CORVINUS UNIVERSITY of BUDAPEST

DETECTION MAP OF HUNGARIAN FOOD PRODUCTS WITH GEOGRAPHICAL INDICATIONS

Value dimensions of Hungarian consumers

PH.D. STUDY

MIKLÓS ILONA

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ACKNOWLEDGMENTS

I am glad to have started my PhD training in 2014 with a combination of honest curiosity, professional experience, and the courage of the ignorant. I am also blessed because so many have contributed to finishing my studies. I thank all of them for their support and help in this project.

Special thanks go to my consultant, Dr Mária Csutora who accompanied me along my doctoral study and contributed to my progress with her insightful instructions, constant professional support, and remarks.

I want to thank Erzsébet Czakó, Krisztina Demeter, and Attila Chikán for allowing me take part in the work of the Department of Business Economics.

I am also grateful to Ágnes Zsóka and Eszter Kovács for the valuable insights they provided to my thesis draft.
The knowledge, dialogues, and professional advice of Sándor Kerekes, György Pataki, and Borbála Szüle proved indispensable as well. I thank you all. A very special thanks to László Füstös for his help in the comparative details of methodologies.

I thank all of the members of the Department of Business Economics as well as my fellow doctoral candidates for their friendship and help throughout my studies. None of this would have been possible without the support and encouragement of Mary Murphy, my mother, my family, and my friends. Thank you all.

I. INTRODUCTION

In today's examinations of content creation, value marketing is becoming more and more important, since the competition goes beyond food industry results in saturated markets and more conscious customers worldwide. However, the success of an economy is not only based on the competitiveness of companies; the social criteria supporting corporate interests must also be met. In order to establish a sustainable market strategy, it is worth looking at not only the deeper, latent dimensions of consumer value and utility, but also at their interactivity.

There are plenty of popular places in the world which have become part of public awareness and famous due to their ingredients or their food. Pairings such as Szegedi Paprika, Darjeeling Tea, Kobe Beef, Jamaica Blue Mountain Coffee, or Mexican Tequila all carry a geographical indication, and aside from their quality, the value of these products is enhanced by the region's geographical determination and cultural history (Bowen and Zapata, 2008).

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.[1] 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.

On one hand, my own paper tries to prove that on the consumer side, buying products with Hungarian geographical indications means choosing value; on the other hand, it examines health, geographical indication, social responsibility, and environmental awareness together in order to determine the effects of soft sustainability factors during food shopping.

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

[1] "You are what you eat." The often-cited phrase is attributed to Hippocrates, but in fact it originally comes from Feuerbach, a German philosopher. Feuerbach identified that the food consumed affects the mental and spiritual state of the consumer in the short and long run as well. He first wrote about this observation in his work *Spirituality and Materialism* (1863), and the thought took root in the English-speaking public opinion in the 1930s, with the help of Victor Lindlhar. Hippocrates is misquoted in the *History of European Philosophy*, saying "Let medicine be thy food, and let your food be thy medicine." Thoughts on the connection between nutrition and healing, as well as health also appear in traditional Chinese medicine and Indian Ayurveda, which know and use the physical and mental effect of basically every plant. By applying the guidelines of healing nutrition, illnesses can be prevented and many diseases can be cured. Source: Korthals, M. (2004). *What Do Philosophers Say About Nutrition? A Brief History Before Dinner: Philosophy and Ethics of Food*, 7-15.

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. THE GOAL OF THIS STUDY

The goal of this study is to uncover the consumer behaviour differences between the reasons of personal and social value systems which are hidden behind product recognition and purchase.

The complexity of the topic does not allow a one-sided approach. Keeping in mind methodologically integrative research methods, the examination of geographical indications ended up on the borderline of economic theories, history, cultural anthropology, sociology, psychology, and marketing. The different methodological principles help to correct one-sided interpretations so that they can be applied in the current market environment. While not losing sight of interdisciplinarity, the paper attempts to describe a search-and-meet process (Sárvári, 2008), in which the set-up model has an independent identity.

