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EXTRACT of Ph.D Thesis

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DETECTION MAP OF HUNGARIAN FOOD PRODUCTS WITH GEOGRAPHICAL INDICATIONS

Value dimensions of Hungarian Consumers

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THESES OF Ph.D. DISSERTATION

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I. BACKGROUND AND EXPLANATION OF THE THEME

Despite the central role that food plays for humanity, consumers tend to know very little about it, such as where it comes from and who produced it. Due to the highly complex nature of global supply chains, while this sort of disconnect is not surprising, it creates gaps in understanding the environmental impact of our food systems. The gaps make it difficult to validate where our food comes from and also to focus on health and nutrition goals.
Consumers with the right knowledge and tools could be powerful drivers of social change. Increased visibility of the environmental and social impact of food production would inform their decision making and enhance traceability. Unfortunately, there is no widely accepted definition of what information can and should be collected, but these standards will need to be collected. Strategies will need to be identified to catalyse support incentives that can make adoption feasible.

The question behind this study is: What makes certain food products famous and successful by their geographical origin, and why does it not affect other products the same way? The study is based on Hungarian research results on consumer opinion about geographical indications, which tried to find an answer to the question of whether European Union (EU) geographical indications are known among Hungarian consumers. Can Hungarian consumers distinguish these from other trademarks related to quality certificates (Popovics, 2006; Panyor, 2010; Szakász *et al.*, 2010; AKI, 2014)?

According to the statements of earlier studies, Hungarian buyers only recognise food with geographical indicators in the context of traditions (Popovics, 2006), because EU trademarks are lost in the crowd of Hungarian quality certificates (Szakály *et al.*, 2010). The resulting decision disorder causes the non-perception and lack of success of certain product indications.

The ontological starting point of this thesis is the fact that all food carries meaning, i.e., value. The knowledge of the geographical origin of the food contributes to the environmental and social sustainability of the product, besides its economic competitiveness. On the buyer's part, the knowledge of the location of the food ensures the interoperability of the path that connects production and consumption. Knowing the origin and retaining the value of a food product paired with long-term forward-thinking might mean sustainability for present and future generations.

As a base, the paper takes into account the statements of Castells (2000) on the conflicting interests of space and social actors. According to Castells, space is created as a result of conflicts between values and their different strategies, i.e., the space, the place cannot be defined independent of certain social practices in sociological analyses. Space defines the social interactions, which provide form, function, and social meaning to the space.

Created by the World Intellectual Property Organization in 1974, geographical indication is a relatively new expression in distinguishing foods. The geographical indications of food created in order to decrease the risks against global processes and to maintain sustainability are linked to Europe historically and culturally, but today they provide protection to food with unique characteristics and production methods in every part of the world.

Due to their quality characteristics, geographical indications under EU protection are often called *origin indications* or *source indications* (Touzard *et al.*, 2016). Geographical indications can be regarded as value-based labels, which imply products with unique production and sociocultural characteristics instead of focusing only on content such as ingredients, flavours, or biochemical structure (Barham, 2002).

There is no good methodology to examine geographical indications and the changes they bring about, but there are several theoretical approaches with the combination of different methods (Belmin *et al.*, 2017). This paper examines food with geographical indications by bridging two paradigms from the multiparadigmatic research (Primecz, 2008). It uses theoretical and research methods of the structural functionalism and interpretive approaches. The bridging conception approaches the socially embedded hierarchy of food values partly from the viewpoint of an economy's social embeddedness, and partly from re-thinking the culture's social structure concept.

Unlike earlier studies, this paper, (1) expands the research frame system, including the process of internationalisation, which looks at global processes as interpersonal phenomena, and not as abstractions (Giddens, 2003). On the other hand (2) quality is not examined by looking at a single dimension, but focuses on the trust-embeddedness-space context presented in Goodman's "quality turn" (Goodman, 2003). Thirdly (3) Fournier and Touzard (2013) examine the covariance of quality and geographical indications in the context of health, sustainability and risk-taking, which are not only driving forces of each other, but go beyond the frames of food system.

