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# ANALYSIS AND MARKET PROSPECTS OF A TRADITIONAL CALABRIAN PRODUCT

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## *Abstract*

The strategies for exploiting typical production represents a theme of great interest, above all in the measure in which exploitation brought about via adequate marketing strategies allows these products to shed their anonymity. This paper constitutes a contribution in this direction, since it analyses the potential of a traditional product ('Nduja) using multivariate analysis techniques on a sample of consumers, identified by a specific market research survey. This made it possible to define the main characteristics of the type of consumer of this product and to define suitable market segmentation strategies.

## *1. Introduction*

The strategic management of typical products is a subject of great topical interest in those countries with plenty of traditional products. Therefore, the possible strategies for quality and development offer new opportunities for producers, also in relation to the changes in consumer tastes and preferences.

This paper proposes a study of the market possibilities of a traditional Calabrian product, 'Nduja, by researching a sample area with the aim of defining the main consumer characteristics.

'Nduja<sup>1</sup> is a sausage product made from the fatty parts of the pig with the addition of spicy chilli pepper and salt. It is a simple food, originating from the old needs of farmers to exploit the remaining pig meat after they had given the best parts to their landowners.

'Nduja is presently enjoying increased success owing to it being full of the "strong" flavours that are traditional of Calabrian gastronomy and also because of its reputation

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<sup>1</sup> 'Nduja, whose name derives from the French ("andouille" means "sausage"), seems to have been brought into Calabria by the French in the Napoleonic period (1806-1815). According to another interpretation, however, it is thought that it was the Spanish who brought it into Calabria in the sixteenth century, together with chilli pepper, and the very spicy dressed pork products used up until that era in Spain support this theory.

as a healthy product that conveys positive values and that can unite its success with the territory from where it originates. Furthermore, the product has decidedly distinctive characteristics compared to traditional sausages since it is spread rather than sliced; its uses, therefore, are clearly distinguished from those of other apparently similar products.

In its area of origin,<sup>2</sup> 'Nduja is produced by farming families that produce the product following the same traditional techniques that were used in the past. This production is destined both for self-consumption and marketing via "short or very short circuit" distribution. For some time even a number of butcher's and small dressed pork factories have started their own production of 'Nduja using mechanised production lines following an increase in demand: at present it is possible to estimate a total production in Calabria of between 150 and 180 tonnes per year.

Approximately half of the production of dressed pork products is destined for the Calabrian market with the other half assigned to markets outside the region, mainly national and principally in the large metropolitan areas of Central and Northern Italy.

The commercialisation of the Calabrian market takes place via wholesalers or agents who look after distribution to the various sales outlets, made up of dressed pork factories, grocers, gastronomies, motorway restaurants, supermarkets, restaurants or via the direct producer-consumer channel.

## *2. The market survey in a sample area*

In order to understand the main characteristics regarding the consumer behaviour of the product being studied, a specific market survey was carried out.

The research was necessary to gather consumer profiles, verify the strength and image of the brand, measure the acceptability of the product and its characteristics. Furthermore, it aimed to identify the position of the product also in relation to its competitors and to understand its strengths and weaknesses. Indeed the evaluation of these aspects assumes a key role in the definition of development, allowing market opportunities to be more easily gathered through more accurate methods of consumer segmentation, allowing as yet hidden potential to emerge (Crisci, Pellegrino 1999).

The choice of carrying out a market survey on a typical product like 'Nduja is justified by the fact of it being a product that is firmly established in regional culinary traditions with an increased level of penetration in recent years, but which at the same time has interesting innovative characteristics, possessing organoleptic characteristics in line with new culinary trends of alternative products, mainly catering to the new demands of the consumer.

The research area was delimited by the city centre area of Reggio Calabria, where consumers are both connoisseurs of the product and new buyers especially prone to its consumption.

Other aspects considered within the scope of the survey regard the presentation of the product and all factors linked to it: packaging, brand identification, etc....

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<sup>2</sup> The production area of 'Nduja is located in the town of Spilinga, from where it initially originated. It is, however, in the inland provincial area of Vibo Valentia where it is possible to find the most significant production.

### 3. Survey characteristics

In describing the different moments relating to the development of the market survey, we will refer to the “*linear model*” (Zammuner, 1998).

The first phase regards the definition of the objective, which takes the form of an exploratory survey of consumer type of the Calabrian salami type product “Nduja”.