Working along the differences of personal and social value systems which are hidden behind the reasons of product recognition and buying distances, the goals of this paper are to:

1. Justify that there is no agreement on the definition of quality among Hungarian consumers.
2. Point out the interpretation differences of "space" as a location and find answers as to why some regions become well-known thanks to their products, while others do not.
3. Answer the question: By what kind of distinguishable values can products with geographical indication be recognised in Hungary?

The structure of the paper is adjusted to these goals, and the models taken from international and Hungarian literature are coherent and trackable:

I. The Introduction covers the actuality of the topic and its main goals.

II. The main goals and questions of the study help to define theoretical paradigms and methodology in a precise way.

III. In the theoretical frame, two important pillars of the bridging research method will be defined: By introducing the main experts of the functionalist and structuralist theories, it strives for conceptual clarification using the approach of different angles in values and the approach of diverse social reality. The reason for this is that during operationalisation it could possibly provide the most valid explanation for the general laws defining social and organisational reality and universal working mechanisms (Gelei, 2006) with the most relevant variables, by describing the (statistical) correlation between variables.

Food reason has gone through several changes of paradigm in recent years. Traditional economies first developed into modern agriculture, and then agricultural production turned into a complex food system. The introduction of three main conceptions of food systems – the one-dimensional, contextual, and multidimensional approaches – enables the examination of the whole system, not only at the level of farming, but at the level of processing and retail, while applying expanded socio-ecological aspects as well.

Since the paper's ontological starting point is the fact that all food has a meaning, i.e., a value, it focuses on the perception

of the product and the investigation of values. This is important because the individual value system is substantially based on the collective value system; therefore the different systems provide an opportunity to map out systems built on each other. With the help of perception maps, the study introduces the theory of multidimensional scaling (MDS).

Based on earlier research, several values that are important to the consumers were defined when examining food recognition of the consumers. In Chapter 3.4, the social context of space is presented along with time, health, prestige, sustainability, and global values. By presenting geographical indication as intellectual property, the study focuses on the different approaches toward protected geographical indication and describes research results from the past.

IV. Chapter 4 drafts the theoretical framework of my own research methodology. The multiparadigmatic theoretical approach did not enable the one-sided cognition and presentation of the paper, thus the data were collected in several steps. The first phase of the paper focuses on introducing the topic and the concepts. The operationalisation of place and quality variables related to primary research was carried out using a visual toolkit.

In the second step, the main variables of the online survey and the indicators were processed with the help of the SPSS 22.0 program. Aside from descriptive statistics, indicators were analysed using MDS, ALSCAL process, and k-means cluster analysis.

The bipolar conflicts uncovered with the help of a latent indicators perception map and by spatially representing the indicator, highlight that there is a location-related latent value behind the quality value. The fact that the different dimensions are applied together creates confusion about the product, and for the consumer. The results related to the latent variables were once again validated by qualitative methodology, by analysing interviews conducted with experts.

The study summarises the results gained from interviews with experts in order to interpret the empirical results. It focuses on the differences and anomalies of personal and social values, which might provide an answer to the challenges related to the existing sales problems and consumer product perception.

V. In addition to the interpretation of the research results gained from this mixed methodology, the paper makes proposals for future research opportunities in the summary.

III. THEORETICAL FRAMEWORK

3.1. 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.

