The interviews were carried out using the *face-to-face* method, which allows one to obtain good quality data and potentially add further non previously predicted questions to the list of questions initially drafted (Janes, 2001; Collins & Cordon, 1997).

Furthermore, the addition of further elements could allow to perfect the initial model of perception and enrich it once the cultural factors influencing the consumer are identified with precision, and before a further validation through the quantitative method.

By using such method, moreover, one can reduce the number of uncertain answers and also take into account potential non verbal elements of the interviewee's behaviour (ibid., 2001).

In fact, through the observed method, the researcher has the opportunity to penetrate more accurately the situation under analysis, in particular she may have access to certain elements of behaviour which would be otherwise hard to examine, and manages to understand more in depth the ways in which the process which she intends to study actually unfolds (Vinten, 1994; Rowley, 2004; Dyer, 2006).

The interviews (those conducted with the producers of food products and with the experts during a visit to their firm and the *Borsa del Turismo Archeologico* in Pæstum- Archeological Tourism Exchange-), were collected and transcribed before proceeding to the subsequent analysis of the data according to certain methods of analysis present in the literature.

Qualitative research generates important results for the individuation of a preliminary model of perception of local Calabrian products, which constitutes the basis for the subsequent quantitative research.

Ten subjects people were interviewed altogether, in Table 16 below are reported their occupied position and the firm they belong to:

	Position	Firm
	CEO	Caffo
	CEO	Callipo
	CEO	Donnici99
	CEO	Apicoltura Barilaro
	CEO	Liquori Melissa
	CEO	Ceramiche il Girasole
	Sale Director	Olio Colli
	Production and Sale Director	Imbrogno
	Sale Responsable	Dolci Pensieri di Calabria
	Executive	Consorzio Fichi di Cosenza
TOT= 10		

Table 16: Position and firm of the marketing experts who were interviewed.

It was considered sufficient to interview ten producers as those involved in the research are the major producers of Calabrian specialties traceable to the Magna Graecia heritage, furthermore they have good experience and the firms' dimension are such that they can provide useful results for the research. The firms excluded from research were either too small or lacking in an adequate firm culture in order to possess significant information.

The data obtained from this phase were analysed by using a particular software. In fact, "the use of a computer in this way certainly benefits qualitative research as it is a much more efficient way of filing and indexing data" (Dembkowski & Hanmer-Lloyd, 1995). By using this software it is possible to assign to data segments a code (ibid., 1995). The codes are useful to the organization of data, in order to relate, recall and explore them.

Furthermore the use of these particular software give users the opportunity to search and retrieve text segments (ibid., 1995) and individuate interaction within data.

6.3 Quantitative research

In the final step, quantitative research is conducted to test and potentially improve the model developed in the qualitative research.

On the basis of the information obtained through the qualitative research, a questionnaire was constructed. Such questionnaire was then administered to consumers.

Several studies maintain the utility of the integration of qualitative and quantitative methods in research (Kinn & Curzio, 2005; Westerman, 2006a; Johnson et al., 2007). The two types of research are developed to answer different questions, collect different data and generate different outcomes (ibid., 2005).

Some researchers suggest using data from a qualitative research (typically deriving from interviews) for a subsequent quantitative research carried out through a questionnaire (Voils et al., 2008; Malterud, 2001). In fact, many authors maintain that quantitative research is generally used to test a theory, whereas qualitative research is used for its generation (Punch, 2005); moreover, conducting a research through both the qualitative and the quantitative methods allows to better exploit the strengths of both methods (Burke & Onwuegbuzie, 2004).

The principal characteristic of this method is the collection of numerical data, that can be subjected to statistical analysis (Walker, 2005; Muijis, 2004; Westerman, 2006b).

The use of a statistically significant sample has the characteristic of providing stable "of their meaning across time" and manipulable results (Stiles, 2006). This renders quantitative methods "valuable tools in enriching research as well as theory-building research" (Stiles, 2006).

A quantitative method is particularly significant when (Mujis, 2004):

- it is necessary to obtain quantitative answers;
- "numerical change can likewise only accurately be studied using quantitative methods";

- “as well as wanting to find out about the state of something, we often want to explain phenomena”;

- “when quantitative methods are better at looking at cause and effect”;

- for testing of theories and hypotheses.

Burke e Onwuegbuzie (2004) have defined the strengths and weaknesses of the use of a quantitative method. As regards its strengths, they are:

- the possibility of testing and validating theories already defined with regards to a particular phenomenon;

- the possibility of testing hypothesis defined before the data collection. Furthermore, it is possible to generate the results of the research when the data is based on sufficiently big casual samples;

- the possibility of generalizing the results of the research when this has been replicated even on different segments of the population;

- its use to obtain data which allow for quantitative predictions;

- researcher can create a situation which will eliminate the influence of certain variables, favoring greater accuracy in the cause/effect link;

- relatively quick data collection with quantitative methods;

- it provides precise data, quantitative and numeric;

- the analysis of the data require less time (if statistics software are used);

- the research is independent from the researcher (whom, for example, has no statistical influence on the research);

- it may have a greater credibility amongst powerful people (administrators or politicians);

- it is used to study a greater number of people.

As to its weaknesses, these are conducible to the facts that:

- knowledge of the product could be too abstract and general for a direct application on specific contexts, situations or individuals;

- the researcher could omit a particular phenomenon because of the concentration on the validation of hypothesis rather than their generation;

- theories used by the researcher may not reflect the knowledge that is forming;

- similarly, the categories used by the researcher may not reflect the knowledge that is forming.

Doyle Corner (2002) suggests some stages to follow in scheming a quantitative research:

- construction of knowledge;
- formulation of hypothesis;
- development of the measures;
- definition of the analytical techniques;
- definition of the modalities for data collection.

The first stage (initial stage) includes a “general inquiry or a process of discovery that culminates in a broad research question” (ibid., 2002).

The following stage concerns the formulation of the hypothesis. In this step one proceeds to the formalization of the “statements that specify key theoretical concepts and their conjectured relationship” (ibid., 2002). The formulated hypothesis can be part of a theory which may help define the details of a key question of the research.

The third stage concerns the development of measurements for theoretical constructs. “Measurement is defined as rules for assigning numbers to aspects of phenomena being studied” (ibid., 2002). In fact, there are several aspects of the phenomenon which can be measured, but one chooses to measure only those specified in the construction of theoretical hypothesis (Burke & Onwuegbuzie, 2004). Linked to this aspect are the validity and the reliability, which indicate how valid the measures might be.

Validity is related to the measuring of what the research wants to measure (ibid., 2004). Validity has 3 fundamental aspects to analyze: content validity, criterion validity and construct validity (ibid., 2004).

Content validity refers to whether or not the content of the manifest variables is right to measure the latent concept that the researcher wants to measure (ibid., 2004). Regarding to criterion validity, there are 2 main types of criterion validity: predictive validity and concurrent validity. The first one refers to whether or not the instrument used in research predicts the expected outcomes; the second one “makes a less stringent assumption. The question is whether scores on the instrument agree with scores on other factor expect to be related to it (ibid., 2004).

"Construct validity is related to the internal structure of an instrument and the concept is measuring" (ibid., 2004).

Reliability, with validity, determines the quality of the measurement instrument of the research (ibid., 2004). It "refers to the extent to which test scores are free of measurement error. Any score we get on a test or scale will have three main elements: true score, systematic error and random error. The true score is what we really want to measure, the score without any error. Systematic error is error that is the same from one measurement to the next" (ibid., 2004).

The fourth stage concerns the definition of analytical techniques. Statistics is the most widely used method for the analysis in quantitative research and may be defined as a "body of theory and models applied to numerical data when making decisions in the face of uncertainty" (Doyle Corner, 2002). The objective is that of confirming and thus it utilizes statistical methods (ibid., 2002). Statistics are conducted on a portion (sample) of the whole (population) and the relative conclusions are inferred or generalized on the basis of the obtained results (ibid,. 2002). First of all the chosen analytical techniques "must match the relationship being proposed in the hypotheses" (ibid., 2002), moreover, "the researcher assesses this match by recalling that statistical estimates reported in results are operationalizations of hypothesized relationship much in the same way that measures are operationalizations of constructs" (ibid., 2002).

Secondly, the techniques "must fit well with measures" (ibid., 2002): "the analysis must be suitable for the number of measures chosen in the develop measures element of quantitative research design" (ibid., 2002).

The final part concerns the definition of the modalities of data collection. This stage helps the researcher in the further development and refinement of the proposed theory (ibid., 2002). It is important to choose the right sample for the study. "Formal fields sample is a process for obtaining a representative portion of some whole or population" (ibid., 2002).

"The object in quantitative research is to confirm a statement that is true for the population" (ibid., 2002). In addition, the analytical techniques must "match the field setting in that confusing and extraneous variables typical of the field must be accounted for in an analysis" (ibid., 2002), in fact these variables are evaluated by their measurement and analysis as control variables, in order to separate the effects of the control variables during the research so to evaluate exactly the effects of the interest variables (ibid., 2002).

6.3.1 Research with consumers

In the design of the quantitative research we followed the steps suggested by Bradshaw Durrant & Rasmussen Dorius (2007):

- evaluation of available resources (to determinate what survey type to use);
- individuation of the best survey type for the data needs;
- taking care of the country-specifics.

In the light of this analysis, for the course of the research we chose to use the technique of the questionnaire, which constitutes one of the most effective instruments to obtain clear information on a limited number of subjects (Dyer, 2006).

Such questionnaire is composed by several questions "and/or attitude opinion statements designed to elicit responses, which can be converted into measures of the variable under investigation" (Murray, 1999). In fact, "the first requirement of the questionnaire is that is suitable to collect data that can be used to test the research question or hypothesis" (ibid., 1999).

Furthermore, this method is easy to use and carry out, it can also easily be copied and distributed, whilst a consistent disadvantage is the necessity to transfer manually the results onto a computer for the subsequent statistical analysis (Bradshaw Durrant & Rasmussen Dorius, 2007).

The main characteristics which the questions should have are the non ambiguity and length, in fact, questions with less than 20 words are preferred (Murray, 1999).

The closed format for the answer to the questions favors a smaller possibility for subjective interpretation on the part of the interviewee (Zammuner, 1998).

In particular, this format is especially useful when (ibid., 1998):

- there is the possibility of individuating a scale such that each point represents a different measure of a certain characteristic;
- there is the possibility to predict a list of categories each of which represents a different particularly relevant characteristic.

The questionnaire was initially tested on a limited number of consumers (20 people), in order to verify its reliability and its validity.

The analysis of the data in this stage is strictly connected to the statistical validation of the results through correlation, multiple regression and factorial analysis. This allows to find a structure right for the individuated model of perception and the potential connections between the single factors.

In the administering of the questionnaire, furthermore, it is necessary to choose a correct population sample. “The researcher is obliged to select a sample from the study population and allocate subjects to the various study group on the basis of randomization” (Walker, 2005).

We chose to analyze the data with the SPSS software which probably represents the most widely used software for statistical data analysis (Muijis, 2004), through which it was possible to evaluate the accuracy and the attainability of the obtained data.

7. Results

Presented in this chapter are the main results obtained throughout the research: the analysis of the case-study of Gerardo Sacco and how this can provide a successful example of strategies for the manufacturing, the marketing and the distribution of local products clearly inspired by Magna Græcia. Subsequently, we show the results obtained by the second stage- qualitative analysis, from the interviews with the marketing experts (the main Calabrian manufacturers of goods deriving from the link with the culture of Magna Græcia): that is, the implementation of a model of perception of Calabrian local products, which forms the basis for a subsequent quantitative research among consumers. The results obtained in this last step have led to the identification of the links existing between the various factors which influence consumer's perception of local products, and the transcription of a final model of perception which describes the perception of such products.

7.1. Qualitative research

The qualitative research provides important results which can be used as the starting point for a subsequent quantitative research.

In particular, the qualitative research is made up of two stages: the first analyzes a case-study whilst the second contains the in-depth interviews conducted with marketing experts, namely those people considered to possess significant data for the research.

The case-study we analysed is based on the example of a manufacturer of traditional Calabrian products which are the expression of the cultural heritage of Magna Græcia. In particular, such products have been successful both at the national and international level; for this reason we have considered them a significant example upon which to identify the elements that influence consumer's perception of local products deriving from ancient traditions and cultures;

furthermore, the strategies applied by this producer can provide useful examples and inspiration for the drafting of effective and efficient marketing and territorial communication strategies for other producers of Calabrian local specialties and also for the industrial, economic, and tourist development of the whole region.

At the end of this phase we interviewed the producers who we consider to be among the most representative of the cultural heritage of Magna Græcia. These have been chosen on the basis of their market share, the quality and typology of the products, their link to tradition, and their authenticity.

The research was particularly concerned with the in-depth interviewing of producers of alimentary goods, considered to possess relevant information for the research because of the greater dimensions of their firms and their wider experience.

7.1.1 Caso study: Gerardo Sacco's jewelry as heritage of ancient Magna Græcia

Using the techniques suggested by Yin (2003) for the analysis of a case-study, we have analysed Gerardo Sacco's firm observing both its performance and its main characteristics, as well as interviewing the people involved in the process (in this case, the firm's marketing director).

