

The perceived traditionality of a food product : an approach by the grounded theory

Submitted by Ga lle Pantin-Sohier on Fri, 12/07/2018 - 12:57

Titre	The perceived traditionality of a food product : an approach by the grounded theory
Type de publication	Communication
Type	Communication avec actes dans un congr�s
Ann�e	2018
Langue	Anglais
Date du colloque	29/05-01/06 2018
Titre du colloque	European Marketing Association Conference (EMAC)
Auteur	Gonzales-Hemon, Gina [1], Ferrandi, Jean-Marc [2], Pantin-Sohier, Ga�lle [3]
Pays	Royaume-Uni
Ville	Glasgow
R�sum� en anglais	To understand the concept of traditionality a literature review was conducted in management sciences, humanities and social sciences. By the method of Grounded Theory we propose the structuring of the concept of perceived traditionality of a food product. This concept consists of four dimensions: processual, identity, dynamic and experiential. On the theoretical level, these findings allow to specify what is perceived by consumers as traditional. From a managerial point of view, knowing the perception of the traditionality of a food product could help this type of product to become more competitive on the market.
URL de la notice	http://okina.univ-angers.fr/publications/ua18327 [4]
Lien vers le document en ligne	http://www.emac-2018.org/r/default.asp?id=IDLMDGI [5]

Liens

[1] <http://okina.univ-angers.fr/publications?f%5Bauthor%5D=31414>

[2] <http://okina.univ-angers.fr/publications?f%5Bauthor%5D=31409>

[3] <http://okina.univ-angers.fr/gaelle.pantinsohier/publications>

[4] <http://okina.univ-angers.fr/publications/ua18327>

[5] <http://www.emac-2018.org/r/default.asp?id=IDLMDGI>

Publi  sur *Okina* (<http://okina.univ-angers.fr>)