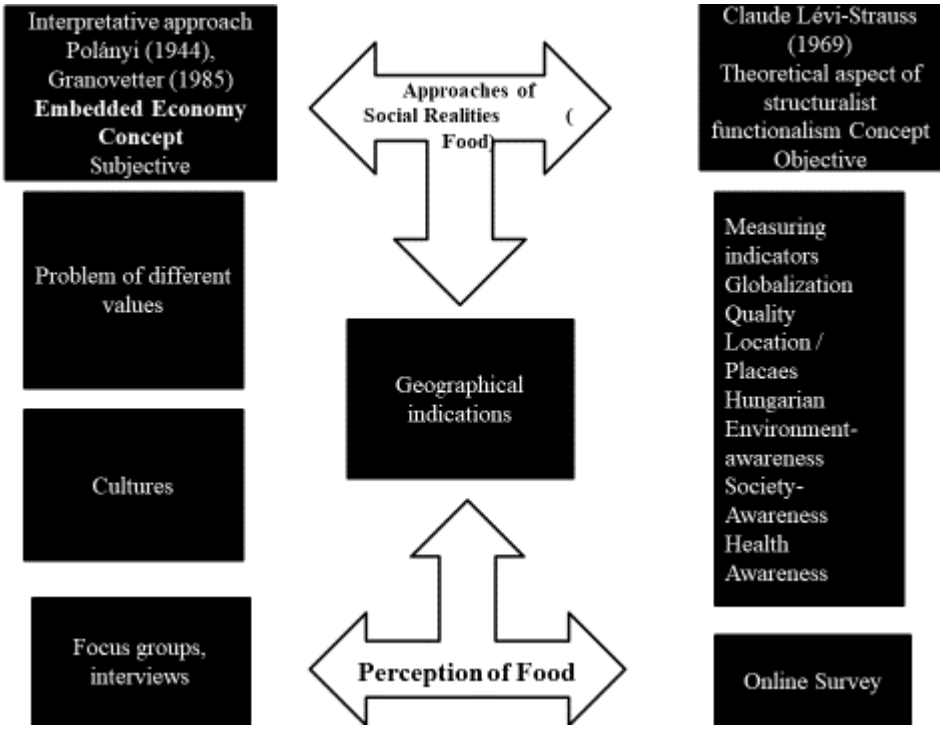
According to Willmott, the two paradigms (radical structuralism and radical humanism) are not mutually exclusive, but can be built on one another.

Table1.: Groupings of multiparadigmatic approaches

Multiparadigm Perspectives on Theory Building		
Multiparadigm review	**Multiparadigm research**	**Metaparadigm theory building**
Bracketing Morgan (1997)	Parallel Hassard (1991)	Meta Theory building Gioia & Pitre (1990)
Bracketing and *bridging* Gioia & Pitré (1990)	Sequential Lee (1991)	*Interplay* Schultz & Hutch (1996)
Bridging Willmott (1993)		
Sources: Grimes & Lewis (1999) Primecz (2008)		

This study chose the bridging technique partly because it starts off from the interpretive paradigm (subjective) point of view, the embeddedness concept of Polányi and Granovetter, and builds upon the (objective) theoretical approach of structural functionalism represented by Claude Lévi-Strauss (1969), from the consideration that these two are not opposing theories, but can be layered on each other.

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



3.1.1. INTERPRETIVE APPROACH

The study is based partly on the interpretive approach, the embeddedness concept of Polányi and Granovetter, according to which economic action "is embedded into the systems of concrete social relations" (1985: 487). The structural elements explain the economic results (Granovetter, 1973; 2005), i.e., the market practice of the characteristics of social networks makes collective actions easier. According to Polányi (1944; 1957; 1976), man behaves in such a way that would protect his social standing, property, and rights at the same time. Reciprocity and redistribution, characteristic of archaic societies, are embedded into cultural, religious, political, and kinship-familiarity relationships. Polányi examines the concept of embeddedness as part of an economic integration mechanism when researching the moral food economy. He reasoned that before "transformation," economic activity was just a sphere that controlled the flow of social life. He interprets transformation as a shift in emphasis where

the economy and society are separated, but the logic of the state does not fulfil the needs of society. The fulfilment of human needs becomes such a medium, through which capitalist cumulation takes place, but this is not the basis of economic activity. Changes caused by transformation result in the other spheres of social life to be separated. The economy's dependency on social criteria ceases, but society resists this tendency and tries to reinsert it into the social relationships by reconciliation of goals and tools. Polányi called this dynamic stress "double movement." Referring to Polányi's thoughts, geographical indications work as some kind of coordination mechanism, in order to offset the market powers within the industry (Barham, 2002).

Since Polányi, opinion on embeddedness has changed in many ways. According to Granovetter (1992), embeddedness means the economic action in which the personal relations of doers affect the results and the establishments, as well as the structure of the entire social network.

The duality of embeddedness can be grasped in its relational and structural aspects. According to Granovetter (1992), the concepts of strong and weak embeddedness change proportionally to the weight of social dependence of the economy. He reasons that on the one hand, pursuing economic goals is normally not linked to pursuing non-economic goals (power, prestige, social status). Secondly, economic action cannot be explained by personal motives, since it is socially defined, and thirdly, economic establishments are formed socially, and not automatically. Zukin-DiMaggio (1990) discusses cognitive embeddedness, referring to social embeddedness being dependent on cognitive, cultural, political, and structural factors.

