

Accepted Manuscript

Title: Analysis of personal and cultural values as key determinants of novel food acceptance: application to an ethnic product

Author: Ramo Barrena, Teresa García, Mercedes Sánchez

PII: S0195-6663(14)00771-5

DOI: <http://dx.doi.org/doi: 10.1016/j.appet.2014.12.210>

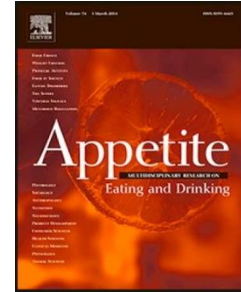
Reference: APPET 2384

To appear in: *Appetite*

Received date: 24-3-2014

Revised date: 17-12-2014

Accepted date: 19-12-2014



Please cite this article as: Ramo Barrena, Teresa García, Mercedes Sánchez, Analysis of personal and cultural values as key determinants of novel food acceptance: application to an ethnic product, *Appetite* (2014), <http://dx.doi.org/doi: 10.1016/j.appet.2014.12.210>.

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

1 **Analysis of personal and cultural values as key determinants of novel food acceptance:**
2 **application to an ethnic product**

3 Ramo Barrena, Teresa García¹ and Mercedes Sánchez

4 Universidad Pública de Navarra
5 Dpto. Gestión de Empresas
6 Campus de Arrosadía
7 31006 Pamplona (Spain)
8

9 Emails: ramo.barrena@unavarra.es, tegar@unavarra.es, mersan@unavarra.es

10
11 ¹ **Corresponding author:**

12 **Teresa García**

13 Universidad Pública de Navarra
14 Dpto. Gestión de Empresas. Edificio Madroños
15 31006 Pamplona (España)
16 email: tegar@unavarra.es
17

18
19 **Highlights**

- 20 • The consumer's ethnic origin influences in the choice process for a novel food
21 product.
22 • The survey design used to explore these issues is an application of the "means-end
23 chain" theory.
24 • The results point to the presence of an important emotional dimension in the
25 consumption of the selected product.

26
27 **Abstract**

28 This paper sets out to analyze whether the complexity and the type of benefits and values
29 pursued in the consumer choice process for a novel food product (couscous) varies with the
30 consumer's ethnic origin (Spanish and Arab). A qualitative study was used to explore these
31 issues in an application of the "means-end chain" theory. The hierarchical value maps
32 obtained point to the presence of an important emotional dimension in the consumption of the
33 selected product, particularly Arab consumers suggesting that greater familiarity with the

Download English Version:

<https://daneshyari.com/en/article/7309389>

Download Persian Version:

<https://daneshyari.com/article/7309389>

[Daneshyari.com](https://daneshyari.com)