Consumer behaviour towards delicatessen products and branding influence.

by Baziana, S., Tzimitra-Kalogianni, E., Batzios, A. and Tremma, O.

Baziana, S., Tzimitra-Kalogianni, E., Batzios, A. and Tremma, O. 2021. Consumer behaviour towards delicatessen products and branding influence. *International Journal of Social Ecology and Sustainable Development*, 12 (4), pp. 39-47.

International Journal of Social Ecology and Sustainable Development
Volume 12 • Issue 4 • October-December 2021

Consumer Behavior Towards Delicatessen Products and Branding Influence

Sotiria Baziana, Aristotle University of Thessaloniki, Greece
Eirini Tzimitra-Kalogianni, Aristotle University of Thessaloniki, Greece
Aristotelis Batzios, Aristotle University of Thessaloniki, Greece
Ourania Tremma, Harper Adams University, UK

ABSTRACT

It is a fact that branding is a tool for the business to get stronger and also embrace sustainability, which can apply to the delicatessen product market. In addition, the demand of delicatessen products has increased as new trends emerged. Greek businesses have successfully entered the market, advertising the superiority of delicatessen products. The aim of this paper is to provide better understanding of consumer behaviour towards delicatessen products. This is achieved through the views of market experts and a research on consumers investigating how branding influences them. The findings show that there are differences between market experts' opinions and consumers' preferences, which can contribute to the holistic development of the delicatessen market. Finally, this study may provide a basis for a survey of a larger sample of delicatessen firms nationwide and contributes important knowledge to enhance further development in the delicatessen sector and in the management and marketing approach of the market of Thessaloniki.

KEYWORDS

Agriculture, Branding, Consumer Behavior, Delicatessen Products, Greek Market, Olive Oil

INTRODUCTION

Modern marketing, based on a concept of generalization and a mass marketing approach to markets and consumers (Brown, 1995) is being challenged by its postmodern transformation oriented towards the individual. Plurality, diversity, and originality characterize the consumer behavior patterns, or rather the absence of regular behavior patterns. Consumers are changing and radically creating new market opportunities (Firat and Venkatesh, 1995). Contemporary consumers of delicatessen products seek premium quality, uniqueness and superiority in their product. Distinctive features can be created in delicatessen products through their physical, sensory and aesthetic attributes such as raw material quality, the technology used, presentation and packaging, organoleptic properties, identification and association of geographic origin with product image, and by selection of distribution channels (Kupiec and Revell, 1998).

DOI: 10.4018/IJSESD.2021100104

Postmodernism can provide a marketer with a practical and "meaningful insight into the consumption behavior of postmodern shoppers" (Brown, 1993). Consumer choice behavior and decision-making processes depend on product "image" created by the consumer prior to purchase and the act of consumption. This a priori perception of a product is based on consumer expectations and is referred as "quality expectation" in the quality perception process (Steenkamp, 1989).

Quality expectation is influenced by "informational stimuli" i.e. extrinsic (color of the product) and intrinsic (store name) quality cues, as opposed to the quality attributes that are experienced directly as functional benefits supplied by the product (experience attributes, e.g. flavor, texture, shelf life) or indirectly as psychological benefits (credence attributes, e.g. self-satisfaction with choice) when consuming. The "informational stimuli" include elements that are strongly related to social values and can change with changing culture and social environment. In the light of the emergence of the postmodern consumer, these stimuli are strongly affected by language, aesthetic values, narratives, symbolism and literary expressions. On the other hand, individual and distinctive characteristics of delicatessen products produce effective extrinsic quality cue beliefs (e.g. Intensive smell, especially in comparison with industrial products generally shrink-wrapped in plastic. Perception of quality by delicatessen product consumers is also strongly dependent on the person factor (Ophuis and Van Trijp, 1995) which is determined by experience level, psychological attributes, as well as demographic considerations affecting attributes to price.