Sayer (2001: 698) claims that "the focus on embeddedness might accidentally give an exaggeratedly positive picture on economic relations and processes." Location and local food farmlands, apart from being interpersonal relations, foster trust and mutuality, and they can also contain power structures originating from below, as well as inequalities, conflicts, and personal greed.

Giddens (1990) attributes the characterisation of the modern society to mechanisms directed at separating time and space, and serving anti-embeddedness, i.e., the separation of the individual from local interactive social affairs. One of the mechanisms to support anti-embeddedness is money, and the other is expert systems. In both cases, the significance of trust increases. In this case, trust is not interpersonal, but an abstract phenomenon: It relates to things and people unknown to the individual, or far away space- or timewise.

It is discernible about traditional food markets that the embedded markets do not operate separately, but live next to each other and continuously connect to agricultural-food industry markets (Anderson, 2008; Sonnino, 2013).

According to Bérard and Marchenay (1995), in our time of modern industrial production, food only becomes value in certain contexts. Thus to the status of modern food the food consumption as identity-determining value (Fishler, 1988)] contexts are needed which are closely linked to food availability and food exchange, since these two mutually define the capacity of the globally and locally scaled system.

According to Lewis and Bridger (2000), trust became a critical aspect besides accelerated demand; therefore the most important goal is to create authenticity where the consumer perceives risk. After all, once the trust is established, the purchase decision becomes simpler.

Goodman (2003) broke down the "quality turn" experienced in the end of twentieth century in the food industry to three concepts: trust, embeddedness, and location. He believes that by examining food-related issues along ethical and political mechanisms, consumer behaviour becomes interpretable not only by economic, but also by socially responsible approaches.

3.1.2. STRUCTURALIST-FUNCTIONAL APPROACH

According to Rozin (1976), man is omnivorous by nature and is characterised by the omnivore's double-bind. Nutrition carries biological needs and risk at the same time; therefore eating is an activity of internal anxiety, meaning that either negative (worry, fear) or positive (joy, expectance, social help) feelings are associated with it. The fragility of trust in food and nutrition is clearly shown by the suspicion consumers feel toward food products they cannot identify (Rozin, 1989).

Interdisciplinary research of the topic encompasses anthropology, (Elias, 1939; Lévi–Strauss, 1968;) Douglas, 1969, 1979; Appadurai, 1981) which sees different eating habits as the expression tools of cultural relationships, and sociology (Bourdieu,1979; Grigon and Grigon, 1980; Mennell, 1996; Ray, 2004), which examines different socially constructed narratives.

Therefore the other main pillar of this study is the structuralist-functionalist theoretical approach of Lévi-Strauss (1969), which claims that critical assessment of food, memory, and taste might encompass correlations that are yet to be discovered. ″Cooking is a language through which society unconsciously reveals its structure.″ Unlike Durkheim, Lévi-Strauss believed that certain cultural categories take part in shaping social reality.

According to Lévi-Strauss (1969), the structure set up from dialectical concepts is universal and timeless, because it can be found in our consciousness. The world is described and interpreted through the myths and values connected to these dialectical concepts. He calls the universal structure a "binary structure," and aside from this he distinguishes such abnormal categories, which are far from both poles of conceptual categories with elements, i.e., binary pairs; therefore they are anomalies. For Lévi-Strauss, anomalous categories carry excess meaning, which he called "taboo" or "saint" categories. These are viewed as dangerous, as they threaten the binary base of the creative meaning, i.e., the classifications of a

given culture. According to him, every culture tries to define binary and anomalous categories. Anomalous categories connect the two poles.

According to Fischler (1988), the traditional society's trust-based production chains are damaged, because among the extended processes food products have lost their identity for the consumer. In these processes, consumer decisions become more and more individualised and trust is weakened; therefore, anxiety toward eating and food ingredients is common. Besides the difficulties in identifying food, belated or postmodern processes also increase anxiety.