This type of survey is structured by asking a series of questions to subjects that consume the product.

The sampling plan envisages a random system for the choice of sales outlets, and a random-rational system to pick out consumers (those who carry out the purchase), according to the selection method of “one every ten”.

As previously mentioned, the town chosen to carry out the survey is Reggio Calabria (survey area: town centre area), in which ‘Nduja is characterised as a widely consumed traditional product.

With regard to the survey sites, four retail outlets and two of the large-scale retail trade outlets were chosen with the aim of questioning consumers with different purchasing methods and capacities.

In order to ascertain the number of subjects to question, an estimate was made of the number of consumers in a month at a high purchase frequency, on the basis of information obtained from preferential witnesses. From this number, estimated at approximately 4000 units, the sample was extrapolated, estimated to be equal to 5%. Therefore the number of subjects interviewed was 200.

For the interview a specific questionnaire was set up<sup>3</sup> which envisages three types of questions. A first group was directed to collect a table of information about reasons for purchasing, a second was aimed at describing interviewee behaviour; finally, a third group tended to define the socio-economic profile.

The interviews were carried out over a week. Interviewees were chosen as ‘Nduja consumers, knowing these characteristics as discriminant to start the interview. The definition “Nduja consumer” also includes those subjects who do not regularly consume this dressed pork product.

The questionnaires were filled in by carrying out face to face interviews.

Finally, the analysis and interpretation of the data, which represents the final moments of the survey were elaborated by initially using descriptive statistics, necessary to have a complete picture, and subsequently Factor Analysis<sup>4</sup>.

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<sup>3</sup> Most of the questions in the questionnaire were “closed”, that is to say without any possibility of the interviewee giving an answer not foreseen by the questionnaire. It also envisaged multiple choice answers, allowing the interviewee to choose from different possible answers, thus making it possible to measure the strength of the question. The questionnaire evolves around 20 questions on consumption and purchase habits, with a table of questions, 19 in all, about product awareness, concluding with a short table about socio-economic characteristics of the subjects interviewed.

<sup>4</sup> As noted, the Factor Analysis is made up of elaborate techniques to analyse the interrelationship within a group of variables and to identify some, known as factors, which are believed to contain fundamental information about the observed structure. This methodology aims to explain the correlation between the observed variables as a function of a reduced number of non-observed factors. These factors are also known as “components”, “dimensions” or “latent factors”. Furthermore, the agglomeration of observations is transformed into a simple structure that is able to “inform” also as much as the initial structure (Mignami, Montanari, 1994). Of all the techniques of Multivariate Analysis, Factor Analysis is of greatest interest because of its possible application in a business sphere, particularly regarding market research (Iacobucci 1996, Cool, Henderson, 1997). It is used, within the scope of demand segmentation, to summarise a series of appraisals provided on a number of specific characteristics of the products analysed. Namely that it is possible to use this methodology to provide a concise explanation of the

#### 4. Results of the survey

##### 4.1. Consumer choices

The results of the questionnaire allow us to carry out a detailed description of the characteristic traits of 'Nduja consumers and their main choices.

The survey carried out indicates a rather representative sample, since socio-economic conditions and social characteristics such as age, sex etc., are distributed among all classes.

The definition of an adequate market strategy is based, among other things, on the knowledge that the consumer possesses regarding understanding of the product. Therefore a number of questions were directed both at the area of origin and the production techniques.

Knowledge of the area of production shows a substantial level of ignorance regarding the origins of 'Nduja.

Indeed the results (tab. 1) show that a large part of consumers (37.5%) were unable to give an answer regarding where the product is made, while those professing to know its origins, named Catanzaro (20%) and Cosenza (10%) among the areas of production, whereas some generically understood the region of Calabria as being the area of production (8.5%). The exact identification of the town of origin, Spilinga, only occurred in 8% of cases.

Tab. 1 – Consumer knowledge regarding the original production area of 'Nduja

Town of origin	Frequency	%
Don't know	75	37.5
Catanzaro	40	20.0
Cosenza	20	10.0
Calabria	17	8.5
Spilinga	16	8.0
Vibo Valentia	15	7.5
Crotone	6	3.0
Sila	5	2.5
Other	6	3.0
Total	200	100.0

With regard to knowledge of production techniques, questions focussed in particular on the type of meat used: it seems that there is widespread understanding since 67% of interviewees state that 'Nduja is only produced with pig meat (Tab. 2). Others (14.5%) believe that it is produced using different meats, while 14% of consumers profess not to know from which type of meat 'Nduja is produced.