Gerardo Sacco is an example of success as his products, which are highly representative of the cultural influences of ancient Magna Græcia (Pantano, 2008), are the most widely distributed and sold in Calabria. His firm is the main Calabrian producer of this type of product and therefore his strategies can provide a concrete example of how to effectively publicise similar local products.

Gerardo Sacco, a goldsmith, opened his first workshop in his native city, Crotone, in 1966. Since then his business has been in continuous expansion thanks to the quality of its products, the lines of production and their references to the history of ancient Magna Græcia. He seeks to rediscover and innovate the techniques, the forms and the materials typical of the historical civilisations which inhabited the Mediterranean. In this way, he differentiates his work from that of other contemporary goldsmiths.

Since 2001 Gerardo Sacco's daughter has become the director of the firm.

The business has recently celebrated 40 years of business and it can count on three lines of production and over fifty important retail shops.

In order to better analyze the characteristics of Gerardo Sacco's business it is useful to examine individually the elements which make up the marketing mix (Kotler, 2004; Vranešević et al., 2006): product, price, distribution and promotion.

Product

The firm has three main lines of production: jewelry, silverware and necklaces.

Most of the products made are inspired by the culture, myths, legends and archaeological discoveries of ancient Greece: they are inspired by the masks of Greek theatre, face masks worn by the actors and then used as talismans hung on the sides of doors to keep away evil influences and propitiatory for good health, luck and happiness; Hellenic symbols (like the Grecian sphinx); representations of mythological scenes.

The silverware draws upon the shapes of ancient utensils used by the Greeks (amphora containing specific types of food, jugs for water and other liquids) which were discovered through archaeological digs, or they carry incisions of apotropaic masks and Grecian patterns.

The necklaces represent ancient myths or mythological characters of the time; coins symbol of ancient Calabrian cities; the tripod of Crotone, which reminds one of the foundation myth of the city.

The packaging of the products has today gone beyond the connotations of a mere container to become in effect a means of publicity (Calver, 2004).

The new "publicity function" has started to prevail over the classic "transport" function (Iasevoli, 2002), becoming an instrument capable of influencing the purchasing choice of the consumer. Through packaging, the consumer's perception of the brand is reflected also in the wrapping (ibid., 2004).

All of Gerardo Sacco's products are placed in purpose-made small bags made out of monochromatic fabric, which carry the logo in a single colour contrasting with that of the bag and which are closed with a ribbon in the same colour as the bag (they are not kept in boxes), these are then placed in monochromatic paper bags which exclusively show the Gerardo Sacco logo. The packaging, monochromatic and not decorated apart from the logo, is intentionally modern to create a contrast with the jewel which alone carries the mark of the goldsmith, without the need for further repetitions on the box.

The logo is solely constituted of the initials of the name of the goldsmith (as shown in Figure 39), which intertwine with each other. The colours are reminiscent of the most precious metal, gold, which the most expensive products are made of and a mark placed on the right of the logo gives the idea of a shining object, so that on the whole the logo looks like something precious and this characteristic is reflected in the products that carry it.

Figura 39: Gerardo Sacco logo.

Price

The value of elasticity is of crucial importance in defining the right pricing strategy. Adopting a definition of elasticity which describes it as the ratio of the percentage variation in the quantity exchanged to the percentage variation in the price, we can derive the value of a given typology of a good (Liberman & Hall, 2003). The products of Gerardo Sacco are considered to be in the luxury goods category, therefore the value of elasticity follows a particular course. One attributes a slight decrease in demand for the good only following a decrease in its price, which occurs only on sporadic occasions and is not influenced by the market.

The price of Gerardo Sacco products is on the same level as those of the main competitors in the sector, as regards both those in gold and those in silver. Such products are aimed at the medium/high consumers' market as they are considered designer jewels, in which the shape or the brand itself are more valuable than the material used (for this reason even the silver jewels cost more than similar gold jewels made by unknown producers).

Furthermore, it is necessary to add that, as regards Gerardo Sacco's products, the high price is considered to be an indicator of good quality and it places them in a category of products not accessible to all.

The market in which such products are placed is considered to be in expansion, both for the increase in sales in Italy and the increase in the number of Italian exports in the first quarter of 2006 (FIAMP, 2006); moreover, the market is in constant expansion thanks to the entry into new sectors such as male fashion or a younger band of the population being steered toward the purchase of designer jewelry in steel or silver.

Finally, Gerardo Sacco products are sold mainly in the centre and the South of Italy, rather than the North, precisely because of their link with Calabria. Unfortunately, the mention of this region whose image is not always positive, can provoke a certain degree of reluctance among Italian consumers toward its products; whereas the same jewels continue to be widely sold abroad, where consumers do not look at the region of provenance as they already consider them of finely made in virtue of the "Made in Italy" mark they possess.

Place

Gerardo Sacco mainly sells his jewels in the South (Sicily, Basilicata, Campania, but most of all Calabria), in own-brand shops as well as other authorized retail points.

Such shops (both mono-brand and other distributors) are located in the main streets of the cities or in the main transit points (as in the case of the store located in the heart of Lamezia Terme international airport in Calabria). The products thus enjoy a selective distribution.

The atmosphere of the shop is refined and elegant, as if to underline the preciousness of the products it proposes. The shop is very bright, surrounded by light colours. The jewels are all exposed in suitable pieces of furniture, the edges of which are rounded to avoid sharp corners and give a more welcoming feeling

(Figure 40). Furthermore, the modern structures utilized create a contrast with the antique feeling of the jewels.

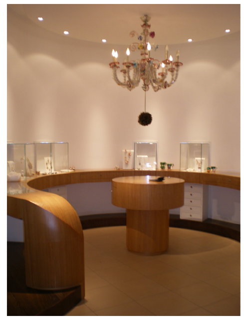


Figure 40: A detail of a Gerardo Sacco store (in Crotone).

Finally, each shop has a separate private room, where the most expensive jewels are shown and sold. These are the ones aimed at the highest band of purchasers.

Promotion

The message which Gerardo Sacco intends to communicate is “Culture, art and tradition”, and this is constantly emphasized by his products which continuously refer to the Calabrian territory in their shapes and representations.

Gerardo Sacco advertises his products only in specialized magazines or in newspapers distributed in the south of Italy. In the former case he does so to acquire new authorized retailers for his products; in the latter case it is in order to strengthen his client base in the South.

The product is mainly marketed through expos and exhibitions (in Italy and abroad) and through the realization of specific jewels for the theatre or films for a national or international audience.

Gerardo Sacco usually takes part in expos such as VICENZAORO (the biggest expo of Italian jewelry which takes place each year in the city of Vicenza) and OROGEMMA (also organized in Vicenza) with his own stand, which presents the firm’s creations and brand. As regards exhibitions, the goldsmith actively takes part in those organized both on a national and foreign territory, in particular he has recently taken part in the Regione Calabria stand in the 2007 edition of BIT (international tourism exchange) in Milan.

In early 2008 the Istituto Italiano di Cultura in Madrid (Italian Institute of Culture in Madrid, Spain) dedicated an exhibition to Gerardo Sacco's products.

As regards theatre and film, numerous directors have contacted the goldsmith from Crotone for the realization of jewels, specifically in the case of films with a particular historical setting. He has recently created jewelry for the film "N" (2007), dedicated to the figure of Napoleon.

A further means of communication used by the firm to market its products is the newsletter (launched for the first time in 2005), either in digital form on the website or distributed in paper in all their retail points. It is published every four months with the aim of informing consumers on the important happenings within the business, important event in which Gerardo Sacco may have taken part, the news, the new lines and the new services available (such as, for example, the possibility of placing a wedding present list with the business).

In order to understand which factors contribute to the development of the business a SWOT analysis is useful, that is, an analysis of Strengths, Weaknesses, Opportunities and Threats:

Strengths

- trademark. Gerardo Sacco has become a brand, recognized and appreciated;
- authenticity of the products;
- quality of the products;
- link of the products with the ancient culture;
- main Calabrian producer of jewelry linked to Magna Græcia;
- several production lines aimed at satisfying diverse targets;
- abroad Gerardo Sacco products enjoy the good reputation that "Made in Italy" products have, guarantee of good quality.

Weaknesses

- limited diffusion of advertising campaigns;
- distribution of the products not extended throughout the national territory;

- complex and not easily accessible website interface;
- the website only has an Italian version, therefore directed only to a national public.

Opportunities

- expansion of market share throughout the national territory;
- expansion of market share abroad;
- increased knowledge and fame of the brand as a symbol of an ancient culture;
- becoming the leading producer of this typology of jewelry also on a national scale.

Risks

- strong link with the territory. In the case in which the territory does not enjoy an entirely positive image, such an image might be reflected also on the products;
- great number of firms present in the sector and risk of new entrants. Recently many firms which produce a different typology of goods (such as clothes, accessories, teddy bears and more) have decided to invest in this sector, increasing the number of competitors;
- excess offer in the sector and consequent decline in demand.

Gerardo Sacco emphasizes in each of his products the connection with Calabria (to which he feels very attached), he considers this to be a distinctive feature of his products, as well as the culture, the art and the traditions of this region.

In the past the goldsmith tried to create jewelry which did not take their inspiration from Calabria, in an attempt to restyle and innovate his product line utilizing other symbols not linked to Magna Græcia (such as butterflies), but they did not have the hoped-for success. This shows that consumers recognize by now the forms and the style of Gerardo Sacco, as the symbols of ancient traditions and cultures and, therefore, they do not associate him forms with and styles that do not reflect such characteristics.

The strength of the brand thus lies mainly in its drawing upon tradition and culture (Pantano, 2008). In the case of the silver products, for example, utensils used anciently and now disused are often reproduced, the memory of which would probably be lost without these silver reproductions (such as, for example, the ancient braziers once used to keep houses warm). The firm does not simply sell a silver or gold object, indeed it sells the culture and the traditions linked to them, and it is this very link that is the main component for the success of the goldsmith from Crotone.

7.1.2 In-depht interviews with marketing experts

In-depth interviews with marketing experts were conducted from mid October to the end of November 2007.

We chose to analyze the results using content analysis as this allows for a rigorous exploration of various fields which are otherwise hard to examine (Duriau et al., 2007).

Each interview was transcribed and memorized in digital form in order to make subsequent analysis and the use of software easier.

Before describing in detail the critical factors which emerged from the interview, it is necessary to make a brief introduction on the places where traditional Calabrian products linked to the culture of Magna Græcia are sold. These are mainly sold in small own-brand shops or shops which are dedicated to local specialties of the region and in rare cases they are also sold by large retailers (generally in the case of large-scale firms).

The choice to sell only in own-brand shops or in authorized retailers in some cases is a deliberate one to underline the fact that the products are local, in other cases it is dictated by the high royalties demanded by large retailers.

Listed below are various factors which influence the consumer’s perception which emerged from the interviews.

Product information

Regarding consumer's knowledge of these products, many producers have confirmed that this is rather limited and agree on the fact that measures should be taken in order to improve it (Box 1).

Int. 1: *"Consumers require the traceability of the product, and the local product has this characteristic: consumers know where it comes from, where it was made, they know it is a good quality product."* **Int. 8**: "*It is necessary to make consumers more aware of the fact that the local product is a genuine product.*" **Int. 10**: "*Consumers lack the notion of the authentic nature of the product.*"

Box 1: Interviewees' considerations on consumer's knowledge of the product.

One of the factors generally influencing product perception is undoubtedly the economic aspect.

In the case of local products from Calabria it is necessary to make a distinction between situations in which the purchase is made in large-scale retailers and those in which the purchase takes place in a local shop (own-brand or authorized retailer).

Price

In the case in which local products are sold by large retailers, consumers are more aware of the price, which they may compare with that of other products (not necessarily local) from the main competitors in the sector (Box 2).

Int. 6: "*Consumers compare the price of our liqueur with that of others*."

Int. 8: "*Consumers are extremely sensitive to the variations in pricing strategies in large supermarkets. We have recently sold over 50% of what we normally sell, in a week in which the product was on offer in Despar."*

Box 2: Interviewees' considerations on consumer' sensitivity to the price of local products.

As regards local products sold in specialized shops, consumers are less sensitive to the price. This may be interpreted as: a high price is synonym of quality, and consumers consider local products as quality products and easily accept a higher price; furthermore, the product is likely to be surrounded on the shelf by similar products with equally high prices (compared with the same product purchased in a supermarket). Some producers maintain that when consumers go into certain shops they have already decided they will buy something, in the case in which the price is inferior to what was expected, they are driven into buying one article on top of what they had previously thought to buy (Box 3).

Int. 1: "*In purchasing this product the price is not relevant*."

Int. 3: "*When consumers walk in they already know they will buy something. If the price is lower than expected they will buy two (instead of one)*."

Int. 4: "*Consumers are not driven to buy on the basis of the prices of our products*."

Box 3: Interviewees' considerations on price policy.

Point of sale

Critical to the perception of local products is also the retail point- intended as the atmosphere, the location and even the name of the shop (Box 4).

> **Int. 4**: "*the location of the shop is fundamental*."
>
> **Int. 6**: "*one of the factors that must be taken into account is most certainly the distribution of a local product, even more important than for other products*."
>
> **Int. 7**: "*it is very important to have a shop in the place of production, with the whole characteristic atmosphere, in which consumers can try and then eventually buy the product*."

Box 4: Interviewees' considerations on the retail point

It goes without saying that also the physical attributes of the product play an important role in the consumer's perception.