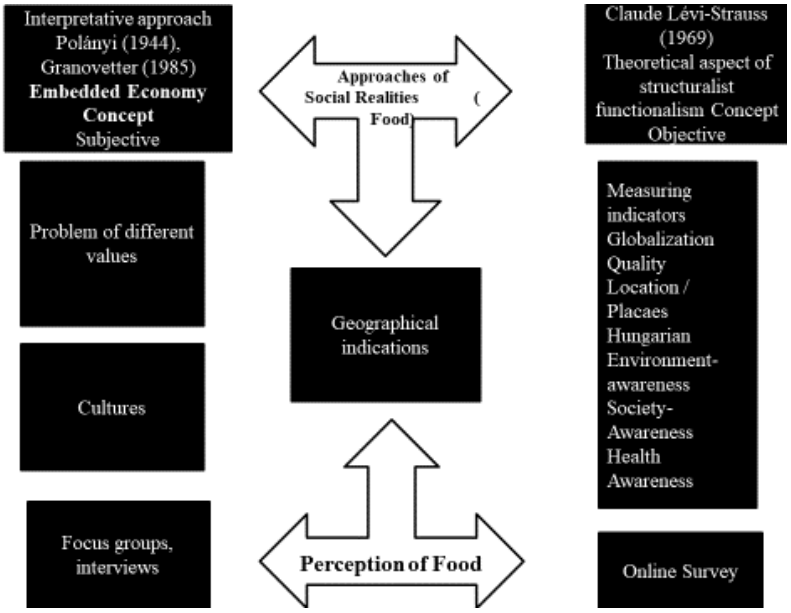
II. MULTIPARADIGMATIC APPROACH

The understanding and examination of organisations depend a lot on the underlying paradigm, on the presuppositions we approach the organisation with (Gioia and Pitre, 1990; Scherer, 2002). The theoretical framework created by this study accepts the inadmissibility of cultural and economic processes, driven by the thought that economical judgments are "culturally defined and institutionalized" (Arce and Marsden, 1993: 298).

When conducting multiparadigmatic research, Primecz (2008) pointed out that several researchers have already tried to solve the Burell-Morgan matrix. Giora and Pitre (1990) highlighted the fact that in the interoperability of paradigms, the transition zone is the field where borders are blurred. This field provides the framework for the multiparadigmatic research. Willmott's (1993) bridging conception means that in the way the physics of Einstein surpassed that of Newton, but still built upon it, displacements can be seen toward radical structuralism and radical humanism, which cannot be explained by the framework of Burrell-Morgan.

According to Willmott, the two paradigms (radical structuralism and radical humanism) are not mutually exclusive, but can be built on one another.

Figure 1.: The theoretical framework of the study: bridging interpretive and structuralist approaches in the research of geographical indications



III. PRIMARY RESEARCH

3.1. STRUCTURE OF MIXED METHODOLOGY

Since the study is built on a diversity of paradigms, this does not allow a one-sided approach, and therefore during the multiparadigmatic research, applying a mixed approach seemed reasonable. According to Neulinger (2016), the goal of today's research is to support decision-making. Hybrid research, i.e., research based on mixed methodology, can be carried out by applying a combination of several different, but solely qualitative or quantitative approaches, as well as in a mixed way, namely by connecting qualitative and quantitative methodologies.

The primary research is based on the sequential application of qualitative and quantitative methods, in which applying one of the solutions is followed by applying another one in time. The application of a mixed methodology, i.e., examining focus groups, conducting an online consumer survey, and analysing semi-structured interviews contributed to receiving a more complex result in the end.

According to Tashakkori and Teddlie (1998), by using mixed research methods in social and behavioural studies, researchers can apply the most suitable methods freely to find answers to

their respective questions, as obstacles originally set up by philosophical borders are now removed.

