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145th EAAE Seminar “Intellectual Property Rights for Geographical Indications: What is at Stake in the TTIP?”

Consumers’ purchasing trends of GIs products

Theodoridou Glykeria

Tsakiridou Efthimia

Mattas Konstantinos

Aristotle University of Thessaloniki, Greece

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Outline Presentation

- ❖ Introduction
- ❖ Objectives
- ❖ Methodological Framework
- ❖ Data Analysis and Results
- ❖ Conclusions

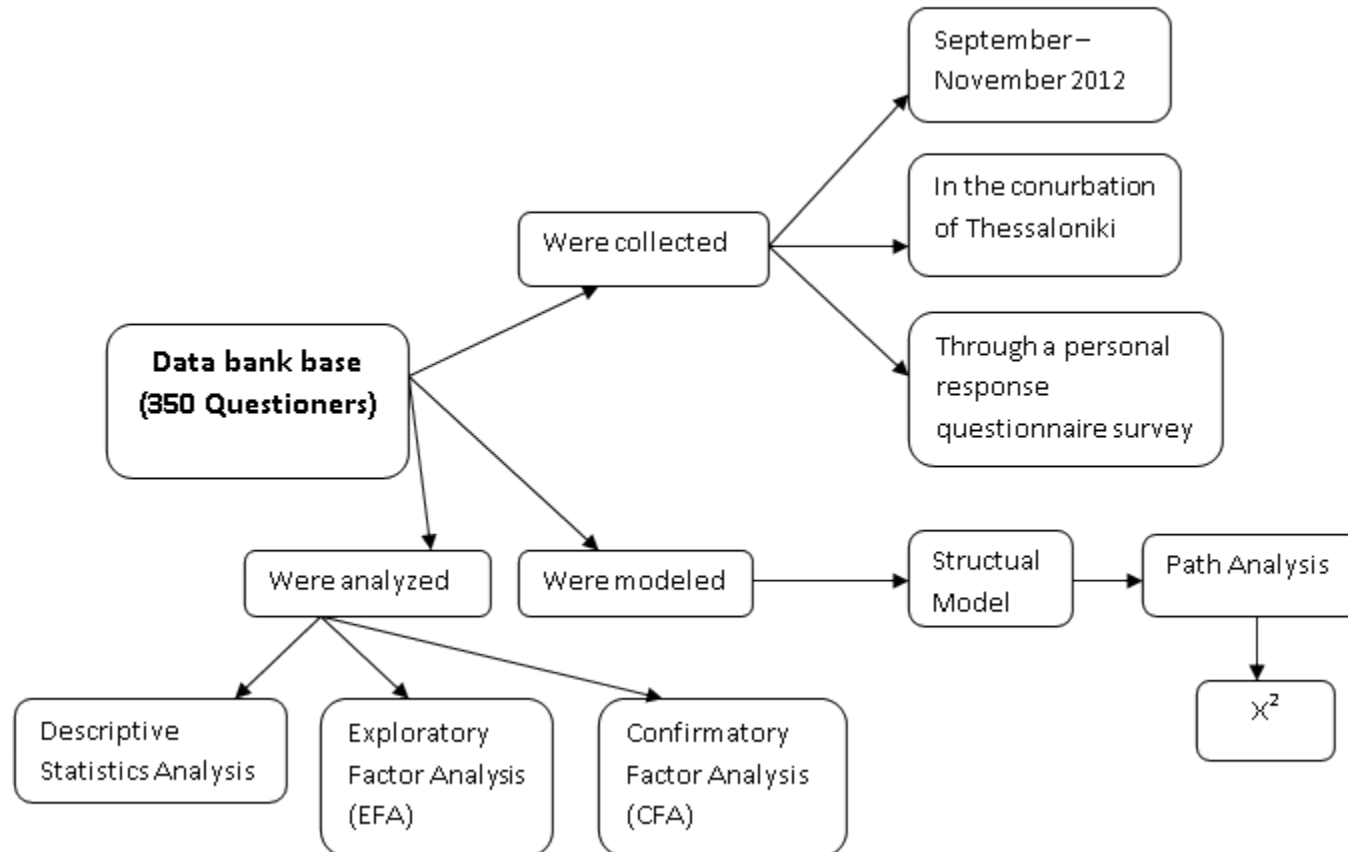
Introduction

- ❑ Consumers over the last years show a growing interest in purchasing origin based products, affecting the production and marketing of the food products. This interest is very important particularly for southern EU countries, where plenty of such products are produced.