Label

The producers we interviewed all underlined that there are two particular physical attributes of the product which influence its perception. These are the packaging and the label (Box 5).

> **Int. 2**: "*From the label consumers can obtain all the information they need, but they must learn to read it well. The label must be carefully studied*."
>
> **Int. 5**: "*The label is the most important part of the product. For this reason it must be well thought through*."
>
> **Int. 10**: "*Consumers want a label or something that certifies that the product is local and made according to ancient traditions*."

Box 5: Interviewees' considerations on labeling.

Brand

In the process of perception of local products, the importance of the brand is inferior compared to that of the brand in the case of other products. As the firms producing such goods are generally quite small, often the brand has not yet affirmed itself and is not well known.

In this case the brand does not play an important role (Box 6)

Int. 2: "*Our product is a niche product. In entering the shop, people already know they will buy something, regardless of what brand it may have.*"

Int. 5: "*People do not look at the brand, they look directly at the produce. They already know it is one of quality, independently of the brand.*"

Box 6: Interviewees' considerations on the brand of local products

Territorial image

Producers agree on the fact that the image of the territory linked to the product is extremely important for the consumer. It is mainly tourists who purchase such products and they choose to buy them because they symbolize and sum up the culture of a place (Box 7).

Int. 9: "*To start with we have had problems in selling our product precisely because of its Calabria-ness. Calabria did not benefit from a positive image and this was reflected onto the product which was met with some initial diffidence.*"

Int. 10: "*The very fact that our products are made in this part of Italy often penalizes them.*"

Box 7: Interviewees' considerations on the territorial image subtended by local products.

This typology of product, according to the experience of the producers, is sold mainly in two cases: in the first, consumers are tourists who wish to take with them a piece of the place which they have visited or they buy it as a gift to friends in order to share, in a certain sense, their experience with them. In the second case, consumers wish to buy a gift and thus orientate their choice toward a product of quality, authenticity and, in the case in which the recipient of the present does not live in that same place, something that would be hard to buy in the recipient's city (Box 8).

Int. 2: "*Consumers choose our product to take home a memento of their holiday and of the place*." **Int. 10**: "*Consumers buy our products mainly in the Christmas period to give them as gifts*."

Box 8: Figure 10: Interviewees' considerations on the motives for the purchase of local products.

Some producers have emphasized that, even in the case of experiences of little importance or not fully positive experiences, they choose to buy a local product linked to that place as a gift for family members and close friends who could not accompany them.

Secondly, in the case of alimentary products, taste intervenes. Consumers appreciate the product and they choose to buy it knowing they will not find it in their home town.

Some producers try and recall the territory in their label, inserting a map of Calabria, a particularly significant image of the region, or symbols immediately reminding the consumer of Greek culture (Box 9).

Int. 2: "*The edges of our logo are in Grecian style, furthermore there is a reference to the sun and the sea (in particular this is shown as an orange section), in order to give the impression that the product is fully genuine.*"

Int. 6: "*Our liqueurs show Grecian symbols, or in some cases, such as with that of the 'amaro', a drawing of the place in which this is produced (Capo Vaticano, Vibo)*."

Int. 7: "*On our wine labels a column is always pictured (based on the wine in the bottle with a Doric, Ionic or Corinthian capital), to underline the strong link of our wine to this territory*."

Box 9: Interviewees' considerations on the reference of the product to the territory.

After having collected the information from the interviews and having identified the most useful statements for the research, we proceeded to the individuation of some codes, each of which corresponds to an influencing factor. With the support of MaxQda we analysed the frequency of such words in the text in order to carry out a more in-depth analysis of the interviews with the aim of identifying the most important influencing factors according to the producers of local specialties in Calabria (Figure 41): uniqueness (12), memory (10), emotional experience (9), brand (6), distribution (14), label (5), point of sale (3), link with territory (13), local (1), price (2), quality (11), image (7), packaging (4). In particular, each code corresponds to a colour.

	ID del codice	Codice	Tutti i segmenti codificati
	12	unicità	1
	10	ricordo	2
	9	epsrienza emotiva	2
	6	marca	2
	14	distribuzione	3
	5	etichetta	4
	8	tradizione	4
	3	punto vendita	4
	13	legame territorio	4
	1	tipico	4
	2	prezzo	7
	11	qualità	8
	7	immagine	9
	4	confezione	15

Figure 41: Frequency of codes (factors) in the interviews with the producers.

Introduction of new factors

The aim of this first stage was precisely that of improving the model of perception initially proposed, mainly through the introduction of new factors not identified clearly before.

From the analysis of the interviews it emerged that a local product is an object bought as a memento of the place, independently of the emotional experience connected to the place.

Furthermore, the label was of great importance for producers, as it is in their view the first thing the consumer notices and it encapsulates all the characteristics of the product, its history, its tradition and its link with the territory (many of them in fact utilize some Grecian symbols to recall that very link with the ancient culture of Magna Græcia).

In Figure 42, we show the map of comparison between the texts (inter-text comparison), in which we can see the comparison between the codes which emerge from each interview; in particular, each code corresponds to a different colour. In such a way a comparison can be drawn between the diverse answers given by the producers.

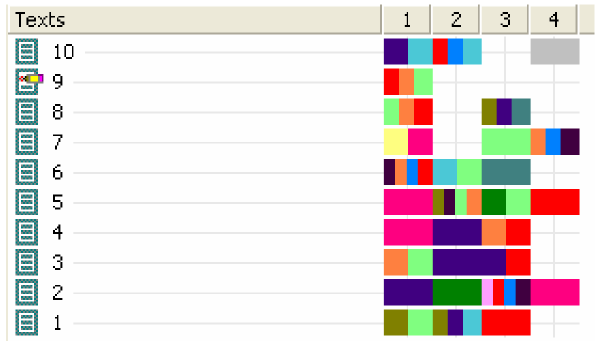


Figure 42: Comparison between the interviews and the codes.

The first line shows the various sections in which each text has been divided (in order to make immediately visible also which part of the text the factor appears in); in the left column we find the interviews, each of which is identified by a different univocal code in decreasing order; in the middle we find the codes reported in different colours, in order to show how many times the same code is repeated in the various interviews.

Elimination of factors

In this stage we went on to eliminate two factors, following evidence from the interviewees who agreed in saying such factors did not influence their clients' perception. The factors in question were the quality of the product and the emotional experience linked to the location of the product itself.

The quality of the product in the case of local products does not influence consumers' perception as (according to the producers) consumers already consider the local product as one of good quality, as it is made with good quality raw materials and traditional and handmade manufacturing processes which give the product a higher value.

A further factor to be eliminated is that related to the emotional experience. In the empirical model initially presented we thought the consumer's emotional experience in the location would have an influence on the perception of local products linked to that same territory, as it was thought that if consumers had had an enjoyable experience in the place they would have perceived the products as being very good. The producers, on the contrary, agreed on the fact that the experience does not influence the consumers nor their predisposition to buying, as the products are bought mainly during a holiday regardless of the positive or negative emotions experienced therein. The majority buy the product in order to take back an object which will remind them of the place, or as a gift to their loved ones as a symbol of the place visited.

Renaming of factors

In this phase it was not necessary to rename any of the factors, apart from some which have been grouped together to form one single factor with a different name, as illustrated in the following section.

Clustering and overlapping of factors

In Figure 43 we show the graph for the correlations between different factors to highlight which factors are interrelated and which are not, with the aim of identifying those which can be potentially group together.

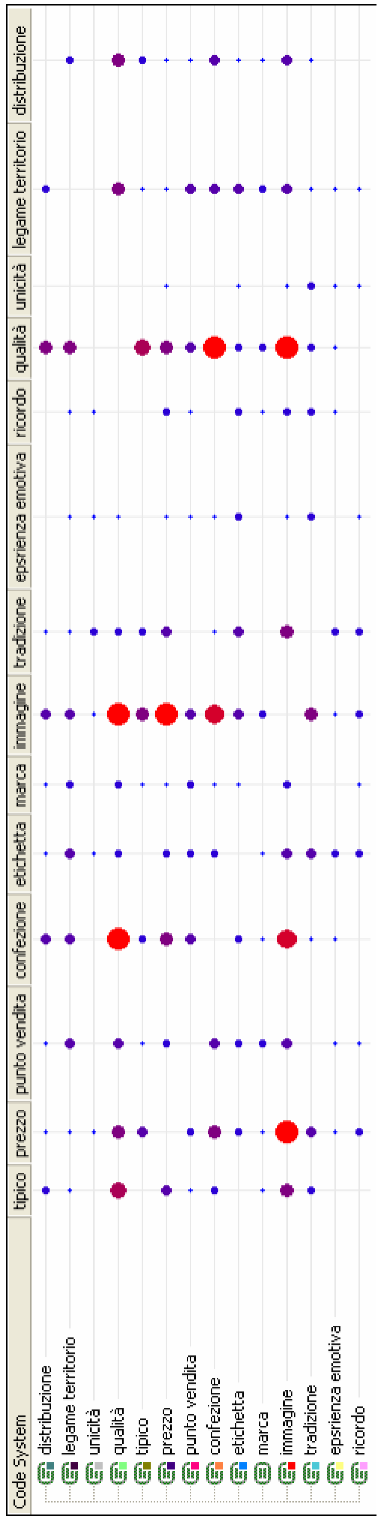


Figure 43: Graph of relations between codes.

From this graph we can infer the ways in which we can cluster into one single code *emotional experience* and *memories*, as they have very similar relations with the other codes. This is justified by the fact that the emotional experience lived in a place influences one's memories of the place. If tourists have a positive experience in a certain place they will take away with them a positive memory, and vice versa if they have a negative experience they will take away with them a negative memory.

It is further possible to cluster into one single code *point of sale* and *brand* as these also have similar relations. This is justified by the fact that local products are usually niche products and are thus not very well known, their brand is usually the same as the name of the shop in which they are sold. This name recalls the link with the territory (e.g.: "sweet thoughts of Calabria", or the wine "Donnici99" which carries the name of the place of production) or the name of the owner (e.g.: Caffo, liqueur producer or Callipo, producer of tuna). Therefore, the brand is identified with the name of the shop and vice versa.

7.2. Quantitative research

In this section we start from the results obtained from the qualitative research for the drafting of a survey of consumers who were interviewed, between December 2007 and February 2008, in the University of Calabria (Cosenza), the city of Cosenza, some hotels in Sila (in the province of Cosenza), and finally at Lamezia International Airport.

7.2.1 Research with consumers

Pre-test

A qualitative research, with the analysis of a case study and the interviews with marketing experts, was conducted in order to test and validate the indentified empirical model of perception. Subsequently we implemented the model and we defined the fundamental questions on which to base a questionnaire to be administered to consumers. The resulting questionnaire was first tested on a sample of 20 people which allowed us to assess the clarity, comprehension and ease of answer of the questions. This stage was necessary for the development of an efficient questionnaire which we could freely submit to consumers.

Sample

To calculate the most suitable sample size to obtain an error of 5% we used the formula below:

$$\frac{N}{1+d^2*(N-1)} = n$$

Where

n= sample size

N= population size

D= probability of error

In this case the population size is the Calabrian population with ages between 18 and 65 years old and it is 1,331,900 (Istat, 2007) and the expected probability of error is 5%.

$$\frac{1331900}{1+0{,}0025*(1331900-1)*(N-1)} = n \quad = 400$$

In total the people interviewed were 536, so the expected probability of error is even inferior. In particular, deriving from the formula the exact value of the probability of error corresponding to 536 interviewees, we obtain a value of 4.32% for the probability of error of the sample examined.

Structure of the questionnaire

The questionnaire was structured into 64 questions and articulated around 3 main sections:

- fundamental components (interviewee's profile, knowledge of the certified guarantees for local European products, point of sale, knowledge of local products, sources of information of such knowledge);
- potentially influential factors (convenience of the product, product packaging, cultural factors linked to the place of production, place of production);
- consumer's behaviour concerning such products (frequency of purchase, cost of each purchase).