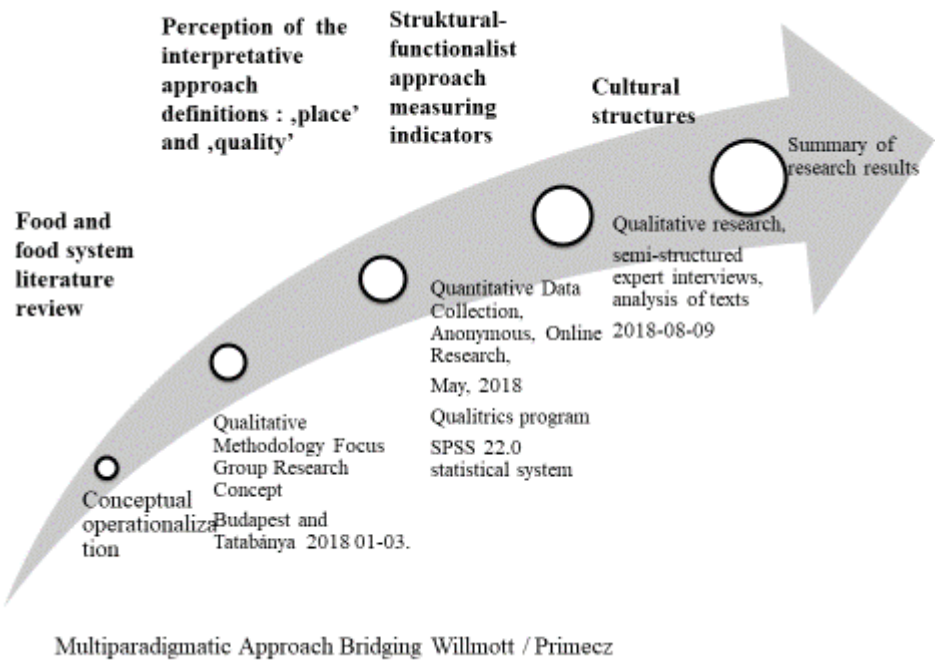
Creswell *et al.* (2003) identified three big advantages of mixed methodologies:
On the one hand, they believe "using several methods might break the limits set up by single methods", as both qualitative and quantitative approaches have their inherent weaknesses. On the other hand, "applying different methods might confirm the research'. Thirdly, they claim that phenomena are multidimensional within themselves, and to understand this, several methods must be used in a mix: "complex social phenomena can be best understood via different research methods."

According to Bryman (2006), the limits of a mixed methodology might affect the research results. A barrier could be that field work, as well as data processing and comparing and integrating the analyses, are time-consuming. On the other hand, research costs are high. Applying different methods might lead to contradictory results, frustrating the researcher. Therefore Bryman (2006) highlights that the effective and balanced use of mixed research data requires increased interdisciplinary understanding.

In food system research, a one-sided approach is not enough, according to Maxell and Frankenberger (1992, in Maxwell, 1996). They believe that one of the reasons hybrid or mixed research should be embraced in food research is that it can cover anything in between traditional production and consumption to the "global and national" issue. It also includes households and the individual. This all results in the increase of collected data volume; therefore the change of the former approach becomes necessary.

On the other hand, certain paradigm changes also take place within the food system, and this also requires the change in research viewpoint. This is because food consumption no longer primarily means need satisfaction, as was stated in earlier case studies, but it is now sensitive to local contexts. The structure of households is changing as well. The third reason for the shift towards mixed methodology is that objective measurements, where former types of data that uncovered the complex relationship between food and livelihood security, are also changing. Apart from quantitative data, the researcher needs questions that require special attention when examining several dimensions.

Figure 9. Steps of primary research Source: own edit



Multiparadigmatic Approach Bridging Willmott / Primecz

Former studies on geographical indications focused on visibility being too low, and in their solution they recommended to pay more attention to the marketing of the products.

It is clear from the literature that in emerging and/or temporary economies the research aimed at studying the food-consumer's behaviour is still under-represented (Steenkamp and Burgess, 2002; Dmitrovic *et al.*, 2009;), and at the same time not specific enough.