Objectives

- ❖ The main aim of this paper is to study Greek consumers':
 - 1) Attitudes towards GIs products.
 - 2) Attitudes awareness and satisfaction of GIs products.
 - 3) Motives to buy GIs products.
- ❖ In addition, by formulating a Path Model, channel relationships between factors and the depended variable “reason to buy GIs products” are identified.

Methodological Framework



Methodological Framework

- ❖ Factor Analysis was applied, and resulted in **standard, comprehensive, understandable** and **systemic** factors.
- ❖ Confirmatory Factor Analysis was applied to confirm the above factors.
- ❖ The results of Exploratory and Confirmatory Factor Analysis were compared. (*t*-test).
- ❖ Possible relationships between the factors were investigated by Product Moment Correlation Matrix.
- ❖ The diagrammatic presentation of the pattern was designed, based on the prices of statistically significant correlation coefficients.
- ❖ Path Analysis was applied to estimate the direct and indirect results between the factors of the pattern.

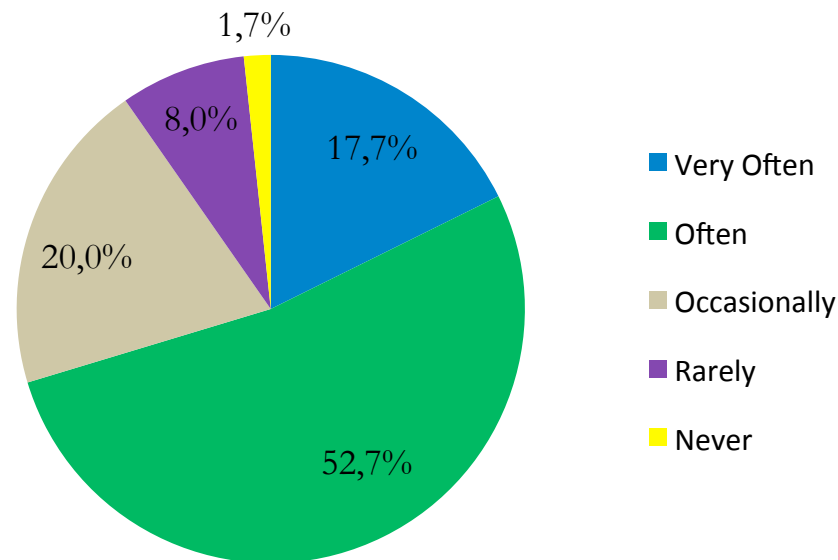
Results

- The following indicative results derived from:
 1. Descriptive Statistics Analysis.
 2. Product Moment Correlation Matrix.
 3. Path Analysis.