In the model to be tested we assume that there might be some correlation between culture-related factors and other factors which influence consumer's perception, this hypothesis is tested in the quantitative stage. In particular, the initial model relative to consumer's perception which we want to test and eventually improve by using the quantitative research with consumers is the following (Figure 44):

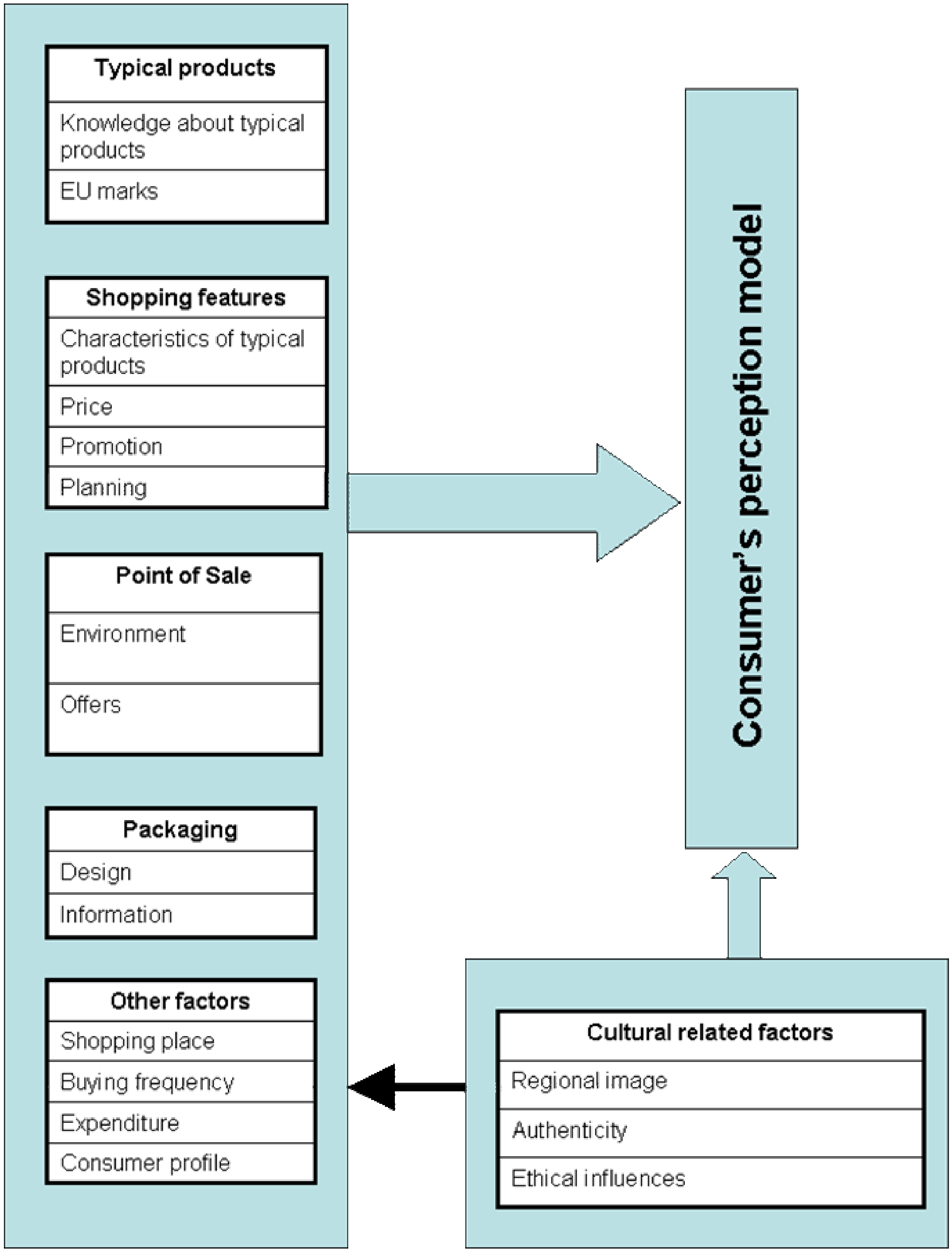


Figure 44: Initial model of consumer's perception of local products.

7.2.2 Results

The first step in the analysis of the results involves evaluating the reliability of the questionnaire.

Initially we have carried out a factor analysis, which is conducted to study, summarize, and simplify the relations in a group of variables (Barbaranelli, 2006).

In particular, factor analysis allows us to (ibid., 2006):

- evaluate the suitability of the variables;
- evaluate the factoriability of the correlation matrix (matrix which contains the correlations between the observed variables);
- choose the method of extraction of the factors;
- choose the number of factors;
- choose the method of rotation of the factors;
- interpret the solution;
- validate the solution.

Through factor analysis we can carry out Bartlett's sphericity test[34].

This indicates whether the test is significant, i.e. if the sample is sufficiently wide and it is thus possible to carry out factor analysis, if this is not the case the correlations between variables are too low and factor analysis cannot be made.

Further, it is possible to carry out a Kaiser-Meyer-Olkin[35] (KMO) sample adequacy test which provides an index for comparing the dimension of the observed correlations with respect to the partial correlations. In particular, if this index has a value in excess of 0.90, the results are considered to be excellent; if its value is between 0.70 and 0.80 the results are acceptable; if the value is between 0.60 and 0.70 the results are mediocre; if the final value is inferior to 0.60 the results are scarce or not acceptable and thus it is not advisable to proceed to a factor analysis (Field, 2005). Principal components factor analysis was executed with Varimax rotation, as this method allows for a better separation of the various

[34] "The test examines whether a variance-covariance matrix is proportional to an identity matrix" (Field, 2005). In particular, it is possible to use this test to valuate if the dependent variables are not correlated.
[35] It is used to valuate the correlation between variables (ibid., 2005).

factors (Barbaranelli, 2006); furthermore, factors leading less than 0.40 are omitted to improve the clarity of the obtained results.

Section: local products and quality certifications

The principal components factor analysis was computer evaluating 11 items of the dimension of knowledge of local products and European Food Quality Certification.

After the rotation, the first accounted for 26.262%, the second factor for 19.027% and the third one for 12.941%. In Table 17 items and factor loadings are presented.

Items	**Factor loadings**		
	1	2	3
Attention to European certification	,797		
Eutopean certification as quality indicators	,746		
Purchase of products with European certification	,731		
Knowledge of European Quality Certification	,696		
Superior quality of products with European Certification	,579		
Interest in local products		,793	
Local products as quality products		,761	
Purchase of local products		,652	
Exclusive purchase of EU marked products			,657
Useless marks			,605
No interest in local products			,594

Kaiser-Meyer-Olkin (KMO) sampling adequacy	,784
Barlett-test of sphericity	1341,766
Barlett-test of significance	,000

Table 17: Factor analysis for section local products and European Food Quality Certification.

The KMO value is 0.784, more than the recommended value of 0.6.

Section: product characteristics and purchasing occasions

The principal components factor analysis was computer evaluating 12 items of product characteristics dimension.

After the rotation, the first factor accounted for 12.835%, the second factor for 12.385%, the third factor for 11.796%, the four factor for 11.037% and the fifth one for 8.5 %. In Table 18 items and factor loadings are presented.

Items	Factor loadings				
	1	2	3	4	5
Adverts on magazines	,602				
Knowledge through word of mouth	,556				
Knowledge through TV adverts	,519				
Purchasing occasion for a gift	,452				
Purchasing occasion in which they might be useful	,410				
Originality or the location		,643			
Link product/location		,613			
Flyers given out on the streets	,489				
Knowledge through a gift received			,490		
Purchase for a specific price				-,478	
Purchase planning	,403				
No particular reason for purchase					,612
Higher price for local products					,552

Kaiser-Meyer-Olkin (KMO) sampling adequacy.	,654
Barlett-test of sphericity	612,813
Barlett-test of significance	,000

Table 18: Factor analysis for product characteristics section.

The KMO value is 0.654, more than the recommended value of 0.6.

Section: Point of sale

After the factor analysis of the 7 items in the section Point of sale, two factors were rotated. For the first factor the value of variance is 25.388% and for the second one 24.506%.

In Table 19 items and factor loadings are presented.

Items	Factor loadings 1	Factor loadings 2
Influence of the atmosphere in the point of sale	,853	
Atmosphere of the point of sale	,759	
Knowledge of the sign	,606	
Purchase decision in the point of sale		
Dégustation		,836
Opportunity to taste in the point of sale		,758
Purchase occasion during a holiday		,538
Kaiser-Meyer-Olkin (KMO) sampling adequacy.		,624
Barlett-test of sphericity		540,725
Barlett-test of significance		,000

Table 19: Factor analysis for section point of sale.

The KMO value is 0.624, more than the recommended value of 0.6.

Section: Packaging

The principal components factor analysis was computer evaluating 6 items of the packaging dimension.

After rotation, the first factor accounted for 32.365% and the second one for 30.107%. In Table 20 items and factor loadings are presented.

	Component	
	1	2
Place of production information on the packaging	,879	
Information on the materials on the packaging	,861	
Possibility to see the contents of the packaging	,611	
Easy opening		,873
Manageable		,854
Aesthetically pleasing		,517

Kaiser-Meyer-Olkin (KMO) sampling adequacy.	,621
Barlett-test of sphericity	751,498
Barlett-test of significance	,000

Table 20: Factor analysis for packaging.

The KMO value is 0.621 (the lowest value in the analysis), more than the recommended value of 0.6.

Sezione: Regional influence

The principal components factor analysis was processed via computer evaluating 8 items of the regional influence dimension.

After rotation, the first factor accounted for 24.731%, the second factor for 21.956% and the third one for 14.772%.

In Table 21 items and factor loadings are presented.

	Component		
	1	2	3
Interest in Calabrian local products	,826		
Purchase of Calabria local products	,766		
Calabrian local products as quality products	,743		
Link with the territory on the packaging		,744	
Link with the production place on the packaging		,737	
Purchase because of the reference of products to a region		,651	
No purchase of poorly developed regions			,846
Purchase because it is a valued region			,568

Kaiser-Meyer-Olkin (KMO) sampling adequacy.	,707
Barlett-test of sphericity	605,953
Barlett-test of significance	,000

Table 21: Factor analysis for Regional influence.

The KMO value is 0.707, more than the recommended value of 0.6.

Following this stage we considered important an evaluation of the reliability of the scale used. Reliability "means that the scale should consistently reflect the construct it is measuring" (Field, 2005). To evaluate the reliability of the submitted questionnaire, it is necessary to analyse Cronbach's alpha. This is a coefficient which evaluates the reliability of psychological and educational measurements (Cronbach & Shavelson, 2004). It is "a kind of correlation with a possible range from 0 to 1.00" (ibid., 2004). If its value "is near 0 then the quantified answers are not reliable at all, and if it is close to 1 the answers are very reliable" (Leontitsis & Pagge, 2007).

Results are presented in Table 22:

Item total correlation	Alfa di Cronbach	N di item
Local products and certification marks	,626	11
Product characteristics and occasion of purchase	,608	12
Point of sale	,633	7
Packaging	,668	6
Regional influence	,637	8

Table 22: Results item and scale analysis.

"The values 0,7 or 0,75 are often used as cutoff value of Cronbach's alpha and thus for the reliability of the test" (Christmann & Aelst, 2006), but in some cases (depending on the number of items involved) even lower values are considered acceptable (Duhachek et al., 2005), particularly if they are in excess of 0,6. As we can see in the table above all items have a value in excess of 0,6 and in some cases very near 0,7.

Representativeness

Significance level tells if there are some differences in the chosen sample.

Some chi-square tests have been carried out in order to evaluate the relationship between two variables. The significance value small enough (conventionally less than .05) then the hypothesis that the variables is rejected because they are in some way related (Field, 2005; Muijis, 2004).

Chi-square test can "guide model modifications or adding constraints even when the less constrained model is highly significant" (Yuan & Bentler, 2004).

Only the most relevant chi-square tests are reported in detail.

<u>Variable: age</u>

For variable age group a chi-square value is 33,52, df is 5 and p (asymptotic significance)= 0.004.

That means that, using a the 0.05 cut-off point, the difference is statistically significance (Muijs, 2004).

The test showed that statistically there is a significant relationship of the variable age between the sample population and the population.

Variable: provincial

For variable provincial group a chi-square value is 42,97, df is 18 and p (asymptotic significance)= 0.001.

That means that, using a the 0.05 cut-off point, the difference is statistically significance (Muijs, 2004).

The test showed that statistically there is a significant relationship of the variable provincial between the sample population and the population.

Descriptive analysis

The sample object of analysis has included 536 individuals, all over 18 years of age.

In this section we present the descriptive analysis of the quantitative results obtained, taking into account the significant connection with the age and the province of provenance of the Calabrians interviewed.

In particular, the first significant data that emerged was related to the frequency of purchase (Figure 45).

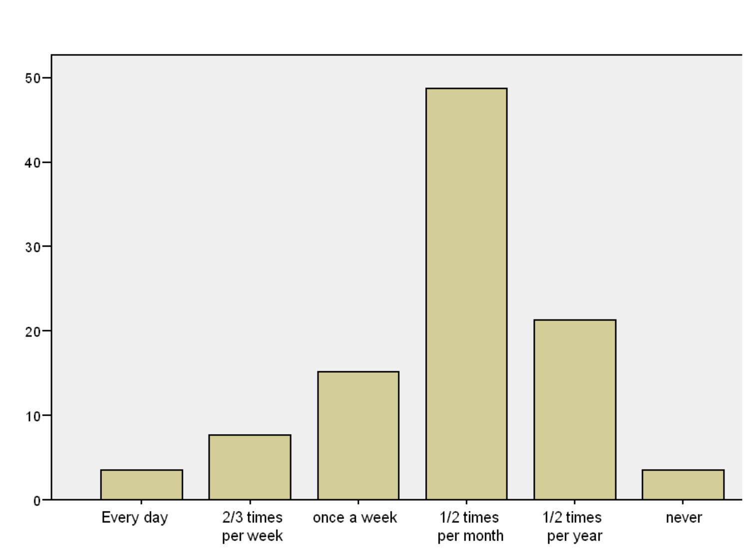


Figure 45: Buying frequency local products.

It is evident from the graph that the majority of the consumers interviewed (536) said that they buy Calabrian local products linked to the tradition of Magna Græcia once or twice a month. This value finds confirmation in the fact that the expense incurred is relatively low and that the majority of these products is purchased in supermarkets (although only a small amount of such products is distributed through type of outlet) and it shows how the diffusion of the products under examination has so far only had a slight impact on the habits of Calabrian consumers.