3.2. QUALITATIVE RESEARCH

The round-up of the focus group interviews was conducted using the data of two focus groups formed in the capital and one focus group formed in the countryside. In both locations data collection incorporated the data of different ages and professions, the consumers coming from different income groups. The heterogeneity of the focus group, however, is admissible b Using the data provided by the study's focus groups, the following conceptual frames were defined to help the interpretation of the different meanings of the given concepts. ecause every member of the group is involved in meals and food.

The advantages of the data provided by focus groups was that it consisted of a wide scale of responses in quality and local product categories, and these proved to be especially useful to ground exploratory online research. The feedback provided by focus groups on food consumption, the collective views on buying, and the meanings behind these views led the

study's empirical course towards a methodology that focuses on not only perception, but on understanding the experiences and beliefs of the participants, in order to uncover the latent values and motivations behind certain opinions.

3.2. ONLINE SURVEY

Primary research analysed the responses of 196 people who were interviewed in May and June 2018, by surveys compiled with the help of the Qualtrics online system. For the analysis of the results, multivariate statistical research and SPSS 22.0 program were used.

The empirical study tried to find out how the Hungarian consumer profile can be identified, and what breaklines along the line of overt or latent values affect the purchase or non-purchase of products with geographical indication in Hungary.

Finished studies used multivariate mathematical-statistical methods to create perception maps in the past: MDS, correspondence analysis, factor analysis, or discriminant analysis.

In the primary research of the current study, MDS was chosen instead of factor analysis because while factor analysis is based on several variables and the linear combination of given factors, for MDS more specific distance- or similarity-related data are necessary, and with similarity measure compared, MDS gives better results (Wish, 1978; Young and Hamer,1987; Füstös-Kovács, 1989; Füstös, 2018).

MDS represents the values by spatially spaced points where the distance between points shows the measure of similarity between products. In the study, an ordinal model seemed reasonable to complement the MDS method, since variables are ordinal, therefore the process is non-metric, too.

The theoretical methodology (1) first presents the hypotheses, then (2) describes the methodological possibilities of overt and latent variables, (3) and the MDS method along with the descriptive statistics and histogram. During (4) the non-hierarchical cluster analysis, MacQueen's (1967) k-means methodology was used, and as a summary (5) describes the validating process of resulting indicators.

3.2.1. HYPOTHESES

The summary of the hypotheses in this study took place after the revision of the relevant literature and empirical studies, as well as the definition of research problem. In the empirical part, the paper focuses on the examination of consumer values – including the attitudes

related to geographical indications, along with the consumer values – and their effect on social responsibility.

H#1 In Hungary, consumer perception related to globalisation cannot be described via homogenous categories.
H#2 During purchase, Hungarian buyers use different risk aversion strategies in perceiving globalisation.
H#3 The origin of the food constitutes value for the Hungarian consumer.
H#4 By product category, Hungarian geographical indications have different priorities The acceptance, recognition, importance, and market penetration of given products are not homogenous in Hungary.
H#5 It is important for the Hungarian consumer to preserve their health with the help of conscious eating.
H#6 Geographical indication as a commitment towards environmental values in food purchase affects the environmental responsibility of consumers, as well as food waste and the reduction of food waste.
H#7 Geographical indication as a quality certificate affects food purchase decisions, profiting from the social sensitivity of consumers.

3.2.2. INDICATORS

Some ingredients of the value of food and products with geographical indications can hardly be quantified or cannot be quantified at all. After defining the overt values determining purchase, different value dimensions were underlined. By synthesising and aggregating these indicators, they became a kind of value/consciousness indicator. The indicators were first depicted by the ALSCAL method; then the different buyer groups were determined by k-means cluster analysis.