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relationships identified by the market survey, or when it is a matter of condensing and reducing the data with the aim of losing the smallest amount of relevant information (Molteni 1993).

Tab. 2 – Consumer knowledge regarding the type of meat used in the production of 'Nduja

	Frequency	%
Only with pig meat	134	67.0
With different meats	29	14.5
Don't know	28	14.0
Others	9	4.5
Total	200	100.0

Consumption habits provide important information on the peculiarity of this product; this dressed pork product is chosen by the person responsible for shopping preferably once every two or three months (31%), thanks, probably, to its conservation capacity (Tab. 3). The data relating to non purchase (60%) is also striking, probably confirming its tendency of being given as a present rather than being a purchase, or its peculiarity of home-made production.

Tab. 3 – Frequency of purchase during the last month

	Frequency	%
Haven't bought it	120	60.0
Once every two or three months	62	31.0
Once or twice a month	15	7.5
At least once a week	3	1.5
Total	200	100,0

The analysis regarding the amount purchased merits attention in order to have a more complete picture of this aspect. With reference to the last time the interviewee purchased the product (Tab. 4), it was found that the highest incidence for the purchase of 'Nduja corresponded to the first two weight ranges, up to 100 grammes (54.5%) and between 100 and 300 grammes (34%). This result is also linked to the method of consumption of the product.

Tab. 4 – Quantity purchased last time

	Frequency	%
Less than 100 g.	109	54.5
100 - 300 g.	68	34.0
300 g - 1 Kg.	11	5.5
Over 1 Kg	7	3.5
Don't remember	5	2.5
Total	200	100.0

The quantitative trend of consumption in the last year (Tab. 5) is given as a constant of the majority of consumers interviewed (67%), even though it was noted that it has diminished for a consistent share (26.5%). Only a small number of those interviewed professed to have increased consumption.

Tab. 5 – Consumption trends in the last year

	Frequency	%
Remained constant	134	67.0
Diminished	53	26.5
Increased	13	6.5
Total	200	100.0

Within the scope of market research, the survey also aimed to clarify the position of the product being studied in relation to the types of packaging (Tab. 6). 'Nduja is highly regarded sold loose, because of its special organoleptic characteristics; despite this, it was found that 40.5% of interviewees were aware of pre-packaged production.

Tab. 6 – Awareness of pre-packaged production of 'Nduja

	Frequency	%
Yes	81	40.5
No	119	59.5
Total	200	100.0

It is interesting to note how such a significant percentage falls in the response on the consumption of the product, settling at 25.5%, a value that is however important, also in relation to the diffusion potential of this dressed pork product. Precisely for these considerations, the main preferences supporting the choice of packaged rather than loose<sup>5</sup> were closely examined: the most valued characteristics are the healthiness of the product (21%) and the practicality of the packaging (20%) (Tables 7 and 8). The other characteristics envisaged in the questions, namely safety of the meat, taste, price and quality were of little importance.

Tab. 7 – Type of consumption preferred

	Frequency	%
Loose product	149	74.5
Packaged product	51	25.5
Total	200	100.0

<sup>5</sup> This closer investigation obviously only regarded those consumers who stated that they consumed the product in tins

Tab. 8 – Order of preference for packaged product

Characteristic	%
Healthiness	21.0
Practicality	20.0
Taste	8.5
Safety	5.0
Quality	4.0
Price	4.0

We are, however, in the presence of a product firmly rooted to traditions and habits. The packaged product is bought almost on impulse, following a mode of purchase that is present in virtually all consumers: an evident sign of this attitude is represented by the almost total absence in the memory of the consumer of the brand chosen. The purchase is probably dictated by the packaging or by the advice of the retailer (Tab. 9).

The answers regarding the occasions when the product is consumed, highlight how it is above all concentrated at special occasions and at the restaurant.

Tab. 9 – Instances of 'Nduja consumption

	%
On special occasions	54.0
At restaurants	33.0
Occasionally for dinner	27.5
Occasionally for lunch	11.5
Other	12.5

One of the most important pieces of information which subtends possible market interventions is the perception of the price and the possibility of using it as a marketing mix instrument.