Results

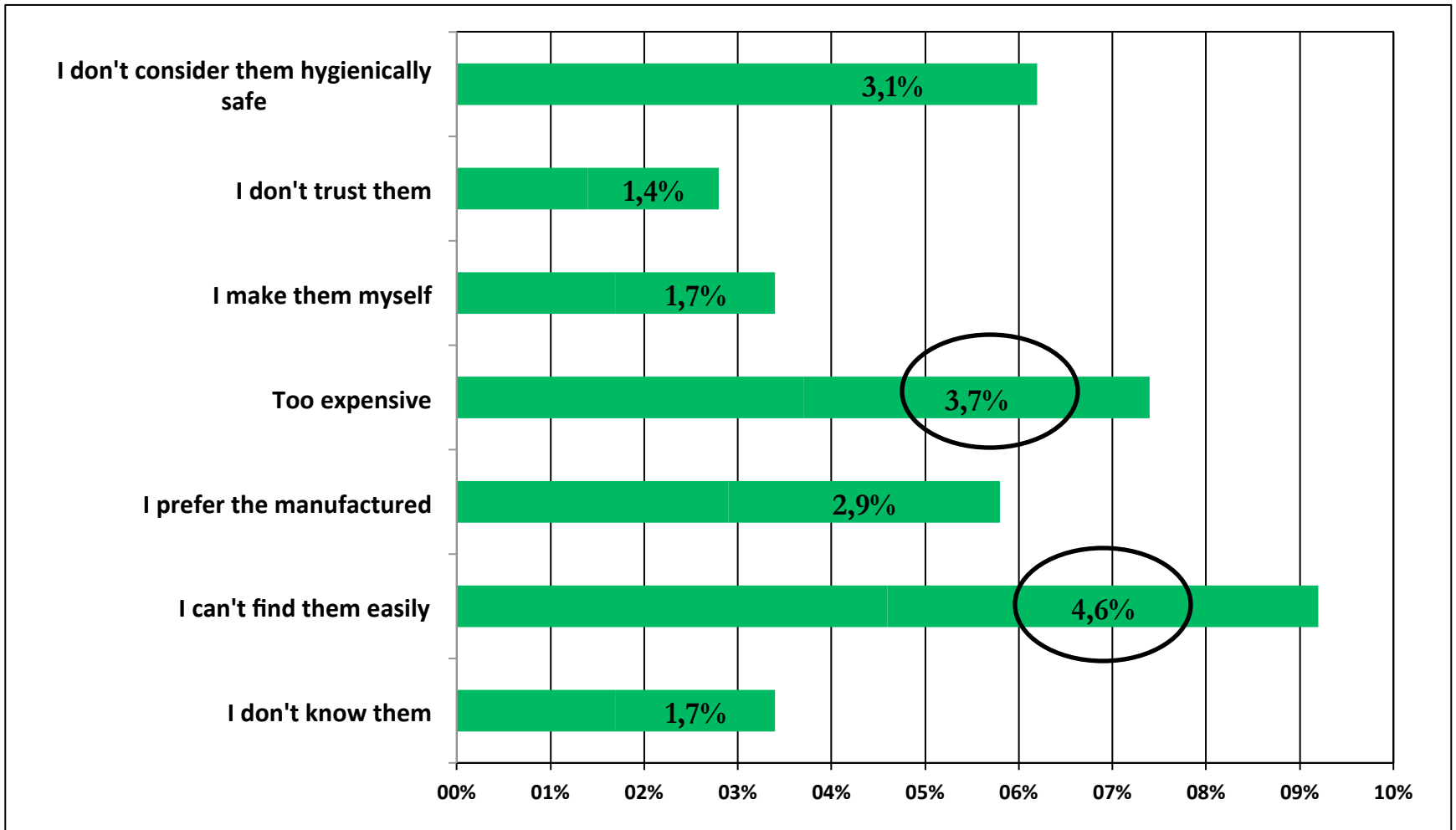
- ❖ The majority of the sample 97,7% are aware of the meaning of GIs products
- ❖ 51,1% of them consumes *often* GIs products.

Consumption of GIs products.



Source: Edit Questionnaire Data

Reasons for Not Buying GIs Products (6,6%)



