

Annex 13

**Reports WP 4
Switzerland**

DOLPHINS - WP4 Reports
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JANUARY 2002

Theme 1 : Research Methods

To understand the OLP, it's important to have the maximum of information. We need to have and use marketing research and studies. The marketing research is composed of data collection, processing and interpretation. Those studies are necessary to understand the consumers behaviour so the decision-maker can take the best option to sell there products. The studies must be based on a scientific method so the given information will be objective, relevant and reliable.

The marketing research is based on three different studies : qualitative, quantitative and the panels.

- ?? The decision-maker need the quantitative studies to have some quantified information about products, the population and the target audience.
- ?? The qualitative studies are also important for the decision-maker. They allow to analyse psychologist mechanisms which intervene in consumers behaviour.
- ?? The panels are necessary too. The quantitative studies give a method of punctual observation when the panels permit a continuous and permanent view.

I. The qualitative studies

To know the decision-making process which brings the potential customer to the purchase act, we have to find his needs, her motivations and her attitudes. Those qualitative methods are always carried out in a focus group.

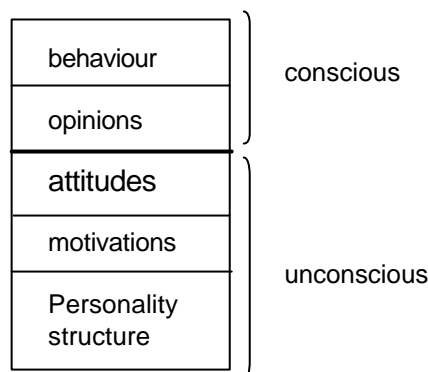
I will base my reflection on a qualitative study which has been realised in Switzerland in January 2002 about the PDO concept. I haven't yet the final result of this study, but it will be available in the end of February.

According to Maslow, five needs must be taken into consideration when a qualitative study is realized.

- physiological like eating, sleeping
- security like protection, dependence
- social like affection, belonging
- regard like independence, self-confidence
- and accomplishment like blossoming.

For example, if customers buy PDO cheeses, it's because they have to eat, they want to know where this cheese is made, there mothers used to buy that cheese and they think that it's useful for the society. Consumers behaviour arises from those 5 needs and it's structured in that way :

Figure of the iceberg (M. Benoun)



Therefore when you decide to organize a qualitative study, it's necessary to codify, size up and quantify the information about attitudes, motivations, the personality structure and opinions of consumers. Then you will correctly understand and analyse the behaviour of consumers.

The processing of the data is as important as the collecting. And it must be carried out by professionals. The results will be analysed in different ways.

First, you need to call on the methods of content's analysing. Secondly, you have to classify the themes and make psychological and semantic analysis. To conclude, I think that the aim of the qualitative method is to understand and formulate some hypothesis.

For the Swiss study, five main themes were chosen : quality, origin, checking, tradition and labels. The aim of the discussion was to evaluate the presence, the meanings, the frequency and the importance of those 5 notions. Some semantic analysis will be realized in the 5 themes. For example, the notion of origin is more used than geographical origin "provenance" or the origin of a product is local (small area) or national. In the checking, what is important ? certification, guarantees, regulation, security...

II. The quantitative studies

The quantitative studies are also necessary to understand a phenomenon or to explain a consumer behaviour. The qualitative method doesn't allow an extrapolation of the results, consequently quantitative studies are essential to have a global view. The contribution of a quantitative study which concerned a representative population sample permits to count, to measure and to quantify different elements seen during the qualitative studies.

The most important thing in the quantitative studies is the choice of the population sample. There is two main methods of population sample : empirical or probabilistic.

With the probabilistic method, the population sample is drawn lots when the empirical method is based on a reasoned choice.

The second part of a quantitative study is the development of the questionnaire. In a questionnaire, you can ask for different questions : closed, semi-opened, opened and some checking questions.

To analyse the questionnaires, some mathematical analysis like factor analysis, conjoint analysis and multivariate analysis are used. More and more the multidimensional analysis are realized to visualize the answers of the questions on a map, so the exploitation of the data is more efficiency.

So the quantitative studies are used to see and confirm the reality of the market at a precise moment. In the opposite, the panels observe a global market during a long period.

III. The panels

A panel is a permanent population sample of consumers representative of studied fields.

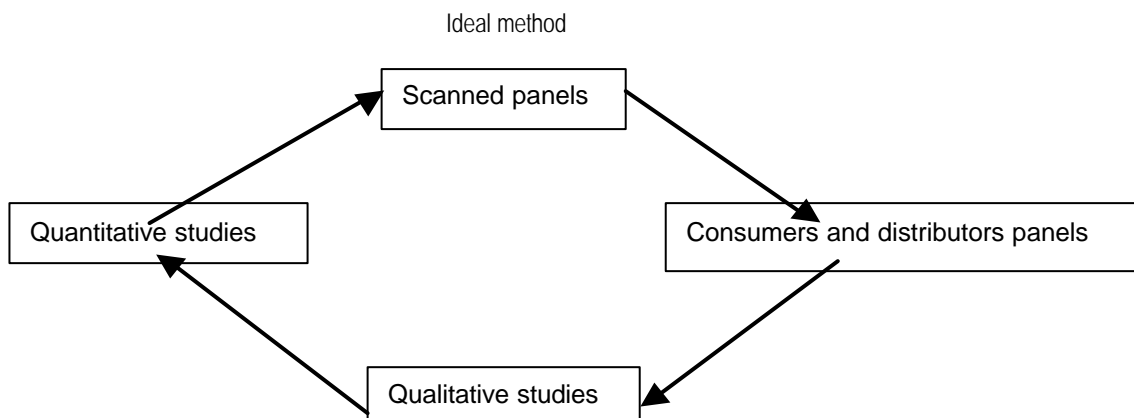
The first function of a panel is to describe a market. Secondly, a panel allows an analysis and a following of the market's development. With this analysis, it's possible to react and to launch some corrective actions. Panels are some essential observations to analyse correctly the trend of the market of those products. There are two sorts of panels : panels of consumers and panels of distributors.