The presence of high percentages corresponding to the answers “don’t remember” (70.5%), with regard to the price, leads to the consideration that this dressed pork product is deeply rooted in the experience of the consumer, thus displaying little attention to the parameter of price as discriminant in choice (Tab. 10).

Moreover, this dressed pork product, like many other typical products, does not have a uniform price: this is confirmed from the information provided by interviewees who purchased it above all at a price varying between 22,000 and 27,000 lire/Kg (12.5%) and between 19,000 and 21,000 lire/Kg (10%).



Tab. 10 – Price ranges paid by interviewees to purchase 'Nduja

	Frequency	%
Don't remember	141	70.5
Between £.22,000 and £.27,000	25	12.5
Between £.19,000 and £.21,000	20	10.0
Between £.15,000 and £.18,000	8	4.0
Below £.15,000	4	2.0
Over £.27.000	2	1.0
Total	200	100.0

The answers regarding substitutive products for 'Nduja are interesting (Tab. 11), considering that the fairly consistent share of those who consider that this dressed pork product is irreplaceable (19.5%), and those who declare not to know which product to use instead (32.5%). With regard to the possible substitutes identified (9 types of alternative products), the most popular was spicy salami (23%), followed by “sardella” (10%) and “soppressata” (6.5%). The presence of chilli pepper among the substitutive products is significant, confirming the double character of 'Nduja: on one hand a dressed pork product and on the other a product that can be spread or a flavouring that can be used for a number of dishes. Possible “manufactured” products were virtually absent among the substitutes.

Tab. 11 – List of 'Nduja substitutes

	Frequency	%
Don't know	65	32.5
Salami	46	23.0
Irreplaceable	39	19.5
“Sardella”	20	10.0
“Soppressata”	13	6.5
Chilli pepper	9	4.5
Mushrooms	2	1.0
Anchovy paste	2	1.0
Spicy sausage	2	1.0
Ketchup	1	0.5
Soya	1	0.5
Total	200	100.0

## 4.2. Reasons for purchase

The main objective of the survey is, as has already been said, to analyse all data regarding the reasons for consumption and purchase behaviour relating to ‘Nduja, gathered from an investigation carried out on a sample of purchasers used to this dressed pork product, whose results were elaborated by means of Factor Analysis<sup>6</sup>.

In Tab. 12 we can see how from the correlation matrix 5 components were extracted which describe 64.8% of total variance.

The criteria for identifying the groups obtained by the elaborations is linked to the most correlated variable, which is the one that more than the others contributes to characterising the factor and, therefore, will be the one to point out in the denomination of the factor (Tab. 13).

Tab. 12 – Extracted components, percentage of variance explained by each factor and cumulative percentages before and after Varimax rotation

Factors	Eigenvalue			Weight of unrotated factors			Weight of rotated factors		
	Total	% variance	Cumulative % variance	Total	% variance	Cumulative % variance	Total	% variance	Cumulative % variance
1	6.238	32.831	32.831	6.238	32.831	32.831	3.030	15.945	15.945493
2	2.402	12.643	45.474	2.402	12.643	45.474	2.997	15.776	31.721525
3	1.507	7.933	53.407	1.507	7.933	53.407	2.852	15.012	46.733424
4	1.138	5.988	59.395	1.138	5.988	59.395	2.214	11.651	58.384725
5	1.045	5.498	64.893	1.045	5.498	64.893	1.237	6.508	64.893174
6	0.888	4.673	69.566						
7	0.737	3.880	73.446						
8	0.683	3.595	77.042						
9	0.652	3.434	80.476						
10	0.575	3.024	83.500						
11	0.520	2.738	86.237						
12	0.494	2.601	88.838						
13	0.407	2.143	90.982						
14	0.362	1.904	92.886						
15	0.335	1.761	94.647						
16	0.309	1.625	96.272						
17	0.274	1.442	97.714						
18	0.254	1.338	99.052						
19	0.180	0.948	100.000						

The first factor contains the questions regarding both the intrinsic characteristics of the product, such as its characteristic appearance, its spreadability and taste and the cultural reasons for purchasing the product, namely its link with the territory and tradition. We can therefore group these factors together in a single aspect named “*Regionality*”.