The awareness indicator of globalisation (GL1-GL12) *shows how the perception of social changes related to the internationalisation of the economy affect the Hungarian consumer.*
The risk awareness indicator (KOC1_KOC15) covers the risk-aversion values that are important at food shopping *for the consumer*.
The **Hungarian food indicator** (MA6_1_MA6_17) *shows how the importance of the product's location, as well as the ethnocentric tendencies affect the consumer* when buying the product.

The **Hungarian geographic origin indicator** (MA7-1-MA7-13) *shows how the EU quality indicator appears in Hungary due to the local convergence, based on the acceptance, fame,* importance, and scale of introduction of the given products.

The **health awareness indicator (**A1_1-A1_11) as a more subjective ingredient of sustainability shows *the consumer* how health is affected by behaviour, knowledge, and experiences *by eating.*

The **environmental awareness indicator** (A2_1-A2_7), as a more subjective ingredient of sustainability shows *the consumer* how environmentally conscious behaviour, knowledge, and experience affect *food waste.*

The **social awareness indicator** (A3_1-A3_5) as a more subjective ingredient of sustainability shows *the consumer* how socially sensitive, responsible, and conscious behaviour affects *food consumption decisions.*

3.2.3. COMPARISON OF INDICATORS

After having examined them separately, the overt value elements presented during the research were aggregated to create value/awareness indicators, and then the ALSCAL method was used to depict the resulting indicators. ALSCAL, as a scaling method, uses an alternating smallest squares to expand the space of values, and interprets space along the latent dimensions behind value indicators.

By standardising variables, ALSCAL uses a two-dimensional dots diagram to depict the Euclidean distance function, ordinal scale, and nonmetric position towards others (similarities, differences, closeness, etc.). On this indicator system, similar indicators show up close to each other, while different indicators are depicted far from each other.

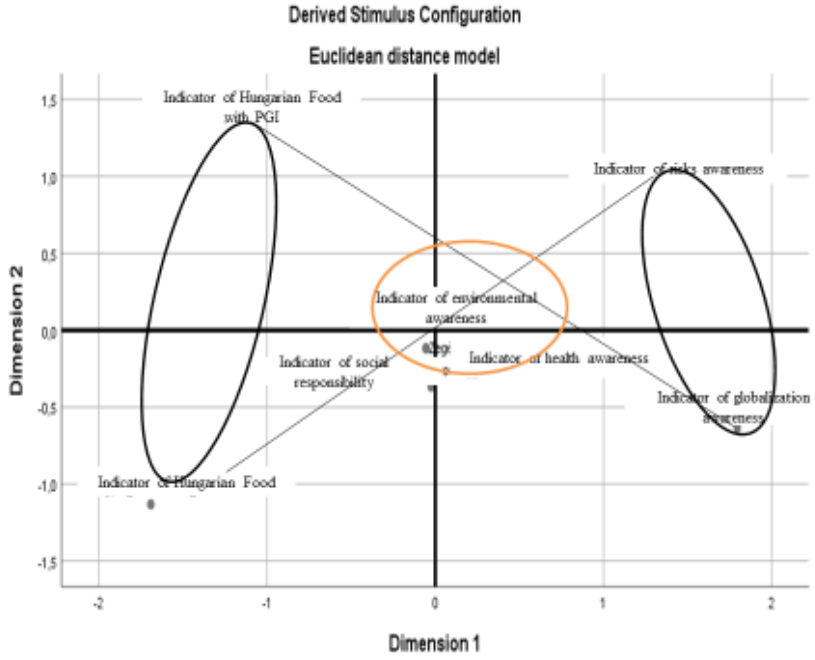
MDS, being one of basic pattern recognition methods, is used so that for reasons of transparency, in a space of a minimum number of dimensions, the advantage resulting from the decrease of the number of dimensions could compensate for the disadvantages arising from the loss of information. When using MDS, as with earlier research, the results are not groups but spatial representation of objects, and from those, potential clusters emerge (Füstös, 2018).