Quality guidance models connect product physical characteristics with judgments that influence product perceptions (Poulsen et al., 1996; Steenkamp and Van Trip, 1996). They are primarily designed to quantify the relationships between the physic-chemical characteristics of a product and its intrinsic quality cues, which when integrated with quality experience determine final quality perception. However, extrinsic cues such as price, brand name, origin and type of outlet also play a very important role in consumer choice, especially when a product is to be purchased for the first time. There is a range of market-related and behavioral phenomena, which interact, thus, can be hypothesized that they contribute to the growing interest in special/premium food products (Firat and Schultz, 1997). Specifically, the niche character of special food markets focuses more on product uniqueness and aims to fulfill the particular needs of individuals. It, thus, fits into the postmodern marketing paradigm in which each consumer should be treated individually. Additionally, this leads to increasing market fragmentation and diversification as well as to consumer experimentation and adventure in eating.

LITERATURE REVIEW

In a review about the factors that influence delicatessen product choice, Wechner et al., (2007) presented the research findings of a multivariate analysis of quantitative research data collected by questionnaires were distributed to consumers. Clearly, there were significant differences between consumers who were shopping in multiples and consumers who preferred shopping delicatessen in discounters when referred to influencing factors of consumers' perception towards delicatessen products. These differences offer valuable insights for marketing and appropriate targeting of delicatessen consumers. The influencing factors of consumers' perception have relationship with brand/price attitude, protecting designation of origin, environment, appearance and convenience, packaging design, information on packaging and presentation advices. In fact, activities can be adapted for the respective shopping places in order to address the differences in perceptions factors.

Vignali-Ryding et al., (2003) investigated attitudes towards delicatessen and specialty food for consumers in the North West Region of United Kingdom. The results of this research indicated that the younger consumers (16-35 years of age) preferred to shop in the supermarket as it offered the convenience of buying many cheap products, used on a daily basis, under one roof, and with the added benefits of car parking facilities. On the other hand, the 45+ age range had a very strong opinion and showed loyalty to shopping at their specialty stores. The quantitative data supported that 50,4% of the 45+ years of age shopped at specialty food stores compared to only 23%, of the same age group, that shop at supermarkets. These findings suggested that younger shoppers were attracted to supermarkets whereas older shoppers preferred to do their weekly shop within the delicatessen outlets. Moreover, the frequency of shopping at the supermarkets and delicatessen outlets by age proved that twice a week seems to be the most common frequency of shopping by elderly people. However, there are certain criteria, which showed that younger consumers prefer to market in specialty stores. A percentage of 74% of the respondents classed that the image of the store is important or very important when entering the shop and 84% stated that the knowledge of the products on offer is an important reason for shopping at these outlets.

Moreover, Christy and Norris, (1999) discussed the difficulties associated with creating and communicating product identities in some types of specialized consumer goods market. The research conducted to date has involved a review of the secondary data related to the specialist cheese market, together with six face-to-face and telephone interviews with individuals closely connected with the sector: specialist retailers, trade association leaders, food writers, commentators and consultants. According to Christy and Norris, (1999) the term "specialist foods" refers to food products of high quality that may be sold at higher prices than their mass-market equivalents. Examples are found in many food sectors, usually with small production volumes and with emphasis on traditional methods and ingredients (Cambra et al., 2009). Particularly, Tamagnini and Treager, (1998) examined niche marketing opportunities as a common strategy for success for small producers. According to this, segmentation may be viewed as an extension of producers' current market. This implies that decisions on a new segment are backed up by experience, knowledge and/or technical know-how previously gained in a related market. From the producer's perspective, this situation reduces the level of risk involved in facilitating the marketing process for the new segment (Shani and Chalasani, 1992). As a result, producers use various strategies to meet the demand for new qualities in food, for example through the development of organic food, locality food, origin labelled products, traditional foods, artisanal food, healthy food and short supply food chains (Treager, 2003). The survey of Kvam et al., (2014) showed that product qualities that were important in local niche markets were regarded as less important in regional and national markets. According to a survey conducted in 2010, 16% of the Norwegian population were highly interested in local food specialties (Synovate, 2010). This group was described as "urban idealists who were willing to change". The producers were described as "rural traditional idealists'' with limited knowledge about the important target group mentioned above (Synovate, 2010). There is need for greater knowledge and greater awareness about the qualities that generate added value for food specialties in different markets. At the same time, retailers should develop knowledge about market communication strategies and in particular how to follow up sales to ensure that product qualities are communicated to potential consumers (Kent, 2003).