Source: Edit Questionnaire Data

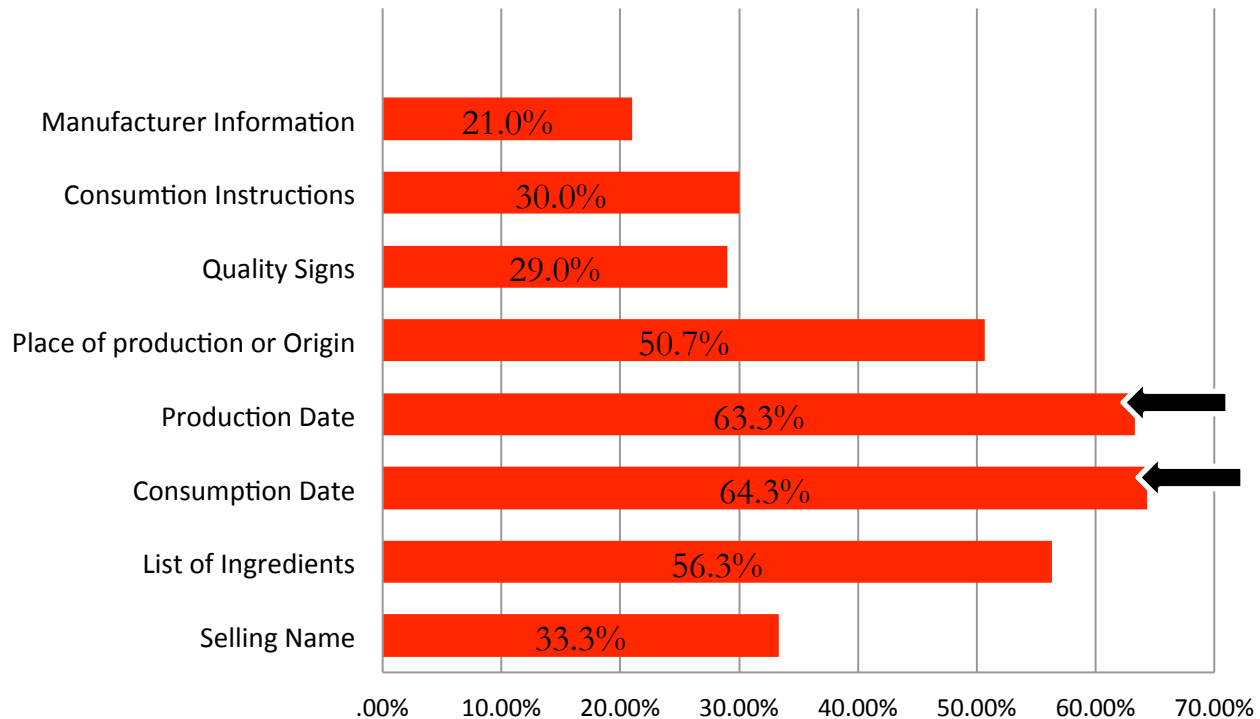
Places to Buy GIs Products

Frequency						
	Very Often [1]	Percentage	Often [2]	Occasionally [3]	Rarely [4]	Never [5]
Local Supermarket	37	10,6%	100	80	88	21
Big supermarket	22	6,3%	81	63	97	63
Specialized Stores selling GIs products	41	11,7%	121	92	48	24
Grocery at the Neighborhood	45	12,9%	83	52	77	69
Stores at the Place of Origin	51	14,6%	109	76	66	24
Other (Determine)...	15	4,3%	5	2	0	0

Results

□ The points of attention for the consumers on a label of GIs products are:

What do consumers pay attention on the label on a product

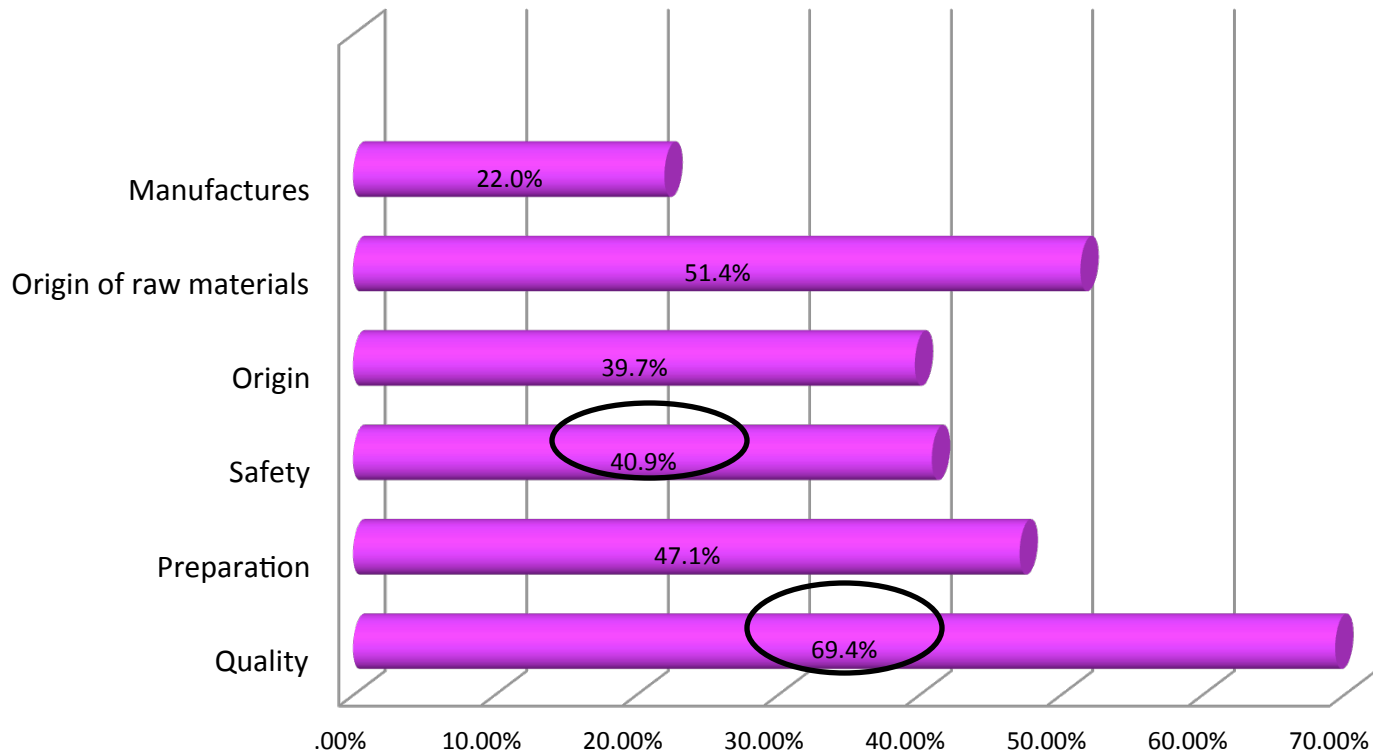


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