By the Euclidean distance-based graph of the seven indicators, it is clear that the divergence of globalisation and local convergence values are in opposition, just like risk-aversion strategies and ethnocentric Hungarian food products are, whereas – because of their similarities – subjective values of sustainability converge around origin.

This expanded plane that differentiates consumer recognition fundamentally by risk and quality, can be interpreted in several ways. It can be seen as the space of appearance of subjective indicators as well. MDS enables us to form spaces along different dimension pairs, and by social image and individual image.

Based on feedback, it is evident that the Hungarian consumers form their perception of the values of Hungarian food along the origin-quality pair, and when it comes to risk assessment, the perceived effects of globalisation and risk-aversion strategies are important factors.

Figure 1. Perception map of consumer awareness indicators



The bipolar conflicts of food-related perception indicators highlight the fact that there is a latent value that can be linked to the location behind quality values, determined by the opposition of global vs. Hungarian values.

The conflicting values of the resulting dimensions show that the mutual effectuation of these dimensions causes significant confusion in interpreting the values related to given products for the consumer.

Based on choice structures, the product's attempts to be recognised might lead to different – sustainability, health, ethnocentric and quality related – conflicts for the consumer, which move towards the smallest resistance and risk-taking in most cases.

Figure 33: Sequence of consumer awareness indicators by descriptive means

Descriptive Statistics	Mean
Hungarian products	3,7912
Risk awareness	3,497
Globalisation awareness	2,4157
Indicator of Hungarian	1,9075
Social awareness	0,5122
Environmental awareness	0,4038
Health awareness	0,2593

With the help of k-means cluster analysis, this study aims to describe the hidden structures and groups of indicators.

During MDS cluster analysis, using the same, original data chart, with unchanged dimension numbers, the relatively homogenous sub-populations of objects, i.e., clusters, can be found. From indicators provided by aggregated data, three main clusters were formed.

Table 34: Hungarian consumer clusters based on the value sequence of indicators

	Common customer N =78	Hungarian quality food customer N=62	Cosmopolitan health-conscious N=42
Indicator of Hungarian Food with PGI	-0,77	1,03	-0,17
Indicator of risks awareness	0,20	0,57	-1,13
Indicator of Hungarian food	-0,28	0,42	-0,11
Indicator of social responsibility	0,38	0,39	-0,62
Indicator of globalization awareness	0,317	0,3000	0,9484
Indicator of environmental awareness	0,23	0,26	0,10
Indicator of health awareness	0,19	0,23	0,23

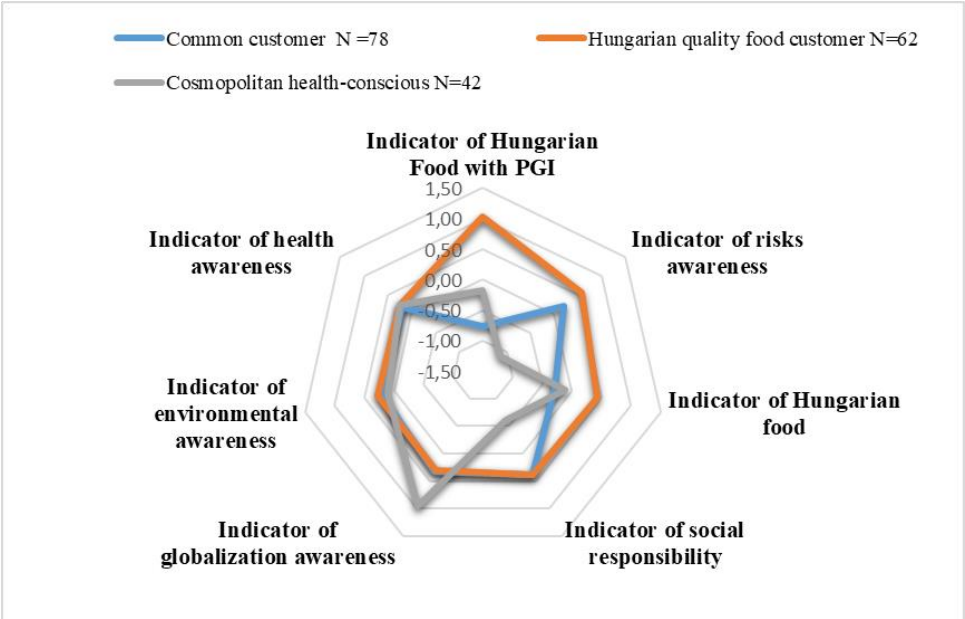
The largest group is the so-called **Average consumer** cluster (K1=78), which – considering the average of indicators – is very sensitive to social inequalities and the effects of international processes. Recognising environmental awareness as the third most important factor, this group ensures that food purchased should be free of any risks they perceive. However, health awareness, which includes food waste attitude as well, of the average consumer only came up as fourth most important on their list. Among the three clusters, average consumers are the least sensitive to products with Hungarian origin or geographical indications, i.e., location does not hold value for them at all when making purchase decisions.