Given this background, we ascertain that consumer trust plays an important role in situations characterized by risk and uncertainty in the food sector. Moreover, Fernie, (2000), also highlighted the importance of consumer trust. Specifically, he proved that trust derives from customer service excellence since customers would purchase a new product based on the degree of trust they feel to the suppliers and not the product itself. Moreover, Burt & Davies, (2010) mentioned that the degree of consumer trust is attributed to the branding the retailer has selected to follow, leading the retailer to be the brand.

In consumers' decision-making processes, trust reduces complexity, thus, acting as cue for facilitating this process (Savadori et al., 2010). For this reason, Hartmann et al., (2015) demonstrated that «Cause related Marketing» (CrM) in the German retail sector, constitutes one of the most dynamic marketing tools for reinforcing the consumers' trust. Particularly, the aim of this study was to examine the role of trust in the success of a retailer's CrM campaign. The main finding of this study supported that trust in a retailer's GrM Campaign for retail branded meat products enhances consumers' loyalty towards the retailer selling CrM products. The findings also proved that companies, which integrated a CrM campaign as an element of their Corporate Social Responsibility policy, could gain a competitive edge – an issue of great relevance in the German retail sector characterized by high competition

(Spencer and Rehder, 2012). It is also apparent that more people are now prepared to pay premium prices for food produce that meets their needs in terms of quality and provenance (Serio, 2008).

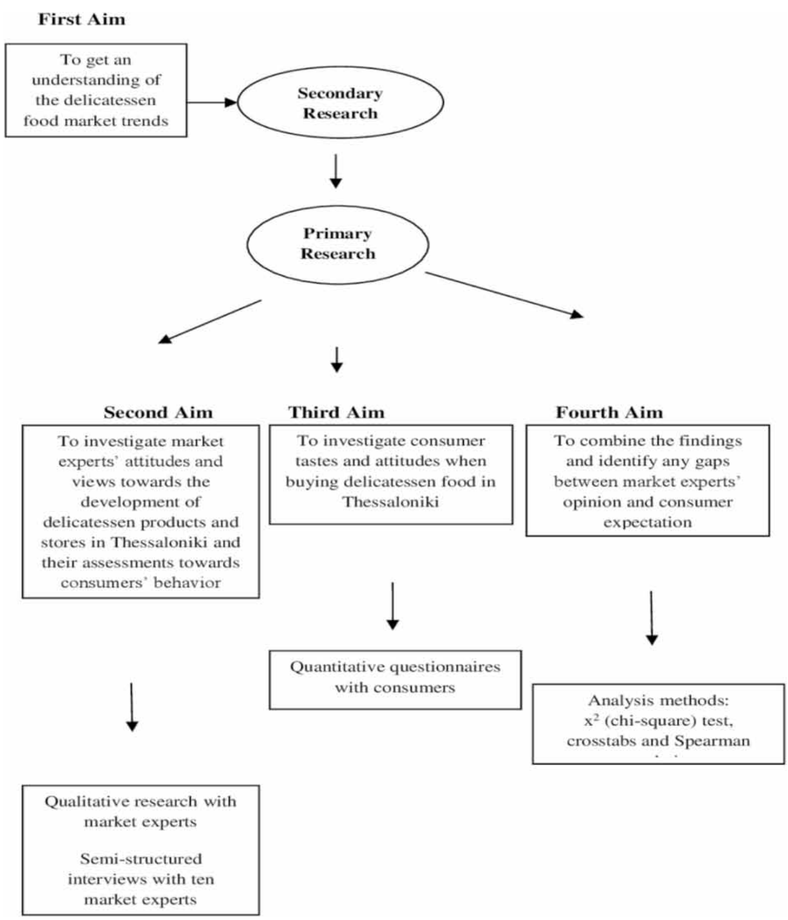
Therefore, the retail brand name and the retail context within which it is sold, presumably enables such identificationand recognition, and reflects a level of trust which encourages repeat purchase.