The method of consumption of this dressed pork product is strongly linked to traditions. It is interesting to note how, in the definition of this component, the

<sup>6</sup> The elaboration followed traditional procedures to identify common factors. After checking the statistical significance of the data by means of the correlation matrix, the partial correlation, the KMO measure and Bartlett’s sphericity test, measurements which confirmed the quality of the data, factors were extracted from the correlation matrix using the method of the principal component. In order to fix the number of factors necessary to explain the correlation between the variables, the criteria of the eigenvalue-greater-than-one rule and the scree plot were used. These methods identified five components which however appeared to be unclear and described in ambiguous fashion. For this reason an orthogonal rotation using the Varimax method was applied which made for a more simple reading of the factor loadings.

methodology identified a correlation between the culinary traditions of the consumer and the characteristic appearance of the product, together with its most particular characteristic – that it can be spread, almost to identify in the consumer’s experience of the consumer a link between the product, and in particular its appearance, and the tradition of typical Calabrian production.

Tab. 13 – Variables used in factorial analysis

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It’s natural
For the price
Because it’s a food suitable for winter
Because chilli pepper is good for you
Because it is made from safe meats
Because it goes well with wine
It is hand-made
It is free from preservatives
For its characteristic appearance
It is a dressed pork product that can be spread
It’s tasty
It’s a traditional dressed pork product from my area
It’s a Calabrian product
I’ve always eaten it
I can use it with different dishes
All the family like it
It’s easy to cook
It’s easily found at sales outlets
Because it characterises the kitchen table

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The second factor joins together the reasons linked to “*Consumption habits*”, since it gathers the attributes regarding consumption characteristics, namely a dressed pork product that has always been known, useful in the elaboration and presentation of dishes, that finds a certain appreciation with families and is easily available at sales outlets. A dressed pork product that therefore makes up part of the daily culinary routine.

The third factor regards the hand-made production of the product, the absence of preservatives, its naturalness and the safety of the meats used. We ascribe the name of “*Hand-made products*” to this factor, and it is not a coincidence that consumers of ‘Nduja are particularly attracted by this factor. The purchase at the sales counter of hand-made products, as often happens in the case of this particular dressed pork product, indeed ideally brings together those consumers who appear to be indifferent to the so-called “marketing identification”, like the advice of opinion leaders, advertisements, promotions, etc.

Wherever it is considered that at sale counter purchases the consumer is in the presence of anonymous products without any reference to either the origin or the producer, his or her choice is made on sight or according to the principle “give me the same as last time”, where the suggestion, advice and trust of the counter hand are decisive factors. This would help to explain the almost complete absence of remembering the brand.

The fourth factor joins the questions on consumption in the winter period, the presence of chilli pepper and suitability with wine. This factor which can be called “*Winter tastes*” is linked to the image that the consumer attributes to the consumption of this dressed pork product in a particular period. It seems useful therefore to draw attention this factor – which responds to the greater care of the consumer in comparison to the dietetic aspects of the diet – developing those initiatives aimed at correctly informing and providing elements of appraisal that can guide consumers.

The final factor is that regarding “price”, which is an individual factor. The interpretation of this factor is very probably linked to the fact that the great majority of interviewees do not remember the price, as already described in the previous paragraph, and does not therefore represent either a discriminating variable in the choice of the product, or seem to represent an extrinsic signal of the product’s quality.

Therefore there are five factors identified by factor analysis which contain the different characteristics taken into account at the moment of choosing ‘Nduja.

### **4.3. Consumption segments**

The variety of reasons that lead consumers to purchase ‘Nduja oblige the researcher to abandon market analysis with “mass marketing” logic in favour of specific strategies. This outlook is practiced more and more in the same measure in which a process of demassification has been detected in recent years which has resulted in markets subdividing into micro-markets, characterised by groups of individuals with different lifestyles looking for products making use of different distribution channels (Kotler 1991).

The individualisation of groups of homogenous purchasers, according to one or two variables, is the objective of the segmentation approach which breaks up the reference market into homogenous subgroups in their expectations and purchasing behaviour.

The possibility of identifying such homogeneity allows marketing operators to better concentrate their energy on the promotion of the product.

Factor Analysis lends itself to this use, allowing the weight of each component extracted from the interviewee to be graded. This has made it possible to examine groups of consumers that displayed a strong link with each of the extracted factors<sup>7</sup> (Lambin 1996).