The cluster of **Hungarian quality consumers** (K2=62), the second largest buyer group, has the highest rate of risk-aversion. Compared to the first cluster, they are the most sensitive towards Hungarian products and products with Hungarian geographical indication. However, ethnocentrism is important to them in terms of risk-aversion, as they know and are able to identify Hungarian products. The group shows only a small level of perception towards globalisation. For those buying Hungarian quality products, health awareness does not mean that they strive to preserve their physical or mental wellbeing, as there are doctors and nutritionists for that. This group is the most sensitive to inequalities and injustice; however, this is not linked to the practice of fairness towards others, as it seems re-thinking about food and charities is less important for them.

Based on the movement of indicators relative to each other, the smallest cluster is the **health-maniac cosmopolitan** cluster (K3=42), yet this group contains the biggest contradictions. This cluster is most sensitive to globalization-related issues among the three groups, and when purchasing food, health awareness is the second most important factor for them. The health-focused, cosmopolitan buyer is the least susceptible to social issues behind food products and not interested in environmental protection. This indicator for the latter is the lowest here among the three clusters. Despite that health is the main focal point for the group members, their risk awareness indicators are also surprisingly low. It is evident that this group is radically committed to health, as quality, and this means such an exclusive goal value for them that neither sustainability, nor the geographical origin of the product, is significant.

As a summary about consumer awareness indicators, consumer groups are formed based on the perception of quality and location, and different priorities result in different product preferences. Quality food product and the health that comes as a result when eating quality food is not considered as a common good for the Hungarian consumer.

Figure 30. Consumer clusters based on the value sequence of indicators



The starting point of the study was that the opinions on food quality do not form unified value systems, not even in the case of the most basic values. Mapping out differences in value led to the current, yet fragmented structure of the present value system concerning Hungarian food products.

Those consumers who can be affected by different values might end up making purchase decisions that seem irrational. ’The essential difference between emotion and reason is that emotion leads to action while reason leads to conclusions. ". Donald B. Calne (Within society, some groups have declared values and there are also values through which they actually operate. Therefore the last question of the study was to see that among Hungarian consumers (out of every 10) how many find the lists below characteristic of Hungarian food products.

3.3. INTERVIEWS WITH EXPERTS

From previous chapters, it is evident that the exercises of internationalisation and sustainability not only affect the macrosocial context, but local and individual levels as well. The different individual and social values detected during purchase do not contribute to health and the successful adaptation of sustainability.

In the final chapter on mixed method triangulation, geographical indication expert interviews were used to validate the results of the empirical research. Once again, and contrary to the quantitative part of the study, in the last qualitative phase the incidents included in the sample are not pre-defined, and further progress towards the study's goals is done by the first results of the analysis. The inspection of relationships through research interviews are in fact a discussion "in which the interviewer outlines the main direction of the interview and follows the true topics raised by the interviewee" (Babbie 2008: 337).