The basic principles of communication between consumers and retailers can be affected and reinforced by various marketing strategies and tools. Based on that mind, word-of-mouth communication represents a very trustworthy form of communication exerting a great impact on consumer's behavior. The investigation of Kursan et al., (2017) claimed that market experts via word of mouth strategy could declare the innovation of their products, creating the appropriate message for their targets groups. This statement constitutes a source of credibility for clamping the relationship between market expert and potential consumer. Furthermore, dissatisfied customers engage in greater word of mouth than satisfied customers (Anderson 1998).

Research Matrix

The matrix shows that every type of design will include the desire to analyze contextual conditions in relation to the aim (Figure 1). This means that the same case study involves more than one unit of analysis (Yin 2002).

Figure 1. Research Matrix of Aims



METHODOLOGY

For attaining the aim of the paper, two different types of questionnaires were developed and completed by 10 market experts and 300 consumers in Thessaloniki - Greece, respectively. The sampling method used in this paper is that of the simple random sampling. For the purpose of this research both qualitative and quantitative analysis was employed. However, it has also been necessary to conduct a thorough primary research, in order to obtain information on consumer tastes, attitudes, and preferences on delicatessen products as well to determine the driving forces behind their choices when buying delicatessen products. The primary research has also been very important in evaluating market experts' opinions of the delicatessen sector, in terms of service and products being offered, in relation to actual consumer expectations and satisfaction levels. The advantage of using ten semi-structured interviews in the qualitative research is that various views can be obtained from the breadth of knowledge and experience in the delicatessen sector. In the quantitative part, the method of simple random sampling was applied. Data were analyzed through SPSS software and results came up with a further use of descriptive statistics, parametric and non-parametric analysis. The methods used for the investigation of the hypothesis were the chi-square (x2) tests along with crosstabs and Spearman correlation test.

Qualitative Research

As a first step of the analysis, an extensive qualitative survey was made which enabled the formation of the questionnaire presented in the second part of the analysis.

The qualitative research took place in early December 2016, in Thessaloniki, in order to investigate the opinions of market experts' towards delicatessen products and the general consumer perception from the business perspective. Results led to the formation of the questions regarding the quantitative research. Specifically, semi-structured interviews were conducted to ten (10) market experts that took part in the qualitative research. Semi- structured interviews were selected as a method of approach since the both the interviewer and interviewees engage in a one-time formal interview using a list of questions and topics that need to be covered during the conversation. In addition, during the interview, the interviewer may stray from the guide when feels this is appropriate given the feeling of a simple conversation where she/he is free to improvise (Cohen, 2006; Iosifidis, 2006; Parker, 2006).

Regarding the business status of the participants, 100% were retailers, with one case being part of a larger group globally (ERGON AGORA), and their annual turnover was approximately between 50.000-500.000 Euros.

Results showed that 8 out of 10 participants defined delicatessen products as unusual and processed differently products whilst 7 out of 10 participants defined them as products of rare ingredients, quality and different production methods. Moreover, olive oil, processed cheese and processed meat products are the main delicatessen products considered as the best sellers in all cases. Almost 50% of the participants stated the importance of delicatessen markets during the last 5 years to be paramount while the average annual spend on deli was estimated between 25000-50000 euros. All respondents mentioned that their products are local and only 10% of them is imported. Additionally, the majority of the cases stated that delicatessen products in their stores are 80% local and 20% imported (pareto principle acknowledged).

Regarding the most important factors, which influence the purchase of delicatessen products, 60% of the market experts selected quality and 60% the support for the local economy. Regarding the factors that motivate customers to purchase delicatessen products, 90% of market experts stated the high quality. The characteristics that differentiate delicatessen products to common ones were the ingredients by 50% of market experts and taste (30%). Quality was stated as the most important factor (70%) in consumer perception from the business perspective.

