

Asserting the naturalness and proximity of food products to reinforce the effect of the terroir label

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Abstract

- **Objective**

The objective of this research is to identify the components of terroir that are most involved in the perception of quality in the minds of consumers and those that promote consumer behaviour.

- **Methodology**

This approach is quantitative with questionnaires of 1,015 consumers. The statistical processing of the data was carried out using SPSS Statistics 20 and EQS 6.2 software for the structural equations.

- **Results**

The research shows the positive effects of product naturalness as a quality heuristic inducing a behavioural response from the consumer. In addition to the local food product being perceived as a quality product, the more it is perceived as a natural product, produced close to consumers and reminding them of their childhood, the higher the monetary and behavioural intentions are.

- **Managerial implications**

The research allows us to formulate recommendations concerning the informational levers on which it is appropriate to communicate within the framework of the development of a “terroir” brand policy and with the aim of encouraging consumers to buy the food product once they perceive it as a terroir product.

- **Originality**

This study represents a continuation of those undertaken for some time on terroir, with the proposal of a definition of terroir and an analytical framework to analyse the results of the terroir label on consumers' perception of quality and their intentions towards terroir products.

- **Keywords:** terroir, naturalness, proximity, quality, consumer intentions towards the local food products.

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