

Annex 5

**Reports WP 4
Belgium**

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Report WP 4

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Theme 1 : Research methods

Ideas ...

As Angela pointed out in the synthesis, most of reporting scientific studies stress the point on quantitative methods (factor, cluster, conjoint analysis, contingent valuation, hedonic pricing). On the one hand, sociological-anthropological inspired studies see consumer's behaviour as embedded (determined) in cultural framework while on the other hand economical-marketing inspired studies see consumer's behaviour as determined by rational trade-offs at the point of purchase. The lack of qualitative studies is relevant.

While describing research methods and questions in the field of marketing, Ladwein (1999) points out both the complexity of purchase decision and the need of adressing this question (research methods) in terms of multidisciplinary.

Findings ...

Ladwein, R., 1999, *Le comportement du consommateur et de l'acheteur*, Paris, Economica

Conclusions ...

We should focus on qualitative methods stressing on the following points :

- synchronic methods describing food networks as spaces on which consumers lean to make their decision on what and how eating ? (sociological approach / Actor Network Theory)
- diachronic methods describing food trajectories of individuals (anthropological approach) in which the individuals frequently deals with the nature of the link he builds with food (reflexive work with meaning and relations to others (other individuals and animals).

Theme 2 : conceptual framework

Ideas ...

As Angela pointed out in the synthesis, a large number of consumers are interested or have a high level of attention for origin, but the latter is often quote as a product attribute among others.

As pointed out in theme 1, I think we'd better consider consumer's activity as a permanent reflexive work both embedded in social networks and an individual trajectory. The research question of origin could be integrated in the broader research question of food in a context of risk where origin is a product attribute among others partly building consumers' relation to food. In that perspective, the relation of individuals is partly defined by the context which gives trends varying between different products (cheese, meat, vegetables) and our nature and the relations with other entities (individuals, networks, animals).

Findings ...

See :

Dupuis , M (...)

Lamine C., (...)

Conclusions ...

Our conceptual framework could be seen as

- The general question of food (context and nature of our relation). How is it build in terms of time and space ?
- The specific question of product (kind of product, attributes (origin)) How origin is (or is not) becoming a relevant attribute for consumers.

As you see, research methods and conceptual frameworks are linked.

Theme 3 Explaining olp behaviour

Ideas :

As pointed out before, research questions and conceptual frameworks are linked. If so, is our matter explaining OLP behaviour or understanding it in terms of individual trajectories embedded in social networks and a more general context (risk and nature of the relation) in which food is probably more and more perceived as a problematic object affecting the perception of what we are (or not), and what are our relations with others (individuals, animals)?

Conclusions :

Explaining or understanding ?

Rationality / culture or trajectories ?

OLP or ingested objects affecting the nature of the relations with others ?

Behaviour or permanent reflexive work ?

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Theme 3: Conceptual framework “ development of a meaningful framework for explaining and predicting olp usage ”

1) Explaining olp usage ...

11) In terms of research methods ...

As Angela pointed out in the synthesis, most of reporting scientific studies stress the point on quantitative methods (factor, cluster, conjoint analysis, contingent valuation, hedonic pricing). On the one hand, sociological-anthropological inspired studies see consumer's behaviour as embedded (determined) in cultural framework while on the other hand economical-marketing inspired studies see consumer's behaviour as determined by rational trade-offs at the point of purchase.

The lack of qualitative studies is relevant.

While describing research methods and questions in the field of marketing, Ladwein (1999) points out both the complexity of purchase decision and the need of addressing this question (research methods) in terms of multidisciplinary.

We should focus on qualitative methods stressing on the following points :

- description of food networks
 - as configurations on which consumers lean on to make their “ own ” decision on what and how eating ? (sociological approach / Actor Network Theory)
 - as configurations partly building food demand
- describing food trajectories of individuals (anthropological approach) in which the individuals frequently deals with the nature of the link he builds with food (reflexive work with meaning and relations to others (other individuals and animals).
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Key words : anthropology / sociology

12) In terms of conceptual framework

As Angela pointed out in the synthesis, a large number of consumers are interested or have a high level of attention for origin, but the latter is often quoted as a product attribute among others.

As pointed out in 11), I think we'd better consider consumer's activity as a permanent reflexive work both embedded and defined through both social networks and an individual trajectory.

The research question of origin could be integrated in the broader research question of food

- in a context of risk where origin is a product attribute among others partly building consumers' relation to food.
- and new demands like animal welfare, environmental concerns.

In that perspective, the relation of individuals to food is partly defined by the context which gives trends (new demands, environmental concerns, risk) and the trajectory of individuals which shapes the relation between the self and what he eats.

Our conceptual framework could be seen as

- The general question of food (context and individual trajectories). How is demand built in that specific context?
- The specific question of product (kind of product attributes (origin)) How origin is (or is not) becoming a relevant attribute for consumers.

As you see, research methods and conceptual frameworks are linked.

Key words : food demand / context / trajectory / product and origin as a relevant attribute

13) Explaining olp behaviour (usage)

As pointed out before, research questions and conceptual frameworks are linked. If so, is our matter explaining OLP behaviour or understanding it in terms of individual trajectories embedded in socio-cultural networks and a more general context (risk and nature of the relation) in which food is probably more and more seen as a problematic object affecting the perception of what we are (or not), and what are our relations with others (individuals, animals)?

14) Conclusions (questions)

Explaining or understanding olp usages?

Rationality and behaviour or socio-cultural networks and individual trajectories ?

Buying Originated Labelled Products or ingested objects defining the relation between an individual and what he eats ?

Behaviour, choice and rationality or permanent reflexive work ?

Explaining or understanding before predicting olp usages ?

References ...

Ladwein, R., 1999, *Le comportement du consommateur et de l'acheteur*, Paris, Economica

Fischler, C., *L'omnivore*, Paris, Odile Jacob

(...)