Furthermore, the majority of market experts believe that they influence their customers in an average percentage of 52.5%, which is very interesting based on the fact that 25.3% of the consumers take their information from the retailers. Moreover, results showed that the most common and preferred promotion method applied was that of word of mouth, according to market experts since it is the most powerful method that can be used by everyone without expenses.

Regarding the future of delicatessen markets, experts in total predicted that the purchase of these products would either stay the same or increase slightly between 11-20%.

Quantitative Research

The method employed was that of simple random sampling and more specifically the method of convenience sampling. Convenience sampling is a method that includes data collected in the appropriate time at the right location of information (Gravetter & Forzano 2015). It is one of the types of random sampling since the selection of sample is carried out randomly and selects the elements that are or appear to be most readily available at the time of selection. Only asking the right things from the right people in the right place and at the right time could help to gather relevant information for the research (Phillips 2013).

The second part of the survey was conducted through structured questionnaires and took place from January to March 2017 in Thessaloniki – Greece outside of delicatessen meeting points. The sample consisted of 300 consumers out of which 40% were men and 60% women. The majority was employed in the private sector (44%) and 24.7% as freelancers. The educational level of the participants was high (Bachelor-Master-PhD) for the majority (65.4%). Regarding the marital status of the participants, 54% were married with household size of three people (29.3%) while their ages varied between 35-54 years for the 56.7%. The monthly personal income of the participants was between 501-1500 Euros (74%), which is regarded as satisfactory taking into account the Greek debt crisis period where 51.6% of Greek people that still have a job are estimated to earn 1-800 Euros (ELSTAT).

RESULTS

The majority of the participants stated that they purchase delicatessen products on a weekly basis (55.4%) while the monthly amount spent on deli reaches the 100 Euros (76.6%). Moreover, results showed that the most important factors which influence the purchase of delicatessen products is quality and prestige for 26.3% of the participants. Regarding the desired changes over deli stores, 24.5% of the consumers stated the price reduction of the products. Delicatessen products were defined by consumers as "quality" (16.0%) and "healthy" (12.8%), "artisanal" (10.5%) and "small production" (10.2%). The less chosen word was "innovative" and selected by 3.7% of the participants. Additionally, the most important factor that covers consumer needs was "Quality" while "word of mouth" was stated to be the most common and preferred source of information (36.7%) regarding delicatessen products. However, retailers and producers were also mentioned as a preferable source of information (25.3%).

Results showed that the most common purchased delicatessen products were meat-processed products (37.0%), dairy products (32.9%) while over 80% of the participants stated olive oil.

A statistically significant relation was found through spearman's correlation test between the monthly amount customers spend and their monthly income, at 1% level of significance. The coefficient is estimated to rho=0,193 revealing a positive but weak correlation between the examined variables. This means that the more the monthly income of the consumers, the more the money they are able to spend on a delicatessen products on a monthly basis. Given the Greek debt crisis period where income has radically decreased, result underlines the importance and the effect of the factor of income towards the purchase of delicatessen products. In addition, $R2 \approx 0,04$ which means that the amount of money consumers spend on delicatessen products is based by 4% on their monthly income.

Moreover, results through chi-square tests and cross-tabulations showed that consumers who want to cover health, quality and taste needs purchase delicatessen products motivated by sensory perception, nutrition, price, production method, preservation method, ecology and freshness.

In addition, consumers who want to cover needs regarding health are more likely to purchase from a deli store influenced first by quality and prestige (34.8%) related to those who do not want to cover the same need (21.3%). The easy access and comfort (21.3%) consists the second motivating factor related to people who do not focus on health needs.

Consumers who want to cover their need for availability are more likely to purchase from a deli store influenced by larger variety (38.1%) related to those who do not want to cover the same need (14.7%).

Furthermore, consumers who want to cover their need for quality are more likely to purchase from a deli store influenced first by quality and prestige (30.9%), then by easy access and comfort (20.9%) and third by the purchase of special products (19.1%) related to those who do not want to cover the same needs (25.0%, 17.5% and12.5% additionally).