Relatively to the monthly expense, the majority of the people declared they spend less than 50 Euros, particularly in the lower age group of the population (under 35s). This also reflects the diverse financial capabilities and the different attention toward local products which lead the older band of the population to spend, as was predictable, sums even in excess of 100 Euros (Figure 46).

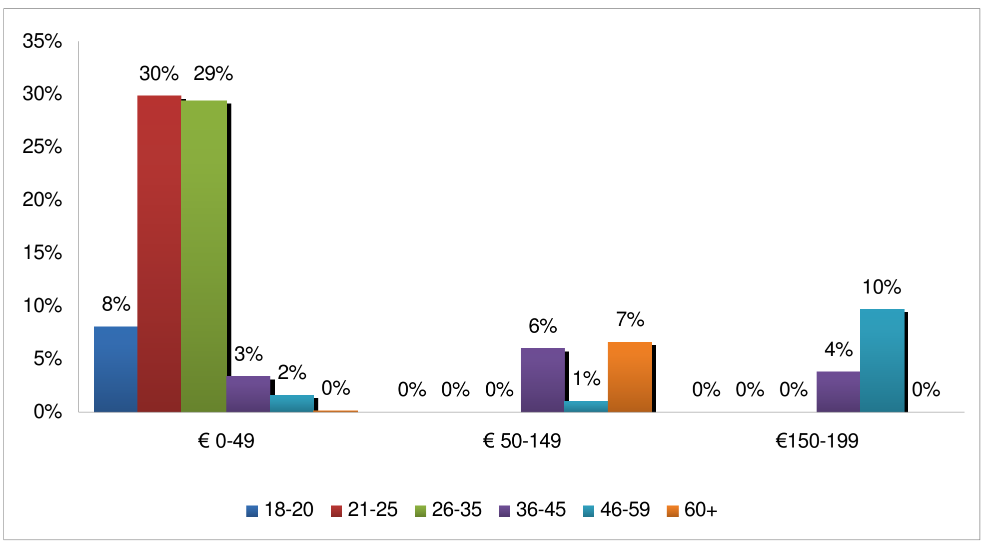


Figura 46: Consumer’s monthly expenditure/age group.

Table 23 confirms this data, showing that the average monthly expenditure per age group is higher in the older age groups. These results imply the fact that often such people’s shopping involves the support of the whole family nucleus, which in the younger age groups may only be formed by one person.

Age	Average expenditure (euro)
18-20 years	29,06
21-25 years	32,17
26-35 years	29,34
36-45 years	57,93
46-59 years	63,33
more than 60 years	62,5

Table 23: Average expenditure for local products per age group.

The data is further confirmed by the average monthly expenditure in relation with the level of education (Table 24): the greater the level of education, the greater the average expenditure. It is assumed, in fact, that a higher degree of education corresponds to higher financial capabilities and thus a tendency to spend more.

Education	Expenditure per month (euro)
Middle school	25,00
High school	33,58
Master degree	36,64
PhD or Master	39,44

Table 24: Average expenditure for local products per education level.

Another interesting datum is connected to the place in which consumers buy such products (Figure 47). What emerges is the preference on the part of the consumers to buy such products in supermarkets. In fact, only a very small percentage of the interviewees maintain they buy them on the internet (14% circa), whereas the rest maintain they never buy them. This value finds confirmation in the fact that only a few Calabrian producers have a website, and among these the majority uses the site only as a virtual display, in contrast with what happens in other Italian regions or in other European countries, such as Germany, in which the internet largely supports the sales which, in fact, are made through the use of various channels (Schröder & Zaharia, 2008).

Furthermore, purchases are rarely, if ever, made in the place of production, which in some cases is hard to reach or not adequately taken care of. Most of the purchases of local products deriving from Magna Græcia are made in supermarkets (about 55% of the interviewees buys often or very often in supermarkets), where only a small quantity of the great variety of such products is available.

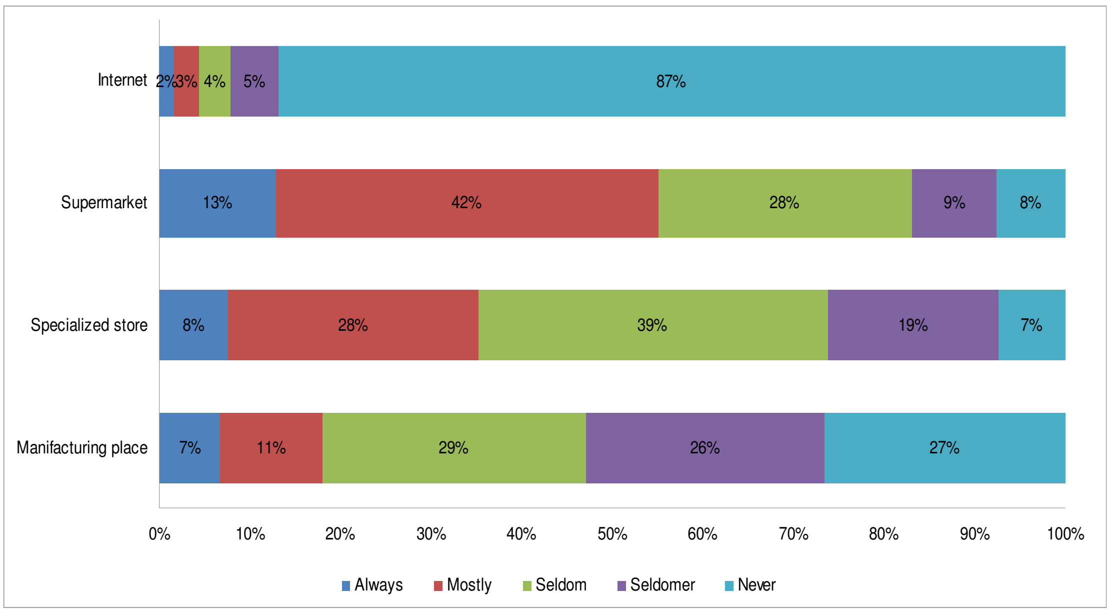


Figure 47: Consumers' shopping place for local products.

As regards the occasion for purchase, most of the interviewees do not plan on buying a local product (about 80%), in particular the prevalence of the interviewees buy such products whilst on holiday (circa 80%) or as a gift (circa 60%) (Figure 48).

Furthermore, around half of the interviewees maintain that a particular price can lead to a purchase, even when not previously decided.

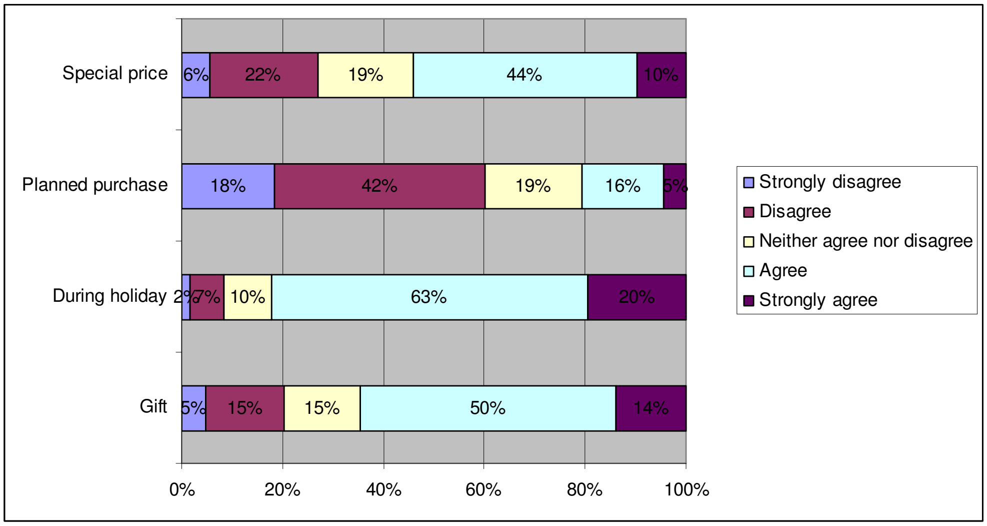


Figure 48: Planning of local products shopping.

Among the promotional activities preferred by the consumers' interviewed regarding the purchase of these products, we certainly see in-store tasting (Figure 49).

Almost 90% answered that this is one of the best promotional activities to make the product known and to induce to a purchase. A great number of interviewees (75%) has said that reductions in price or particular discounts can incentivise a purchase confirming the data previously collected on the influences of a lower price than usual. Furthermore, flyers distributed in the streets are very important: through these consumers can discover a particular product or the place in which to buy it, which is generally not well known because it addresses a niche public. Finally, regarding the shop sign, only half of the interviewees said they were impressed by it enough to be driven to enter a shop.

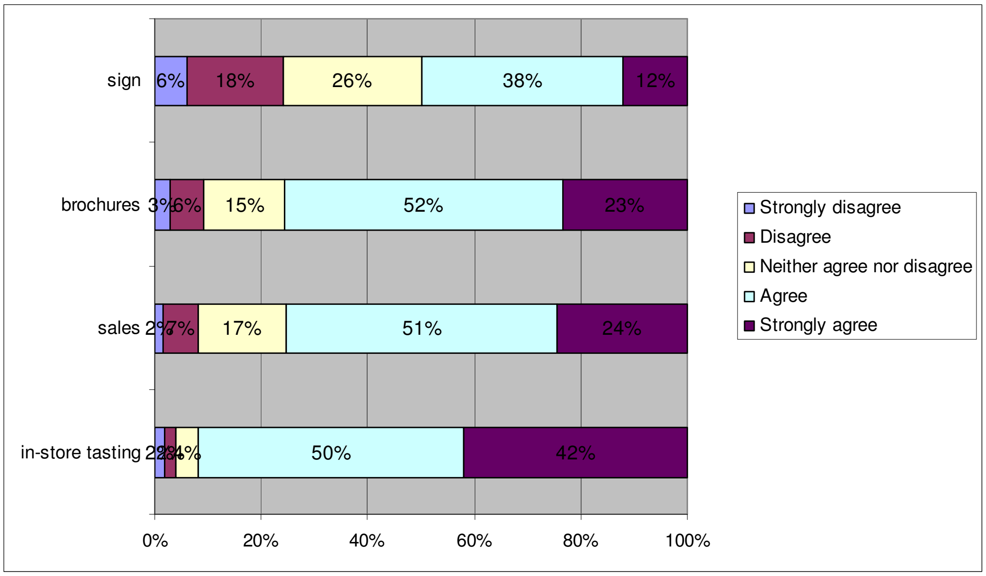


Figure 49: promotion activities for local products stores.

As regards the packaging of the product (Figure 50), just over half said it should look attractive, whilst almost 80% declared that the package should be manageable and easy to open. This data can be justified by the fact that the products under exam are generally bought during a holiday or as a gift, therefore it is particularly important that the packaging can be transported easily.

A high percentage of the interviewees (about 80%) has said that the packaging should also be see-through or have a transparent part through which one can see its contents.

This characteristic allows consumers to observe what they buy, also leaving them with a greater sense of security toward such products.

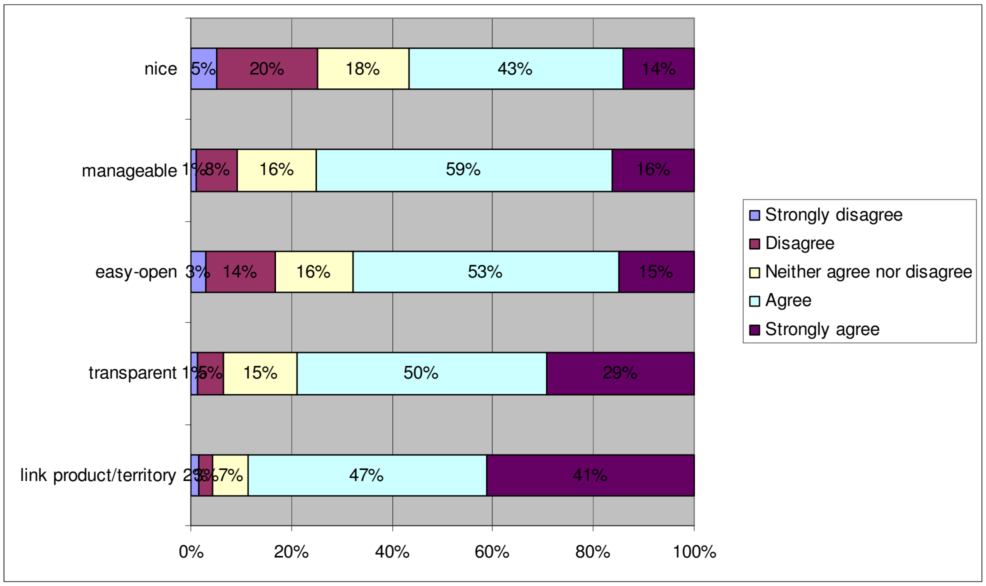


Figura 50: Packaging design.

Regarding the packaging, the interviewees also expressed their opinion on the information which should appear on the label (Figure 51). In particular, most of the interviewees require the presence of detailed information on the manufacturing place (about 97%), secondly information on the utilized materials (about 95%) and finally information on the link with the territory (about 85%).