In fact, panels of consumers are used to study the behaviour of consumers' purchase. Even when, panels of distributors are some measure tools of the sales and of the supply in the shops.

Moreover, there is a panel who is more precise than the panel of consumers, it's the scanned data panel. The scanned panel makes a report on behaviour and actual purchases. The bar code of a product can be linked to the consumer card at the cash register with the private cards. It's possible to identify who buys what, when, how and how much (M. Giraud). Scanned panels are indispensable, because they are real and precise facts not only some opinions or some purchases intentions.

IV Conclusion

In conclusion, I would like to explain my "blank cheque" method proposed by Angela.



For me, the ideal method begins with the scanned panels to study the facts of the market. Secondly, we will use the consumers and distributors panels to study the global market. For example, we want to know everything about the cheese market and more precisely about the hard cheese market. So we can see the trend of the market. After, we will organise qualitative studies to find out specific problem or waiting of consumers about PDO cheeses and PDO en general. Then, we will make some quantitative studies realized from the qualitative ones. It will help to have a global view of the consumers behaviour. And finally, we can propose some solutions in order that the OLP products would market themselves better. The OLP will be better positioned on the market. To see the results of our actions, we will study the facts so we will need the scanned panels, and so on...

Bibliography

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Theme 2 : Conceptual Framework

To clarify the assumptions of the relationship between citizen/consumers and OLPs, I think we have to pull out the information from some qualitative studies devoted only to the concept. With intend to obtain the more precise results, we need to organize two sorts of qualitative studies.

?? first, an individual interview with some different persons must be realized to light us about the OLPs keywords. I think that it will be useful to consult people from the city or the country, people who know OLPs or nothing about that question.

It's possible to ask that kind of question :

- for you, what is a protected designation of origin ?
- for you, OLP are linked with origin, tradition, quality, guarantee, landscape, environment, patrimony, heritage, know-how ?

The questions have to be more and more precise. Indeed, the observer can explain the definitions of all the important words (like origin, local, speciality, typicality, authenticity...)

?? then, to test the relevance of the first results, it will be necessary to organize focus groups between townsmen, countrymen, OLPs connoisseurs or not. Thus, this people will have to maintain their opinion. At the same time, the observer could confirm, invalidate, specify the thought of the interviewed people.

In a second time, the researcher will mix up the data of the observer, OLP history in his country and the peoples' wider food and lifestyle.

The problem of this framework is that you need a lot of competence and a lot of money.

JUNE 2002

Theme 2 : Marketing recommendations of the Swiss team

Main ideas for marketing recommendations

?? First, we need to have some precise information about PDO brought by the marketing research.

The information can come from three different studies : qualitative, quantitative and the panels.

- the decision-maker need the quantitative studies to have some quantified information about products, the population and the target audience.
- the qualitative studies are also important for the decision-maker. They allow to analyse psychologist mechanisms which intervene in consumers behaviour.
- the panels are necessary too. The quantitative studies give a method of punctual observation when the panels permit a continuous and permanent view.

This analysis' stage is necessary to understand consumers' behaviours and I think it is the first and essential step of marketing recommendations.

?? Then, it is necessary to organise a generic promotion explaining the meanings and the guarantees of the PDO label.

- the promotion should highlight ideas of

- ✍ ✍ exclusivity (but we have to be careful that consumers don't understand exclusive product like a luxury product. DO are not luxury product.)
- ✍ ✍ authenticity,
- ✍ ✍ tradition and modernity (a modern tool to promote a traditional and exclusive product),
- ✍ ✍ quality and origin (these two notions are the strong point of the PDO because these concepts are major for the consumers and the producers).

Modernity linked with innovation is also important, consumers have to understand that producers cannot innovate at the organoleptic level but they can innovate at the symbolic and service levels (theory of cognitive marketing).

- and we should insist on the fact that the PDO is an official and certified label, and that the label is controlled by independent and neutral organisations. When consumers eat PDO, they know what they have in their plate.

?? Moreover, the idea of pleasure and conviviality should be reminded by the generic promotion. PDO products are convivial and usual products.

?? We think that a generic promotion without any product is not useful. The consumers must identify some products which have the label PDO. They have to put in relation some famous products like Parmigiano Reggiono to others less known products. The state need to use some national products. But a common explanation must be used by each supply chain in their PDO product promotion.

?? And to help people to identify correctly and quickly the PDO, all the PDO products (wine, vegetable, fruits, cheeses, meat, cooked meats) should have the same logo like a famous brand.

?? We have to explain to the consumers that buying OLP is a citizen act. If they buy PDO, consumers permit farmers to stay in some difficult areas. As the farmers cultivate the soil, the landscape is open and well-kept. So when consumers are tourists, they can enjoy the view and there is not only forest. Farmers are not only cultivators but also space's gardeners.

?? As PDO are answers for the consumers and that they allow agriculture to survey in difficult areas, the promotion of the label and the products should have public financing to support. This financing are important to help the supply chain to explain the meanings of the PDO and to put forward the producers.

?? I also think that the theory of the 4 R

- rooting (product needs to show their roots),
- responsibility (for delivering product quality),
- reciprocity (underlying interdependent links between producers and consumers), reinforcement (product is solid with the region)

is a good summary to explain the situation. I think that this concept should be more used.

?? In conclusion, I would say, that the general message should be emotional and didactic.