Regarding trust, consumers that want to cover this need are more likely to purchase from a deli store influenced first by easy access and comfort (24.5%) and then by easy larger variety (22.6%) related to those who do not want to cover the same need (17.5% and 15.5% additionally).

Concerning the definition consumers give for delicatessen products, this varies according to the frequency of purchase. Consumers who buy deli products 3-4 times per year define them as innovative (28.6%) related to those who do not (7.4%). Respondents who purchase once a week deli products define them as traditional (45.2%) biological (44.0%) and special (35.7%) related to those who do not (29,7%). Consumers aged between 35-44 that chose economic crisis-income (34,6%) related to those who did not chose it (19,6%).

Findings

The results of both qualitative and quantitative research showed many similarities. The general definitions that consumers and market experts offered regarding their understanding of delicatessen products were very similar. In the main, both groups outlined that delicatessen products are those that require a unique process of manufacturing or are goods that are not readily available. Particular ingredients and production methods make delicatessen products unique with special characteristics. On the other hand, communication has been essential therefore to inform consumers proactively about the specific products attributes in order to appreciate the difference of these products and fully enjoy the products. In this case, branding establishes the link between delicatessen products attributes and consumer recognition. Moreover, by taking advantage of the detailed information in each topic of interest, marketers and advertisers can gain better understanding of customer interests and knowledge and then develop and implement effective marketing and advertising strategies.

REFERENCES

Anderson, E. W. (1998). Customer Satisfaction and Word of Mouth. *Journal of Service Research*, *1*(1), 5–17.

Brown, S. (1993). Postmodern marketing? *European Journal of Marketing*, *27*(3), 19–34.

Brown, S. (1995). *Postmodern Marketing*. Routledge.

Burt, S., & Davies, K. (2010). From the retail brand to the retail-er as a brand: Themes and issues in retail branding research. *International Journal of Retail & Distribution Management*, *38*(11/12), 865–878.

Cambra-Fierro, J., Vazquez-Carrasco, R., & Centeno, E. (2009). The challenges of internationalizing national culture-based hand-crafted products. *Marketing Intelligence & Planning*, *27*(7), 900–908. doi:10.1108/02634500911000216

Christy, R., & Norris, G. (1999). Discovery markets communicating product identities in specialised sectors. *British Food Journal*, *101*(10), 797–808. doi:10.1108/00070709910293706

Cohen, D., & Crabtree, B. (2006). *Qualitative Research Guidelines Project*. Academic Press.

Fernie, J. (2000). Retail Insights - Branding. *International Journal of Retail & Distribution Management*, *28*(9), 1–26. doi:10.1108/09590552200000004

Firat, F., & Shultz, C. J. I. I. (1997). From segmentation to fragmentation: Markets and marketing strategy in the postmodern era. *European Journal of Marketing*, *31*(3/4), 183–207. doi:10.1108/EUM0000000004321

Firat, F., & Venkatesh, A. (1995). Liberatory postmodernism and the re-enchantment of consumption. *The Journal of Consumer Research*, *22*(3), 239–267. doi:10.1086/209448

Gravetter, F., & Forzano, L.-A. (2015). *Research Methods for the Behavioral Sciences*. Cengage Learning.

Hartmann, M., Klink, J., & Simons, J. (2015). Cause related marketing in the German retail sector: Exploring the role of consumers' trust. *Food Policy*, *5*, 108–114. doi:10.1016/j.foodpol.2014.06.012

Iosifidis, T., & Spyridakis, M. (2006). *Qualitative social research*. Kritiki. (in Greek)

Kent, T. (2003). Management and design perspectives on retail branding. *International Journal of Retail & Distribution Management*, *31*(3), 131–142. doi:10.1108/09590550310465503

Kupiec, B., & Revell, B. (1998). Specialty and artisanal cheeses today: The product and the consumer. *British Food Journal*, *100*(5), 236–243. doi:10.1108/00070709810221454

Kvam, G. T., Magnus, T., & Straete, E. P. (2014). Products strategies for growth in niche food firms. *British Food Journal*, *116*(4), 723–732. doi:10.1108/BFJ-06-2011-0168

Liu, X., Burns, A. C., & Hou, Y. (2017). An Investigation of Brand-Related User-Generated Content on Twitter. *Journal of Advertising*, *46*(2), 236–247. doi:10.1080/00913367.2017.1297273

Milakovic, I. K., Mihic, M., & Ivasecko, N. (2017). Antecedents of traditional and electronic word of mouth communication student population-based study. *Journal of Social Sciences and Humanities, 21*(1), 97-111.