These data are justified by growing consumer's awareness toward the products they buy, and their increasing preference for natural materials, genuine (in the case of alimentary products) and not altered in a laboratory or artificially created. For these reasons it has also become fundamental to know the place where the product has been made and the techniques used in its production. Local products generally possess these characteristics and, for this reason, they are usually considered by consumers of superior quality.

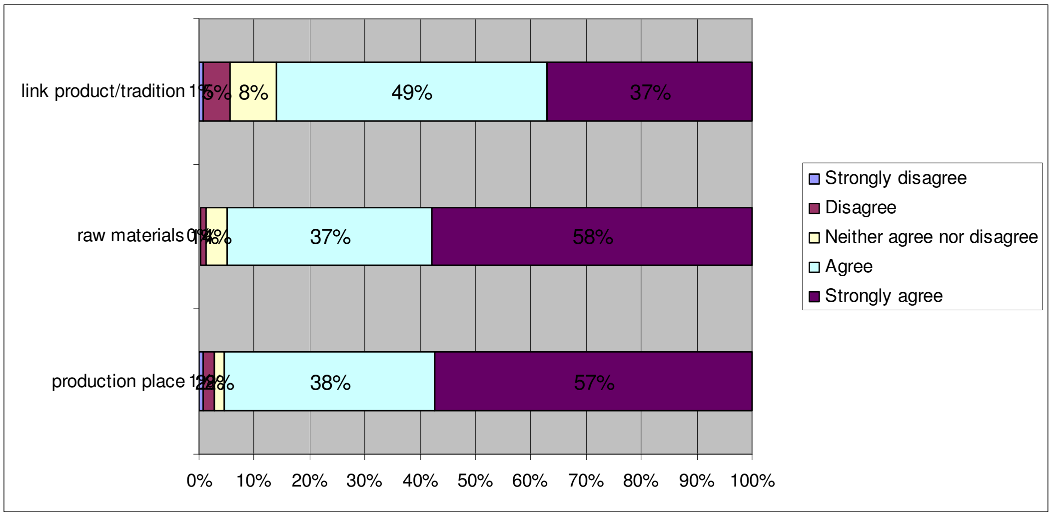


Figure 51: Importance of information on packaging of local products.

Another very important factor which emerged from the analysis is that related to the interviewees' knowledge of local products (certification marks) (Figure 52). Over 60% know such marks and they consider them certifications of guarantee of the quality of these local products, but only half of the interviewees buy such products on a regular basis or have a particular interest in the products which have such symbols.

In fact, about 50% of the interviewees agree in affirming that products with such marks are effectively of superior quality compared to similar ones without the certifying mark.

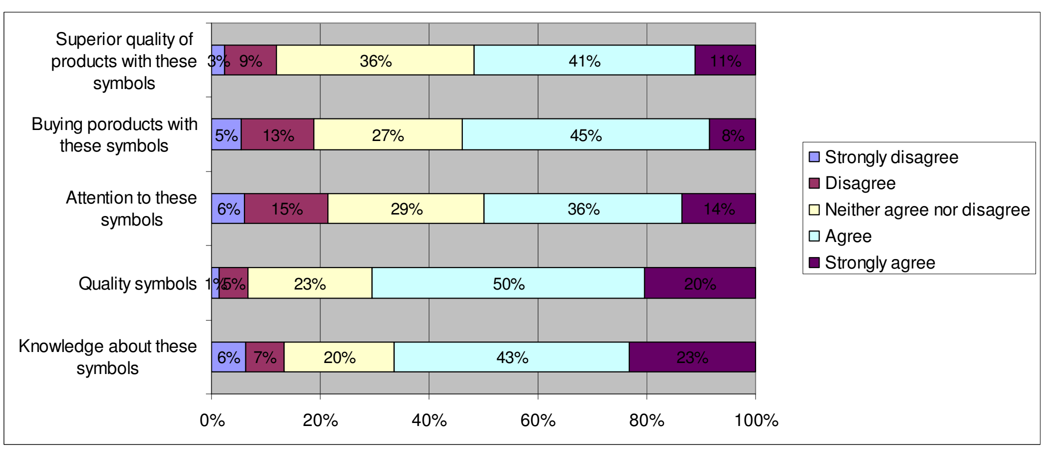


Figure 52: Consumers' attitude towards EU simbols for local products.

Inductive analysis

Regression analysis is a technique which allows researchers to examine the relation between one or more independent variables (IV) or between an outcome variable and a dependent variable (DV) (Barbaranelli, 2006; Field, 2004; Muijis, 2004), with the aim of:

- analyzing the effects of the independent variables on the dependent variables in function of a certain model;
- identifying a linear combination of the independent variable in order to predict in an optimal manner the value assumed by the dependent variable (Barbaranelli, 2006).

In particular, in this analysis the qualitative indications derived from the interviews with the major Calabrian producers are tested.

The use of the SPSS software allows researchers to find not only a simple correlation coefficient, but also collinearity statistics: Tolerance and Variance Inflation Factor (VIF) (Liu et al., 2003), i.e. to what extent the factors are interlinked. "Tolerance = 1- R_i^2, where R_i^2 is squared multiple correlation of *i*th variable with other independent variables" (ibid., 2003). When its value is close to 0, the variable is almost a linear combination of the other independent variables (ibid., 2003). VIF is reciprocal of tolerance. "Variables with low tolerance tend to have large VIF, so variables with low tolerance and large VIF suggest that they have a collinearity. No variables of the initial model have high collinearity.

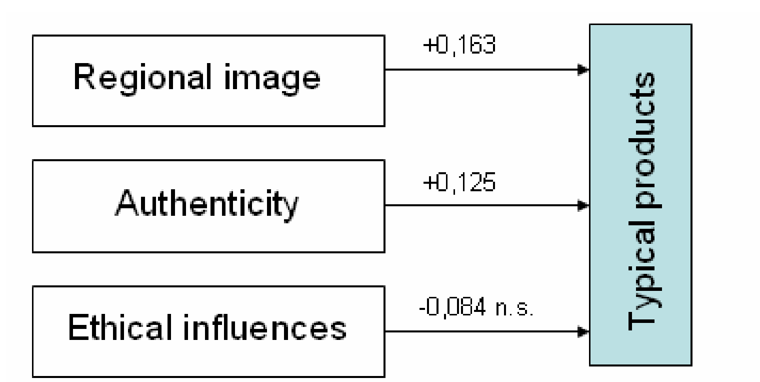
None of the variables in the initial model have high collinearity.

Initially, we analysed the influences of the local products (VIF= 1,495), shopping features (VIF=1,373), point of sale (retail point) (VIF 1,451), packaging (VIF=1,558) and culture related factors (VIF=1,729) on consumer's perception (Figure 53), in particular it is the latter ones that seem to have the main influence.

Figure 53: Multiple regression results on consumer's perception influencing factors.

Initially, we analysed the influences of the local products (VIF= 1,495), shopping features (VIF=1,373), point of sale (retail point) (VIF 1,451), packaging (VIF=1,558) and culture related factors (VIF=1,729) on consumer's perception, in particular it is the latter ones that seem to have the main influence.

For this reason, we have proceeded to a further regression analysis to see how much cultural factors influence local products, shopping features, retail point and packaging individually (Figure 54). As highlighted in Figure 63, we can see how *ethical* influences do not intervene in the perception process in a significant manner, having a very low Beta value.



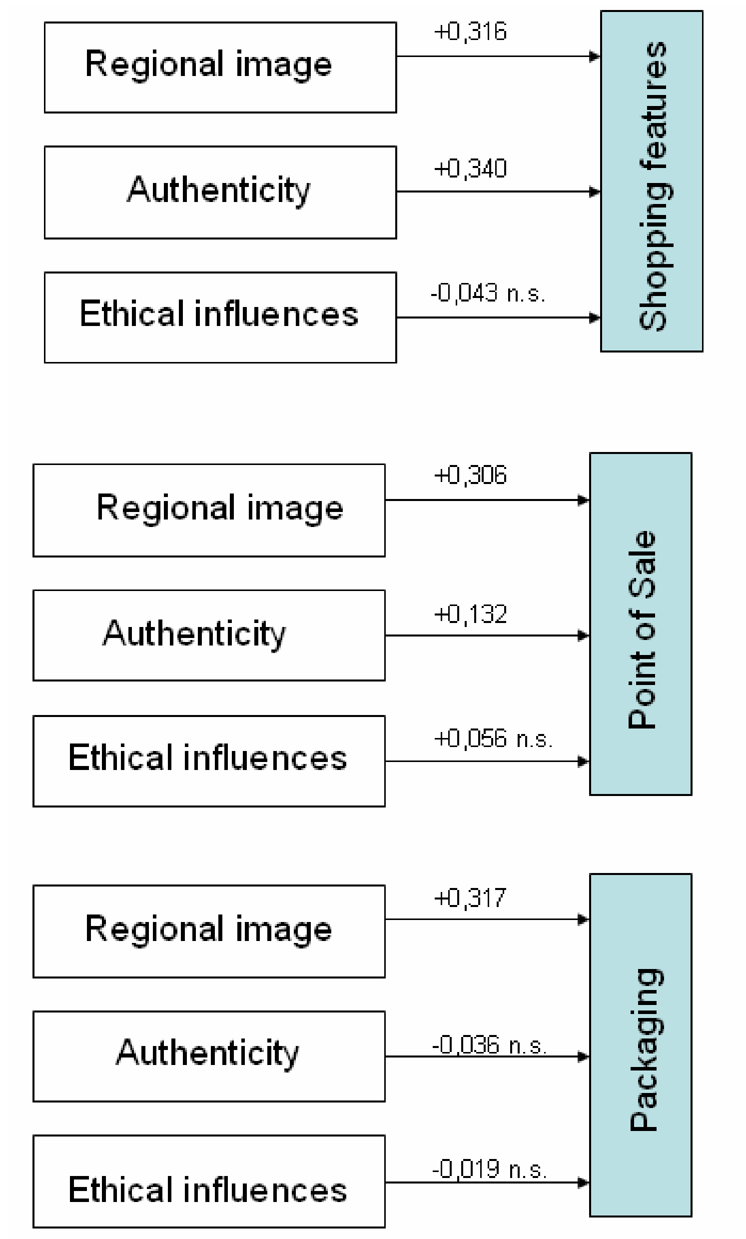


Figure 54: Multiple regression results of culture related factors on the other influencing factors.

Consumer's perception of local products

The next step of the research is to evaluate the index related to how the local products perception influences the buying behaviour of consumers, in particular shopping frequency and average expenditure on local products. To evaluate this we carried out a linear multiple regression. The results are shown in Figure 55.

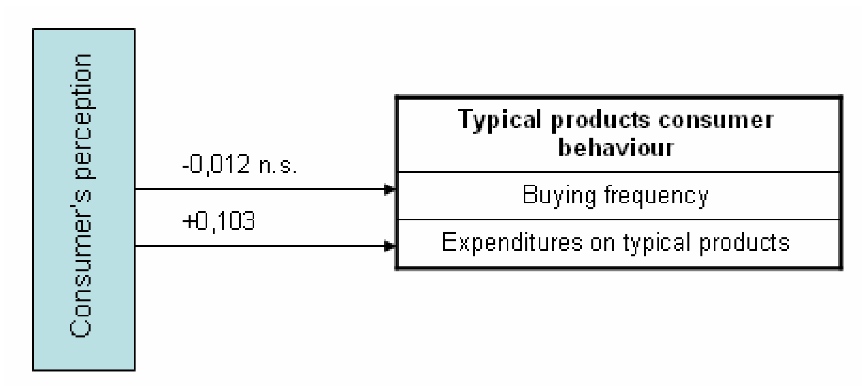


Figure 64: Multiple regression results of consumer's perception on consumer's behaviour.

In particular, it emerges from the figure that the perception does not influence the buying frequency, but only the average expenditure on local products. This result is explained by the fact that if consumers perceive the product as somehow endowed with superior quality, it is likely not that they will go out and buy them more often, but rather that when they do go out and buy the product, they will buy more of it.

Other factors

After that we also analysed other factors, to evaluate how much these may influence consumer's perception.

Among the various factors only the shopping place resulted significant, in particular the manufacturing place (beta=0.179) and the specialized shops (beta=0.186).

Only a minority (of the range) of Calabrian local products is sold in supermarkets, this distribution justifies the obtained values.

Ranking for the model dimensions

In Table 25 we show the ranking of the factors which influence the consumer's perception model. In particular, only those factors which directly influence consumer's perception were listed. It must also be stressed that cultural factors are the main influences and that they include Regional image, Authenticity and Ethical influences.

Direct influences		
Rank	**Dimensions**	**Beta**
1	Local products	0,570
2	Shopping features	0,663
3	Point of Sale	0,601
4	Packaging	0,571
5	Culture related factors	0,790
	Other influencing factors	
1	Shopping place	0,365
2	Education	0,004 (n.s)
3	City	-0,044 (n.s)
	Consumer's behaviour of local products	
1	Buying frequency	-0,012 (n.s)
2	Expenditures on local products	0,103

Table 25: Ranking of model dimensions directly influencing consumer's perception.

In Table 26 we summarize the values for the influences of cultural factors on the other components of the system, from which it is evident that the main influences are those determined principally by the Regional image. It is further possible to note that Ethical influences do not influence the other components of the model.