Results

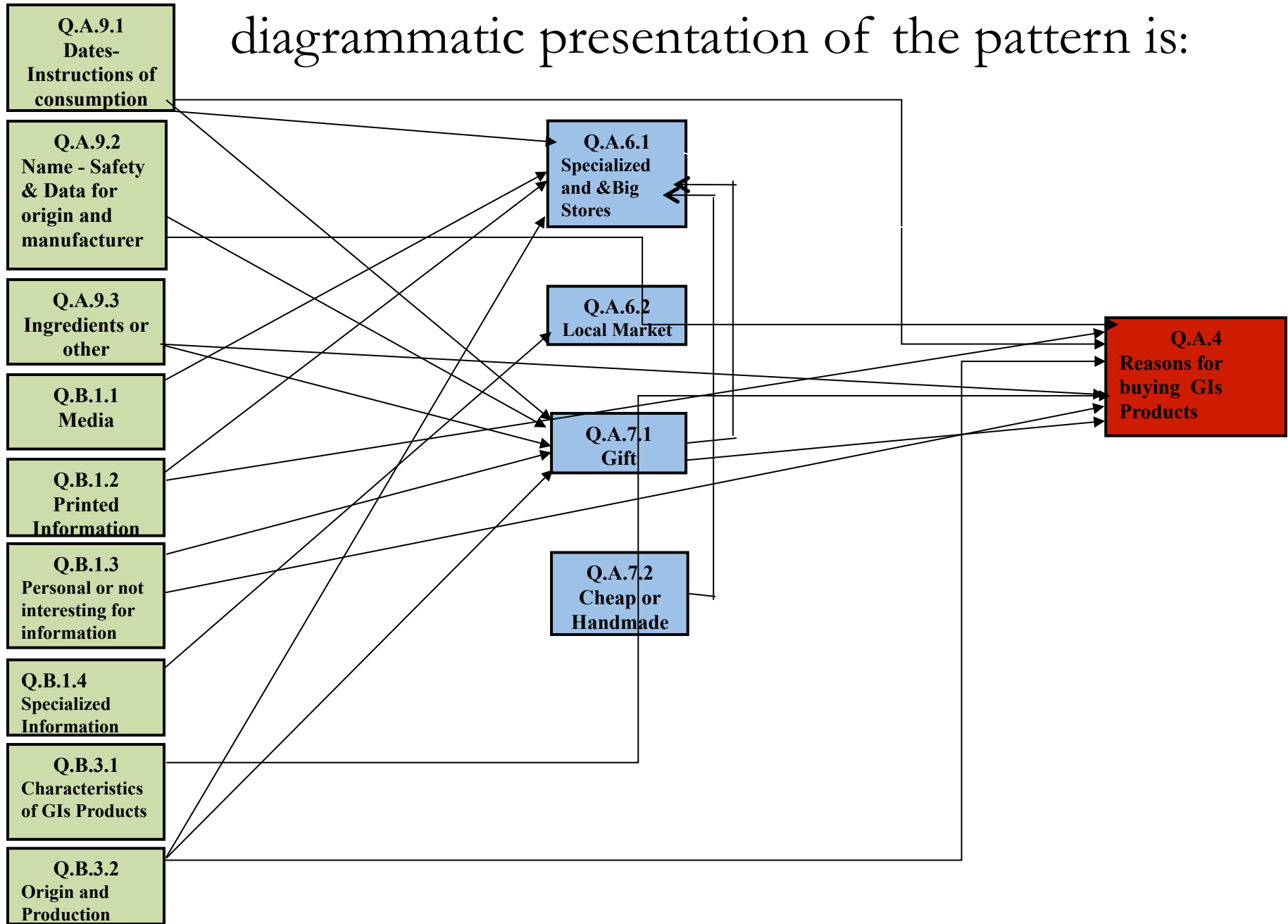
□ The points consumers would like to focus on their information are:

Focus on the Information of GIs Products

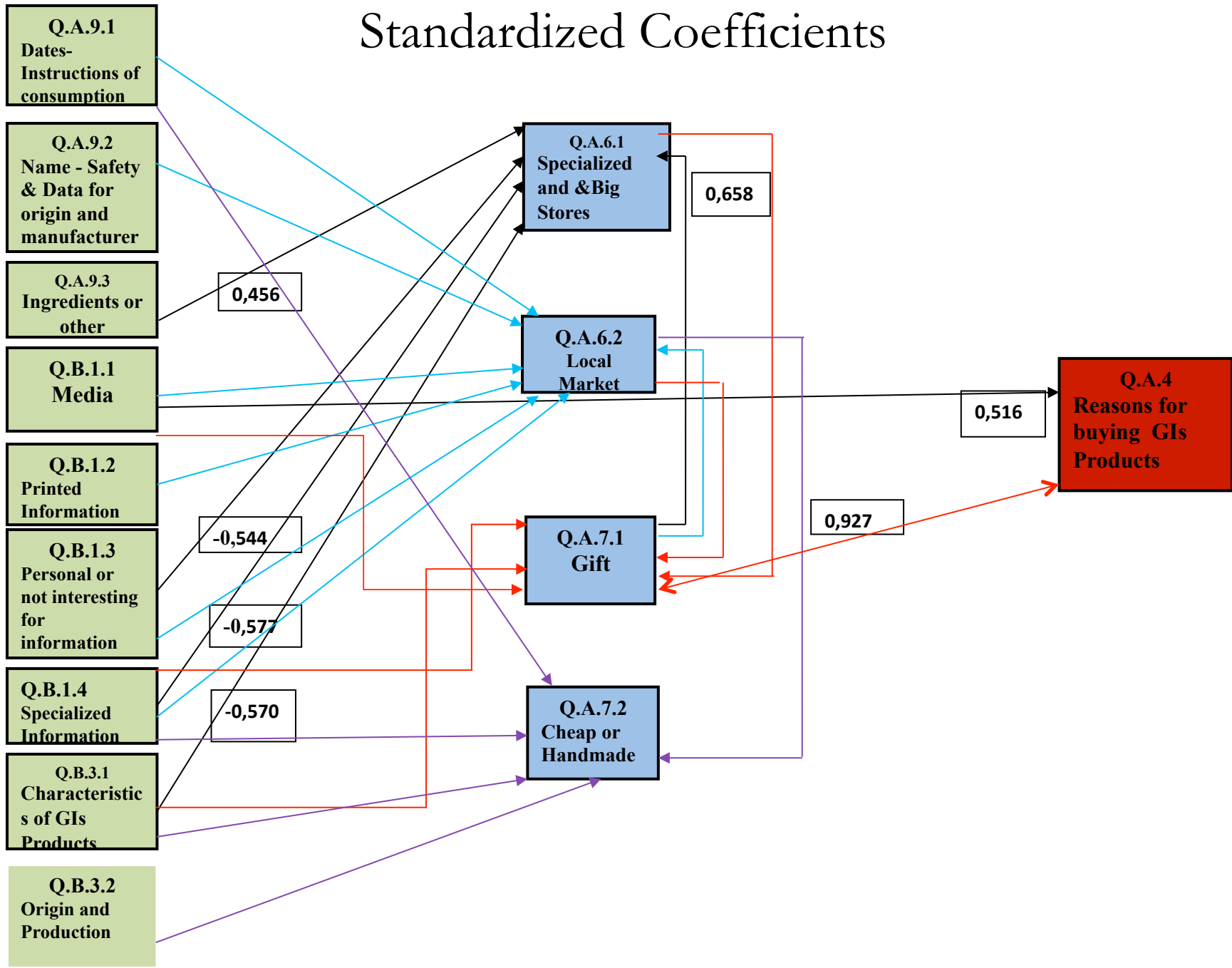


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Based on the results of Correlation Matrix the diagrammatic presentation of the pattern is:



Path Diagram – Statistically Significant Paths and Standardized Coefficients



Results

- ❑ The estimation of the pattern shows that the factors that affect directly and positively the reasons of buying GIs products are:
 - the way consumers are informed (Media).
 - The reason why consumers buy GIs products from proposed outlets (Gift).
- ❑ It is remarkable, that the reasons for buying GIs products influence the factor “gift” interactively.

Results

□ The estimation of the pattern, also, shows that there are factors that affect directly the intermediate variables (positively or negatively).

These are:

- “Ingredients or other” affects positively the “Specialized and Big Stores”.
- “Personal interesting for information, or not”, “Specialized information” and “Characteristics of GIs Products” affect negatively the “Specialized and Big Stores”.
- “Specialized and Big Stores” affects positively the factor “Gift”.

Conclusions

- The majority of consumers are aware of the meaning of GI products and buy them mainly because they consider them more healthy, made with natural ingredients and without any additives.

Conclusions

- ❑ The most important determinants for buying GIs products are:
 - The Media influence.
 - The intention of consumers to buy GIs products as gifts.
- ❑ Specialized stores proved to play a very important role in buying GIs products because they have:
 - Greater variety.
 - Better information about the characteristics of the products.

**Thank You for your
Attention...**

Annex Methodological Framework

- At first five factors which consisted of multiple indicators, were measured and then Exploratory Factor Analysis was applied with the factors extraction method in principal components and the rotation method (Varimax Rotation) which resulted the formation of a group of independent quantitative variables.
- Next, a confirmatory factor analysis (CFA) was held with the statistical package LISREL 8.54 for assessing and confirming the measurement models of the reasons for buying GIs products and determinants. This method was applied with the statistics "communalities" located on the diagonal of the correlation matrix. Thereby it was confirmed that the empirical variables (indicators) of factors representing a specific meaning (juristic validity) and also that the concepts were homogeneous (convergent validity)

Annex Results

- The model of research was a structural model where the dependent variable was the “the reasons for buying GIs products” and independent variables all the other factors.
- To estimate the direct and indirect outcomes among factors of the model, Path Analysis was applied using the method of ordinary least squares.
- Total effects on the dependent variables were subsequently calculated, as some of the independent variables were mediating variables.
- For that reason in our model we have only direct effects to the dependent variables.