Ophuis, P. A. M. O., & Van Trijp, H. C. M. (1995). Perceived quality: A market driven and consumer oriented approach. *Food Quality and Preference*, *6*(3), 177–183. doi:10.1016/0950-3293(94)00028-T

Parker, A., & Tritter, J. (2006). Focus group method and methodology current practice and recent debate. *International Journal of Research & Method in Education*, *29*(1), 23–37. doi:10.1080/01406720500537304

Phillips, P., Phillips, J., & Aaron, B. (2013). *Survey Basics*. American Society for Training and Development.

Poulsen, C. S., Juhl, H. J., Kristensen, K., Bech, A. C., & Engelund, E. (1996). Quality guidance and quality formation. *Food Quality and Preference*, *7*(2), 127–135. doi:10.1016/0950-3293(95)00044-5

Savadori, L., Graffeo, M., Bonini, N., Lombardi, L., Tentori, K., Rumiati, R., (2010). Rebuilding consumer trust in the context of a food crisis 1. *Trust Risk Management: Uncertainty Scepticism Public Mind*, 159.

Shani, D., & Chalasani, S. (1992). Exploiting niches using relationships marketing. *Journal of Services Marketing*, *6*(4), 43–52.

Socio-Economic Research and Intelligence Observatory (SERIO), Research, & Innovation, University of Plymouth. (2008). *Understanding of Consumer Attitudes and Actual Purchasing Behavior, with Reference to Local and Regional Foods*. Author.

Spencer, P., & Rehder, L. E. (2012). *The German Food Retail Market*. USDA Foreign Agricultural Service. Global Agricultural Information Network. http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Retail%20 Foods_Berlin_ Germany_7-31-2012.pdf

Steenkamp, J.-B. E. M. (1989). *Product Quality: An Investigation into the Concept and How It is perceived by consumers*. Van Gorcum.

Steenkamp, J.-B. E. M., & Van Trip, H. C. M. (1996). Quality guidance: A consumer based approach to food quality improvement using partial least squares. *European Review of Agriculture Economics*, *23*(2), 195–215. doi:10.1093/erae/23.2.195

Synovate, N. (2010). Foredrag om resultater fra Norsk Spisefakta 2010 by John Spilling. Synovate Norge pa Fagdag Norsk mat, Oslo, Norway.

Tamagnini, V., & Treager, A. (1998). An assessment of niche marketing opportunities in the delicatessen meat sector. *British Food Journal*, *100*(5), 228–235. doi:10.1108/00070709810221445

Treager, A. (2003). From Stilton to Vimto: Using food history to re-link typical products in rural development. *Sociologia Ruralis*, *43*(2), 91–107. doi:10.1111/1467-9523.00233

Vignali-Ryding, D., García Sánchez, J., & Vignali, G. (2003). The delicatessen and specialty food market in the North West. *British Food Journal*, *105*(8), 551–558. doi:10.1108/00070700310497309

Wechner, H., Kaufman, H. R., & Vignali, C. (2007). Influencing factors of consumers' perception towards delicatessen differentiated by consumers' favourite shopping locations. *International Journal of Management Cases*, 121-128.

Yin Robert, K. (2002). *Case study research: design and methods (3rd ed.). Academic Press.*

Sotiria Baziana is a PhD candidate in the Department of Agricultural Economics, in Agriculture from Aristotle University of Thessaloniki.

Eirini Tzimitra-Kalogianni is a professor in the department of agricultural economy in Aristotle University of Thessaloniki.

Ourania Tremma is a lecturer at Harper Adams University.