Cultural factors influencing others of model			
	Regional image	Authenticity	Ethical influences
Local products	0,163	0,125	-0,084 (n.s)
Shopping features	0,316	0,340	-0,043 (n.s)
Point of sale	0,306	0,132	0,056 (n.s)
Packaging	0,317	-0,036 (n.s)	-0,093 (n.s)

Table 26: Influences of cultural factors on the other model dimensions.

Elimination of variables

After the factor analysis within the item and the scale analysis, questions 6.2, 6.3 11.2, and 12.2 were eliminated.

After the regression, on the contrary, we highlighted that ethical influences do not influence shopping features, retail point and packaging. This implies that this variable will be completely eliminated from the final model.

There are no other variables which need to be removed from the final model.

7.2.3 Adaptation of the initial model

After a stage in which the results of the quantitative research were presented in detail, we now move on to the one related to identifying the modifications to be made to the initial model.

In particular, reported in detail below are the factors which influence consumer's perception, and highlighted in two different colours are the modifications to be made to the results of the qualitative research (in blue) and to the results of the quantitative research (in red).

The first factor is related to local products, this is constituted by the knowledge of local products and by the potential interest (Figure 56). This factor emerged following the qualitative research, during which the producers declared that it is necessary that consumers know local products and their characteristics, in order to stimulate their interest: "*It is necessary to make consumers more aware of the knowledge of local products as genuine products*" (int. 8). Another important component is related to European Quality Certification: in fact, from the quantitative research it emerged that many consumers pay attention to such certifications and they consider products which have them to be of superior quality.

Figure 56: Adapted dimension local products.

The second factor is related to shopping features. This is made up of a number of the characteristics of the local product, its price, promotion and shopping planning (Figure 57).

Following the quantitative research the fact that consumers require a local product to be linked to a particular place and to be, most of all, authentic was added to the model.

The producers interviewed suggested that the price is not a determining factor in consumers' choice of a local product (datum confirmed also by the subsequent quantitative research): "*the consumer is not driven to buy based on the prices of our products*." (int. 4). However, regarding the component related to promotion, the qualitative research later showed that the consumer is, indeed, sensitive to price variations, in other words in the case in which the price of a local product is particularly attractive the consumer will buy that product even if this was not previously planned: "*on entering the shop consumers already know they will buy* *something. If then the price is lower than expected, then they buy two (instead of one)*" (int.3). Relative to promotional activities, the quantitative research found that consumers are very sensitive to the possibility of tasting or trying the product at the point of sale. Finally, the last component of this factor is related to shopping planning for local products. From the qualitative research it emerged that such a purchase is not previously planned, rather these products are mainly bought as gifts or during a holiday. This data is confirmed by the fact that often consumers during a holiday decide to take back gifts to their friends as a memento of the place visited. Sellers have realized that the purchases are often gifts because most of the time consumers ask to have the product gift wrapped in a particular packaging. Christmas is a particularly busy time as regards sales: "*Consumers buy our products mainly in the Christmas period to give them as gifts*" (int. 10).

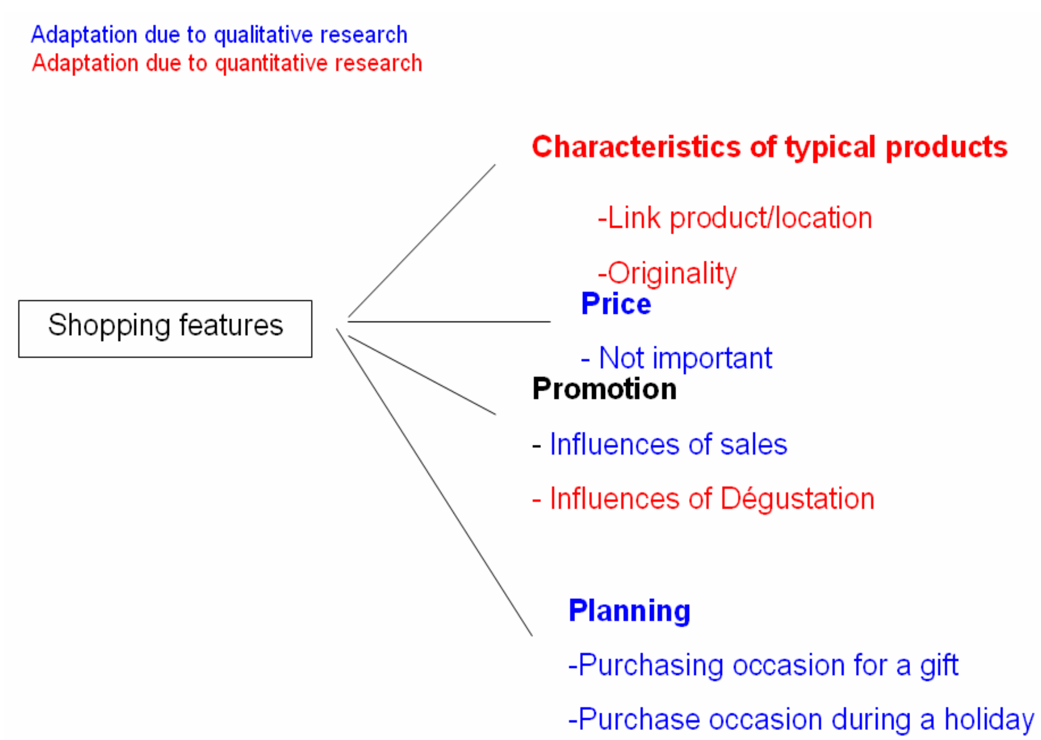


Figure 57: Adapted dimension shopping features.

Another factor is that related to the retail point or point of sale (Figure 58). Regarding the shop environment, the producers interviewed agreed on the importance of a friendly and helpful of the staff in the shop, of the variety of assortment and of the location of the shop itself: "*the location of the shop is fundamental*." (int.4); "*it is very important to have a shop in the place of production, with the whole characteristic atmosphere, in which consumers can try and then eventually buy the product*" (int.7).

On the basis of the quantitative research it has become clear that consumers are particularly sensitive to the care the retailers devote to creating the right atmosphere.

Regarding what the shop can offer, from the qualitative research it emerged that the store should provide strong connections with the tradition of the territory: "*it is very important to have a shop in the place of production, with the whole characteristic atmosphere, in which consumers can try and then eventually buy the product*." (int.7). Such data was also confirmed by the quantitative research, in which consumers expressed a preference toward the possibility of tasting and handling the product at the point of production.

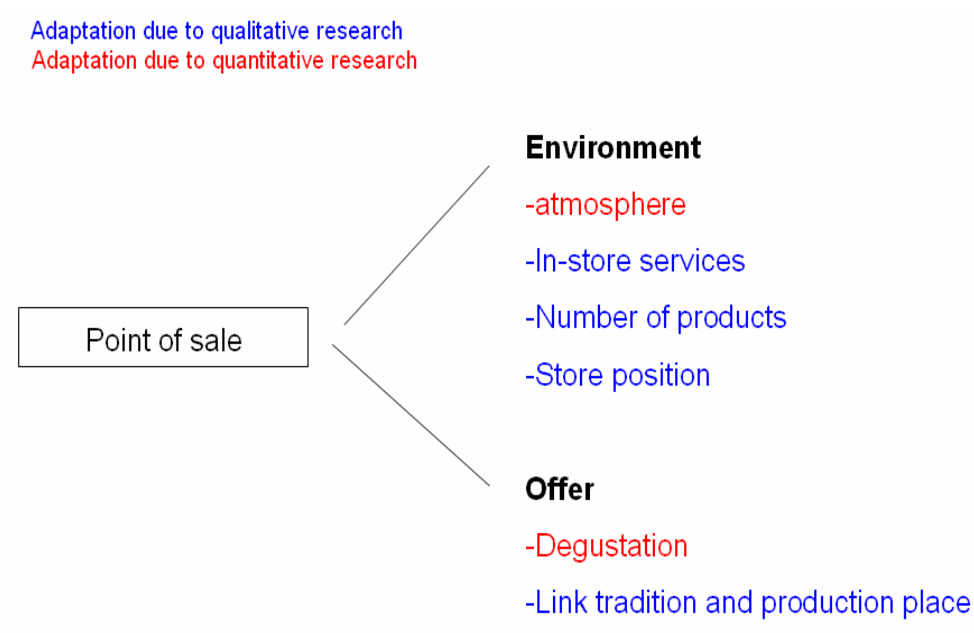


Figura 58: Adaptated dimension Point of sale.

Of particular relevance is the factor related to packaging (Figure 59). The quantitative research has highlighted certain design related characteristics which had not emerged from interviews with the producers. In particular, the consumers expressed their preference for a package which is see-through allowing one to see the contents, easy to open and manageable. As regards the information which should appear, from the qualitative research it was found that consumers require the presence of a certificate of authenticity and a guarantee that the production techniques are in line with local traditions: "*Consumers want a label or something that certifies that the product is local and made according to ancient traditions*" (int. 10).

Quantitative research adds to this that consumers also want to know the exact place of production and the materials used.

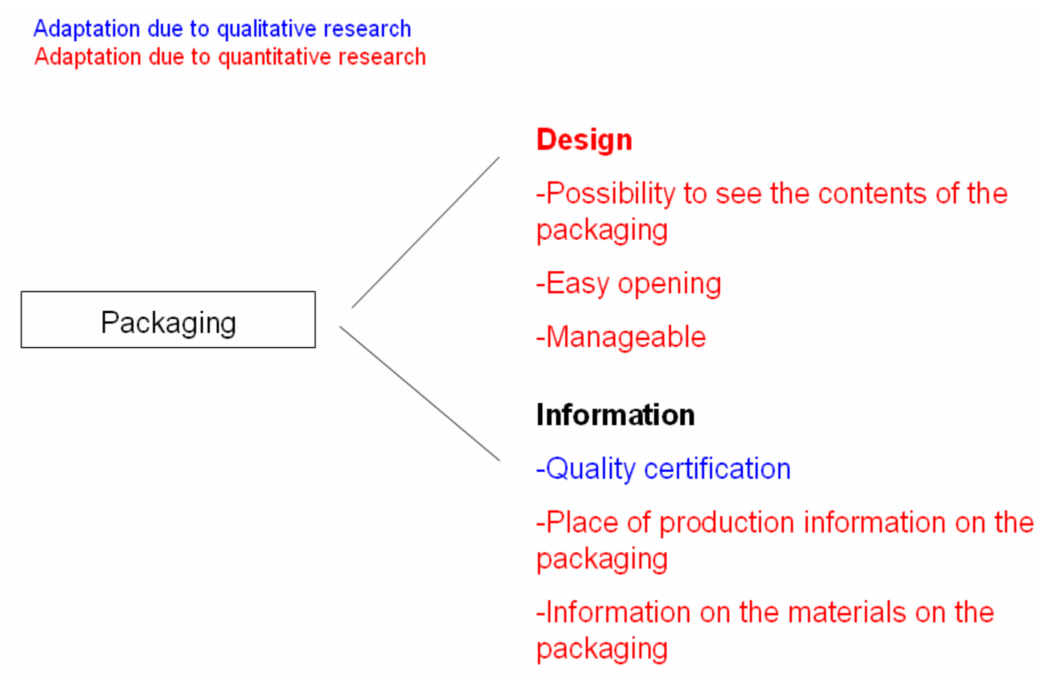


Figure 59: Adaptated of packaging dimension.

Finally, the last factor is made up of two components, the first related to the place of purchase, revealed by the qualitative research (Figure 60). In particular, the quantitative research has shown that consumer's perception is influenced in the case where the place of purchase is located in the same place where the product is also manufactured, or in a specialized shop. Qualitative research, instead, reveals that the attention which consumers give to genuine and natural products influences their perception of characteristic products, as these are considered to be both genuine and natural: "*It is necessary to make consumers more aware of the fact that the local product is a genuine product.*" (int.8)

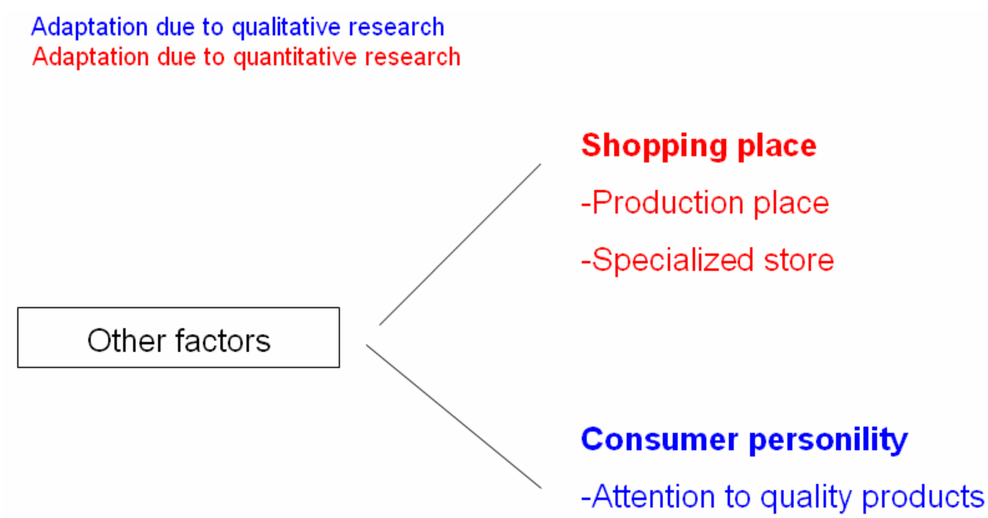


Figure 60: Adaptated dimension other factors.