The logos of geographical indications will not sell the product in Hungary, not only because consumers do not know the logos, but because the value and the related responsibility of the local production and farming are not embedded in public awareness. Self-efficiency and local production are not only made impossible because of the huge amount of imports, but also because the related values are not yet rooted in public awareness. The economic and cultural erosion is paired with low-level environmental and health-related responsibility, where trust and ethical relations have no strong values either.

Geographical indication should rather be a tool for shaping knowledge and educating buyers, and not only a certificate of premium products that only calls attention to the specialty of a given product category, because in this case, the many dimensions behind it remain silent. The legal protection of regionality is only enforced if the urban market can connect to autonomy and regions with independent identity through public thinking and social dialogue. The representatives of this process could be anyone from retail chains to authors of professional literature, whoever manages to address the audience successfully.

IV. SUMMARY

The study aimed to discover factors that affect the recognition, choice, and consumption of products with geographical indications in Hungary. I also wanted to explore the individual and social values and developed value systems that affect food consumers' behaviour when (not) recognising products with geographical indications.

Globalisation

Globalisation as a macro factor is mostly examined by analysing economic and demographic dimensions, ignoring the fact that although globalisation is a process that reaches beyond borders, due to environmental and individual processes, it does affect the individual - albeit on a smaller scale. Globalisation is a determinative process of an international economy that

is based on technological development; however, we cannot ignore the cultural and social changes and effects that result from labour flow either.

The different perception of a global, accelerated world can co-exist spatially and in time. The deviation of perception may come from social situations, gender differences, ethnic and minority origins, or diverse learning problems. Although the study is not representative demographically, it can be stated that there are hardly any dimensions without misalignments. Based on the Hungarian value map, neither individual nor institutional culture is fully suitable to flexibly respond to situations created by global paradoxes and to compensate these disadvantages in a timely manner.

On the other hand, it is probable that given this situation, more and more alternative and hybrid life models arise along value acceptance and choices, as well as availability. The distance, as rejection, separates individuals from those with different values not only geographically, but also mentally. However, in the case of an economy built on integrity and society, the conscious or unconscious separation or division of these values present a big challenge from sustainability perspective - not only for today's society, but for tomorrow's as well.

Place and origin

The study of the geographical indication as a value in the dissertation was the examination of the decision influencing the behaviour of consumers with higher value-added food, which revealed the dimensions behind the demand: the credibility of the local producer community;

the confidence in domestic products; and the commitment to local values, locality and location awareness, and customer awareness.

The study also looked at the perception of products with geographical indications, on the one hand as the social value behind an institutionally certified labels of quality, and on the other hand as the value system affecting individual behaviour.

Trust, risk, ethic

The sustainability base of the study is that the food system as a whole is more than the sum of its components, thanks to the structures connecting its parts. Welfare economics and development economics both discuss the evolution of national economies, whereas welfare economics addresses the economic and other nature of happiness as well.

The decrease in cultural values related to food is a quite unfortunate contemporary phenomenon. Its domestic historical and economic reasons can both be detected: the passing of the historical traditions of the middle class left a cultural and economic gap, and the relationship of towns and the countryside was also lost. The challenges mentioned so often in the interviews were the lack of resupply of experts and the lack of domestic product knowledge which have resulted in the spreading of foreign recipes. Their presence, as well as their safer supply, has wiped out knowledge of domestic production places and processes from professional knowledge and discussions, but also from public thinking.

If the different viewpoints of this dialogue manage to approach each other, that might affect the retail segment as well. First, because this logo might offer new opportunities for adding value and distinguishing products, and this in turn will lead to the decrease of price competition, strong consumer preferences, higher brand value, better bargaining power of the salesmen, and higher price gaps. Secondly, it demands the recognition and validation of market competencies, and many players of the Hungarian food industry are only capable of this in a limited manner.

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VI. LIST OF PUBLICATIONS

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MIKLÓS, Ilona [2019]	Globális trendek, mint vevőértékek magyar fogyasztói megítélése ACTA PERIODICA XV. (ISSN 2063-501X) könyvrészlet
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