Before beginning an analysis of the segments obtained, it is necessary to point out that the values recorded by these groups of consumers, despite not having recorded considerable increases, are to be taken into consideration since they show the tendency of a number of answers to deviate from the value calculated for the entire sample.

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<sup>7</sup> In practice after having calculated the factor scores, these ordered the 200 base questionnaires in hierarchical order. Subsequently only the cases showing a strong link with the extracted components were considered.

The first group of cases, closely linked to the component named “*Regionality*” gathers consumers who are connoisseurs of the product: they know about the quality of the meat used in making the product as well as its area of origin, even if, in the latter case, the area is more closely linked with Vibo Valentia instead of Spilinga (Tab. 15). Despite this they believe that the tinned product can satisfy their purchasing preferences, regarding the characteristics of healthiness and practicality important in their choice. Their consumption seems to diminish during the course of the year, while their purchases are characterised by average quantities. They tend to have an average education, average income and an age between 40 and 50. For the reasons expressed above we define this group as that of “*The Experts*”.

Tab. 15 – Principal values characterising the consumption segment “*The Experts*”

Variable	Total recorded Value	Value recorded per Segment	var. %
Knowledge of the village of production			
<i>Unknown</i>	37.5	34.4	-3.1
<i>Spilinga</i>	8.0	6.3	-1.7
<i>Vibo Valentia</i>	7.5	12.5	+ 5.0
Knowledge of the type of meat used			
<i>Only with pig meat</i>	67.0	87.5	+ 20.5
Knowledge of pre-packaged production	40.5	56.3	+ 15.8
Tinned consumption	25.5	40.6	+ 15.1
Preference of packaged product			
<i>For healthiness</i>	21.0	34.4	+ 13.4
<i>For practicality</i>	20.0	31.3	+ 11.3
Consumption of frozen dishes	21.0	31.3	+ 10.3
Circumstances of dressed pork product consumption			
<i>On particular occasions</i>	54.0	62.5	+ 8.5
<i>Occasionally at dinner</i>	27.5	34.4	+ 6.9
Quantitative trend of annual consumption			
<i>Decreased</i>	26.5	18.8	-7.7
Quantity purchased last time			
<i>Between 300 g and 1 kg</i>	5.5	12.5	+ 7.0
Age			
40-49	20.0	25.0	+ 5.0
50-59	31.3	22.0	-9.3
Income			
<i>Average-High</i>	7.5	0.0	-7.5
Education			
<i>High school</i>	53.0	68.8	+ 15.8
<i>Degree</i>	35.5	21.9	-13.6

The second segment brings together those consumers defined “*The Habit-bound*”. The purchase of typical products often endures because of strong family traditions, and this group gathers precisely this type of consumer. They purchase ‘Nduja above all in the large-scale retail trade: this traditional dressed pork product is probably part of the shopping list and is bought almost on impulse (Tab. 16).

They do not precisely know the production area but rather they link it to the region or with the Catanzaro area. In spite of this they have an awareness of the quality of the meat used in production.

They have a shopping basket where typical production occupies a prominent position and their circumstances of consumption are not limited to special occasions, but instead consume ‘Nduja at lunch or as a snack.

Their consumption has remained virtually unchanged compared to the last year, they prefer to purchase small portions of ‘Nduja, on average at a low price, a price moreover is better remembered compared to other groups of consumers. The favourite substitute of this group is salami, but there are many who consider it to be irreplaceable. This

group of consumers is, all things considered, quite young with an average income, a good education and above all single.

Tab. 16 – Principal values characterising the consumption segment “*The Habit-bound*”