Finally, the last factor which influences both consumer's perception and the other factors is the culture-related element (Figure 61). In this case all the components had already been individuated during the qualitative research: regional image and authenticity. However, although ethical influences also emerged from the qualitative research, this was subsequently eliminated from the model following the quantitative research.

The majority of producers revealed that the strong link with the territory influences consumers, and it is for this reason that they always try and emphasize this link on the labels or on the packaging of the products: "*Our liqueurs show*

Grecian symbols, or in some cases, such as with that of the "amaro" , a drawing of the place in which this is produced (Capo Vaticano, Vibo)." (int.6); "*In our wine labels a column is always pictured (based on the wine in the bottle with a Doric, Ionic or Corinthian capital), to underline the strong link of our wine to this territory*." (int.7).

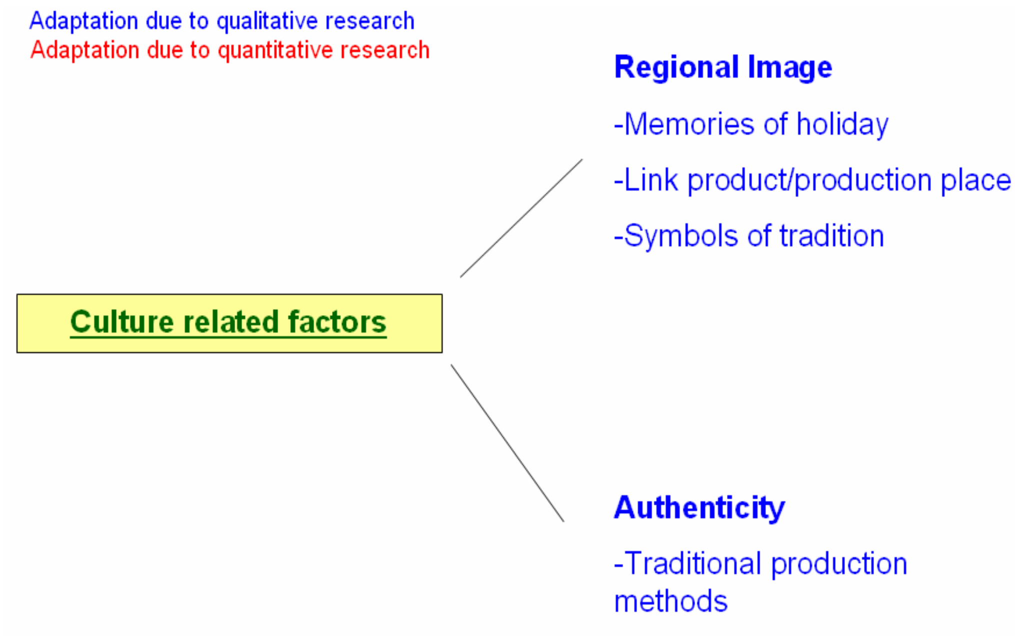


Figure 61: Adapted dimension culture related factors.

In conclusion, the last result is the final perception model of local products in Calabria, heritage of Magna Græcia (Figure 62), which represents the contribution of the present doctorate thesis to this field of knowledge.

To sum up, this model takes into account the preliminary information from the analysis of the case-study of a manufacturer of a specific type of local goods, which are particularly important on the Italian market, from the analysis of the in-depth interviews with the major Calabrian manufacturers and from the quantitative research work with consumers.

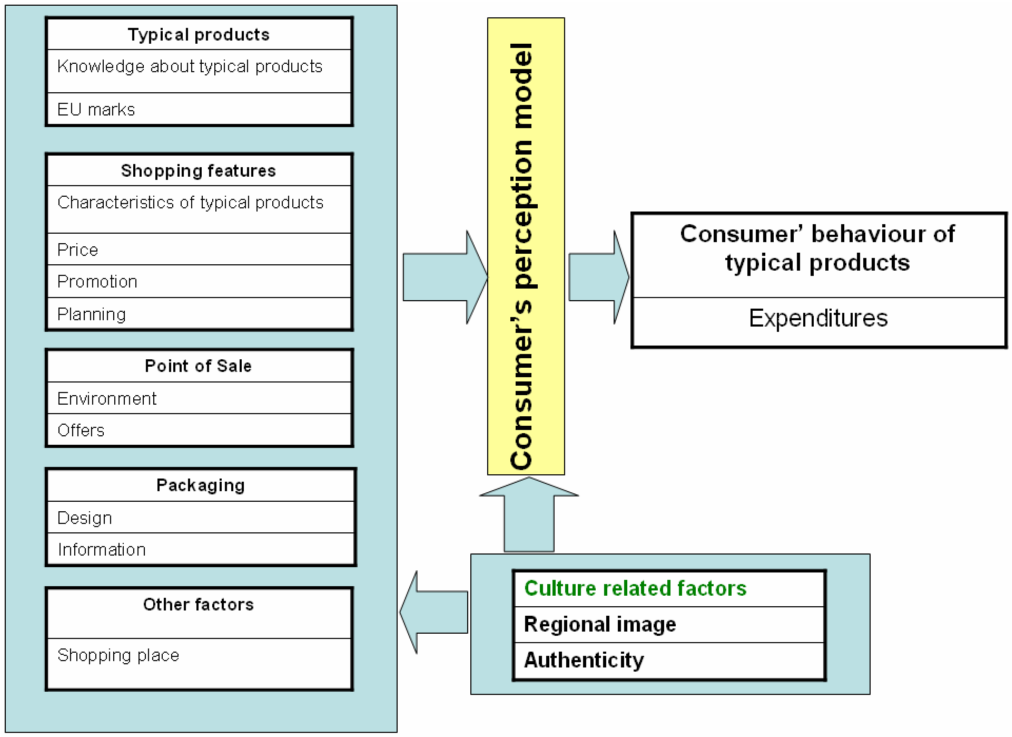


Figure 63: Adapted perception model for Calabrian local products coming from Magna Græcia.

The final model is different from the initial one most of all because of the fact that the cultural factors which influence consumer's perception are exclusively reconducible to regional image and authenticity. Furthermore from the final model one can clearly see that consumer's perception influences consumer's behaviour regarding the average expenditure on traditional products. Finally the quantitative research has confirmed that culture related factors influence considerably also all the other factors which influence consumer's perception.

The proposed model can subsequently be implemented, with greater detailing of the induviduated factors; it can also be generalized by widening the quantitative research with consumers also to foerign tourists who come to Calabria or to the rest of the italian population, to individuate whether there may be differences or if the model remains more or less unvaried, in order to individuate a more general perception model, or even widen the research also to products not directly linked with Magna Græcia, in order to find a model which holds true for local products in general.

In the next chapter these arguments are further explored and we describe potential implications for territorial marketing of the Calabria region.

8. Conclusions

The aim of this thesis was to present a model of perception of Calabrian products from Magna Græcia starting from the assumption that the ancient culture underlying these products in some ways influences consumer's perception of them. Another objective of this work was to identify the factors that may influence the process of perception of the products in question, in order to single out possible implications for territorial marketing.

First an analysis of the said products was carried out so as to evaluate their connection with the territory and traditions. After that an evaluation of product retail and distribution (which turned out to be rather limited) at national and regional level was made. Research was then developed on the basis of these data.

The initial phase of the work consisted of a preliminary research based on a case study concerning the largest Calabrian manufacturer of jewelry connected with Magna Græcia – who has the largest share on the Italian market – with the aim of identifying the success factors of the brand and the extent to which these depend on the connection with the territory and traditions.

Subsequently, a qualitative analysis was carried out focussed on in-depth interviews with major Calabrian producers reputed to possess first-hand information about the behaviour of consumers of local products. The aim in this case was to draw up a preliminary model based on the producers' direct experience of the factors influencing consumer's perception of Calabrian products.

The interviews carried out were 10 in total, and concerned some leading figures of the Calabrian companies selected (marketing managers or CEOs). Their answers were analysed with the aid of a content analysis software, with the aim of identifying the qualitative factors which influence consumer's perception of Calabrian products originating form Magna Græcia. These represented a preliminary model to be tested, validated and implemented in the subsequent quantitative research.

The quantitative survey, carried out on a sample of 536 Calabrians, enabled us to improve, validate and test the initial model and to evaluate the connection between the culture of the region which produces a certain product and the perception of that product. The research confirmed that a close connection exists between the two, and that the factor represented by regional image and authenticity considerably affects product perception and also influences other factors which play a part in the process of perception. Such factors include knowledge of local products, shopping features, points of sale and packaging.

Price turned out to be a minor influence in the perception of local products, while it is a key factor in the perception of brand products, where price has been shown not only to affect perception but is also a discriminating element in the purchase.

Moreover, regional image and authenticity have a direct effect on other factors, as these can underline in some ways the connection with territory, traditions and local culture.

Cultural factors also influence directly the retail point, where both the atmosphere and design can recall the territory with special images, colours and materials. Cultural elements affect the characteristics of the packaging too, which should contain all the information necessary to stress the connection with the territory, culture and traditions of the place of origin, as well as special images, colours or shapes that recall that connection. They also affect the characteristics of the product and related marketing actitivities.

Finally the model shows how consumer's perception of these products manifests itself in consumer's behaviour at the moment of perception, influencing average expenditure but not the frequency of purchase. In the light of this one can say that consumers do not increase the frequency of purchase of these products, but rather the expenditure they dedicate to buying them. In some cases consumers prefer to purchse these products instead of similar -albeit cheaper- ones, as consumers are prepared to justify a higher price with better quality.

Consequently, marketing strategies which promote the image of the region could exploit such factors which influence consumers, so that the region's own territorial resources would be promoted.

8.1 Implications for territorial marketing

The results obtained have shown to what extent (both as territorial image and authenticity) the cultural component affects the process of product perception. Calabrian producers can use these results to define marketing and communication strategies which focus more on the link with tradition, so that the new market sector represented by consumers with an interest for local, traditional products made by artisans could be exploited. Only a part of these strategies have emphasised this connection so far, and have done so inaccurately.

Such strategies, aiming at the promotion of the Calabrian territory through the valorization of its specificity, may do well to focus on the message that local products have an ancient historical and cultural value as they originate directly from the Greek colonisations taken place in the region between VIII B.D. and I century A.D.

In the light of the results obtained, such a connection could be communicated on the wrapping, which should give more information relating to the place of production, the production techniques and traditions; it could also be shown in the retail point by developing a more traditional atmosphere and by paying greater attention to detail. Also, co-operative associations of producers could be set up to increase their impact on large-scale retailers and overcome the obstacle of high royalties.

It has also emerged from the research that over 60% of Calabrian businesses do not invest either on advertising or communication strategies as a whole. The setting up of a consortium, with the support of the Regione Calabria, could enable businesses to exploit digital communication tools and related studies to promote local resources within a global perspective.

In particular, it is possible to create sets of files to be downloaded from the Internet onto portable electronic devices belonging to consumers (Personal Digital Assistant, smart-phone, tablet pc, pocket pc, iPod), files which contain all relevant information on Calabrian products originating from Magna Græcia: the connection with the territory and with tradition (this is the factor which influences the perception of local products the most), the process of production by artisans, the characteristics of the product, images and retail point (the latter being a particularly important factor given the small distribution of the products, as our analysis revealed).

This way consumers can select the information that they find most interesting and download it on their electronic devices. The availability of this information to consumers improves the quality of their visits to the area. The global distribution of Calabrian local products could serve to attract visitors to the area. An interest in the discovery of new gastronomic and oenologic specialties could motivate increasing numbers of consumers to actually visit the region.

8.2 Future works

The model presented here is a model of perception of Calabrian local products originating from Magna Græcia that can be generalized by extending the research to a larger sample of consumers including foreign consumers visiting Italy, as well as to other Italian tourists, with the aim of identifying possible common factors or differences.

Furthermore, one could blow up the model, developing the individual determining factors further, in order to single out the details which affect product perception. In the case of packaging, for example, the importance of the shape, the colour, the images it carries, and which of these is the most important factor for the consumer? Similar studies could be made also on other factors until a complete list of the elements determining the process of consumer's perception is obtained.

On the basis of the results obtained the region will be able to develop new strategies focussed on the valorization of local resources, paying special attention to the elements which mostly influence consumer's perception, and consequently determine consumer's choice. Also, the existing models for the valorization and promotion of cultural heritage can be used (Bertacchini et al., 2008; Cutrì et al., 2008; Febbraro et al., 2008) adapting them to local products, so as to promote also Calabrian local products within a global perspective.

Moreover, the model can be generalized by referring to Calabrian local products in general and after -by getting foreign tourists involved- identify a model of consumer's perception regarding "Made in Italy" products. New marketing and communication strategies related to the territory could be developed for the Calabrian region which focus on this particular message.

Lastly, the results obtained could be exploited to create a virtual shop devoted to products originating from Magna Græcia, where the products on sale are real and the 'shop' is only virtual. The atmosphere and layout of the shop could use the information available on consumer's perception of Calabrian local products and reproduce virtually the historical contexts to which the products belong.

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