Variables	Total recorded Value	Value recorded per segment	var. %
Place of purchase			
large-scale retail trade	50.0	77.8	+ 27.8
Knowledge of the area of production			
<i>Unknown</i>	37.5	18.5	-19.0
<i>Calabria</i>	8.5	22.2	+ 13.7
<i>Catanzaro</i>	20.0	37.0	+ 17.0
Knowledge of the type of meat			
<i>Only with pig meat</i>	67.0	85.2	+ 18.2
Frequency of purchase during last month			
<i>Once or twice</i>	7.5	25.9	+ 18.4
Consumption of typical cheeses	75.5	88.9	+ 13.4
Consumption of buffalo mozzarella	58.0	74.1	+ 16.1
Consumption of traditional dressed pork products	69.0	88.9	+ 19.9
Circumstances of dressed pork product consumption			
<i>On special occasions</i>	54.0	48.0	-6.0
<i>Occasionally at lunch</i>	11.5	18.5	+ 7.0
<i>As a snack</i>	12.5	48.1	+ 35.6
<i>At the restaurant</i>	33.0	22.2	-10.8
Quantitative trend of annual consumption			
<i>Constant</i>	67.0	81.5	+ 14.5
Quantity purchased last time			
<i>between 100 and 300 g.</i>	34.0	59.3	+ 25.3
<i>between 300 g and 1 kg</i>	5.5	11.1	+ 5.6
Purchase price			
<i>Between £. 15.000 and £. 18.000</i>	4.0	14.8	+ 10.8
<i>Don't remember</i>	70.0	59.3	-10.7
Substitute product			
<i>Salami</i>	23.0	40.7	+ 17.7
<i>Irreplaceable</i>	19.5	29.6	+ 10.1
<i>Don't know</i>	32.0	3.7	-28.3
Age			
20-29	21.5	33.3	+ 11.8
Marital status			
<i>Single</i>	32.0	44.4	+ 12.4
Income			
<i>Average</i>	20.5	29.6	+ 9.1
Education			
<i>Degree</i>	35.5	59.3	+ 23.8

The segment of consumers linked to the “*Hand-made products*” component was defined as “*The Boasters*”(Tab. 17). This group brings together those who assume the attitude of connoisseurs of the product, whereas they are more closely linked to the hand made image of the product than its experience: proof of which is their ignorance of the quality of meat used and the village where it is produced. ‘Nduja for these consumers is, for the most part, an irreplaceable product and its circumstances of consumption occur preferably on particular occasions. This group is concentrated in the 40-49 age group with a good standard of education and a higher than average income which allows them to buy ‘Nduja in the higher price bracket.

The variables linked to the component “*Winter tastes*”, namely the consumption in the winter period, the presence of chilli pepper and its suitability with wine, would seem to indicate, in this segment of consumers, those subjects attracted to the consumption of ‘Nduja in a certain seasonal period, and with who the product enjoys an excellent reputation.

Tab. 17 - Principal values characterising the consumption segment “*The Boasters*”

Variables	Total recorded Value	Recorded value per segment	var. %
Place of purchase			
the large-scale retail trade	50.0	66.7	+ 16.7
Knowledge of the village of production			
<i>Cosenza</i>	10.0	22.2	+ 12.2
Knowledge of the type of meat used			
<i>With different meats</i>	14.5	29.6	+ 15.1
Preference of packaged product			
<i>For the safety of the meat</i>	5.0	11.1	+ 6.1
Consumption of wholemeal biscuits, rusks, etc.	62.5	74.1	+ 11.6
Consumption of ice cream and low calorie foodstuffs	17.5	25.9	+ 8.4
Consumption of sweeteners	19.5	29.6	+ 10.1
Consumption of dietetic milk	14.0	25.9	+ 11.9
Consumption of typical cheeses	75.5	66.7	-8.8
Consumption of home-made bread	89.5	100.0	+ 10.5
Consumption of traditional dressed pork products	69.0	77.8	+ 8.8
Consumption of fast food	32.5	48.1	+ 15.6
Circumstances of dressed pork product consumption			
<i>On special occasions</i>	54.0	81.5	+ 27.5
Quantitative trend of annual consumption			+ 0.0
<i>Increased</i>	6.5	11.1	+ 4.6
Purchase price			
<i>Less than £. 15,000</i>	2.0	0.0	-2.0
<i>Between £. 15,000 and £. 18,000</i>	4.0	0.0	-4.0
<i>Between £. 20,000 and £. 20,000</i>	12.5	14.8	+ 2.3
<i>Don't remember</i>	70.0	74.1	+ 4.1
Substitute product			
<i>Irreplaceable</i>	19.5	33.3	+ 13.8
Age			
<i>40-49</i>	20.0	29.6	+ 9.6
Income			
<i>Average-High</i>	7.5	22.2	+ 14.7
Education			
<i>High school</i>	53.0	37.0	-16.0
<i>Degree</i>	35.5	48.1	+ 12.6

The tendential data of the answers shows a segment of consumers that are quite young and single with a below average income. Tendentially they prefer to purchase the dressed pork product at the large-scale retail trade. They do not appear to be very attentive with regard to the historical and nutritional characteristics of ‘Nduja’, not displaying adequate levels of knowledge about the characteristics of the product; their shopping basket of consumer goods shows characteristics in line with traditional tastes, with the presence of traditional dressed pork products and wine. The circumstance of consumption is linked above all to special moments. The tendency to appreciate the product ignoring its tradition leads to this segment being named “*The eccentrics*” (Tab. 18).

The final extracted component, named “price” is made up of the price variable, does not lend itself to valid interpretations. Indeed it shows conflicting values with a number of answers. The only descriptive variable subject to possible consideration regards the data on prices gathered from the consumption segment, which in part help to explain the extraction procedure of the Factor Analysis. Indeed this data displays a marked tendency towards prices between 19,000 and 21,000 lire. This data combined with income (average) and age (tendentially advanced) seem to favour an explanation of the extracted factor in terms of inexpensiveness, namely that the product represents, for this segment, an appreciable quality-price binomial. Unfortunately the other variables used

in the description of the previous consumption segments are unable to support the above-mentioned interpretations. For this reason this segment is not taken into consideration.

Tab. 18 - Principal values characterising the consumption segment " *The Eccentrics* "

Variables	Total recorded value	Value recorded per segment	var. %
Place of purchase			
large-scale retail trade	50.0	63.0	+ 13.0
Knowledge of the village of production			
<i>Unknown</i>	37.5	44.4	+ 6.9
Frequency of purchase during last month			
<i>Haven't bought it</i>	60.0	66.7	+ 6.7
Knowledge of pre-packaged products	40.5	37.0	-3.5
Preference of packaged product			
<i>For the quality</i>	4.5	11.1	+ 6.6
Consumption of ice cream and low calorie foodstuffs	17.5	7.4	-10.1
Consumption of dietetic milk	14.0	7.4	-6.6
Consumption of traditional dressed pork products	69.0	74.1	+ 5.1
Consumption of wine	75.5	85.2	+ 9.7
Circumstances of dressed pork product consumption			
<i>On special occasions</i>	54.0	63.0	+ 9.0
<i>Occasionally at lunch</i>	11.5	3.7	-7.8
Quantity purchased last time			
<i>Less than 100 g.</i>	54.5	63.0	+ 8.5
Substitute product			
<i>Salami</i>	23.0	37.0	+ 14.0
<i>Don't know</i>	32.0	18.5	-13.5
Age			
20-29	21.5	33.3	+ 11.8
Marital status			
<i>Single</i>	32.0	48.1	+ 16.1
Income			
<i>Low</i>	8.5	18.5	+ 10.0
<i>Average-low</i>	19.5	25.9	+ 6.4
Education			
<i>High school</i>	53.0	66.7	+ 13.7

### 5. Concluding considerations

Italian tradition boasts many typical products that have considerable possibilities of development able to satisfy the increasing demands of the modern consumer.

Exploitation strategies of these products and the implementation of effective branding policies may represent an adequate strategy for a consumer whose role is in constant evolution, with important consequences on marketing strategies.

Managing typical production in a marketing perspective means focussing attention on quality, meant as an answer to the needs and expectations of the consumer of differentiated products with a high historical-cultural content.

The characteristics which form the basis of the choices of the 'Nduja consumer identified via factor analysis, whose use appeared to be a good instrument to thoroughly examine knowledge of consumer preferences, outlining a consumer that chooses this dressed pork product not only for habit linked to family tradition, but also because he or she appreciates its intrinsic characteristics and the cultural tradition it carries both in relation to its origin and its method of production.

Moreover, the special methodology adopted allowed the main characteristics of homogenous groups of consumers to be studied more closely; this will permit the adoption of adequate strategies for the exploitation of this product. It seems fitting to point out that even though it was treated on the same level as a dressed pork product,



‘Nduja undoubtedly has different characteristics, able to adequately compete with more modern products: first of all, the fact that it can be spread renders it characteristic and similar to younger products and secondly that it can be kept over time. Finally, with it being a traditional product, it enters Calabrian cuisine directly, not only as an independent food, but also as a useful addition or flavouring to various typical dishes.

All elements of important knowledge that represent the first step in starting a marketing strategy, to exploit a product that could relaunch the economy of disadvantaged areas.

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