Bildtgård (2008; 2013) claims that in traditional societies the most critical food-related dangers were natural processes, whereas in modern times people have become more aware of new dangers. This is a secondary consequence of the human effort to rationalise production, and these dangers he already considers as risks.

In response to the increasing consumer worries, producers tend to highlight concrete geographical regions as values to help identification. Local food appears as some kind of anti-trend among non-industrial production forms (Fonte and Papadopoulos, 2010). Geographical authentication in this aspect is especially important because it is capable of affecting consumer choice by creating a connection between the product and the value system (Grunert *et al.*, 1995).

3.2. FOOD PARADIGMS

"Only humans cook. All other beings eat cold food."[2]

Aliment is a basic need for living beings that grants the nutrition needed for life and for retaining growth.

The relationship to food can be described in many ways: embedded into the symbolic framework of the ever-changing relationship between the environment, the economy, and society; by highlighting its cultural aspects; by proportions of its ingredients or producer preferences; by psychological motivations; and from health concerns to shopping decision preferences related to the choice of food.

International literature makes it obvious that today three, clearly distinguishable paradigm approaches define how we think of food as a system.

3.2.1. ONE-DIMENSIONAL CONCEPTIONS OF FOOD

In terms of food production, food consumption, and nutritional health, food as an ingredient was first examined to find out whether it can be inserted into agricultural and farming systems (Dalton, 1975; Duckham *et al.*, 1976, 1979; Spedding, 1990, 1996; Jones and Street, 1990).

The first wave of food-system research was based historically on rural science papers. The classic, so-called one-dimensional concepts which solely used an economic approach (Dogan, 2004; Kolossov–Loughlin, 2004) were not competent to solve the new economic and political challenges that appeared in the 1980s (Friedmann, 1993; Friedmann and McMichael, 1989).

[2] Bacher Iván: Emberevő 2011, Ab Ovo Kiadói Kft. ISBN: 9789639378841

Partly economic, partly social needs caused the shift in the theoretical paradigm of the food system.

3.2.2. THE CONTEXT DEPENDENCY OF FOOD

According to Friedmann (1993), the approach that considered food solely as an economic aspect was necessarily overwritten by approaches that used different contexts of culture, history, sociology, and marketing.

In the context-based approach (Fiddes, 1990) the sociocultural background and the changes in the symbolic meaning of food are already examined under strong phenomenological influence. According to Fiddes (1990), research of the food system and food consumption is mainly about finding out how the social separation of food, culture, and politics reconnects with each other in societies that undergo reorganization.

Namely, the determination of social and cultural contexts can create a situation in which the decisions of the consumer allow the high- or low-level operation of certain markets. Fiddes (1990) claims that the cultural and environmental consequences of food choices at a personal level fit into modern life along the concepts of trust and risk. In Fiddes's context-based research, the focal point is to find the critical ideas that changed and still influence local consumer behaviour. He not only suggests that market tendencies can just be examined in the context of individual action, but also that food choice is also an ideological process. According to Fiddes (1990), health awareness and health concerns, characteristic of modern life, are rationally defined goals in everyday life that outstrip traditional beliefs.

Another significant researcher of context dependency is Appadurai (1986), an anthropologist who rethought the role of food, and highlights commodity exchanges instead of the "from food to commodity" process when examining the changes in the cultural value and role of food in the modern age. He recommends that instead of the unique version of exchange, food should be examined by looking at the essential characteristics and their

exchange. According to Appadurai (1986), the context of commodities appears in the diversity of social arenas at the same time, resulting in the cultural sharing of social assumptions, and since with respect to standards and criteria the exchange is taking place between contradictory frames and conflicting interests of the parties, the form and content of environmental value. The relations of the social context might also be problematic.

Appadurai (1986) believes that in late- or postmodern societies, geography has lost its community- and identity-shaping role, which means that independent of the distance, strong emotional and trust relationships can be created thanks to the media. According to Appadurai (1986), this might mean that Americans can eat hamburgers anywhere in the world, just like Indians can have their curries anywhere, too. However, mutual food programs and related social movements, as well as groups not defined geographically – like vegetarianism, veganism, ecological food – can be described as communities, just like geographical places were described before.

3.2.3. THE MULTIDIMENSIONAL APPROACH OF FOOD

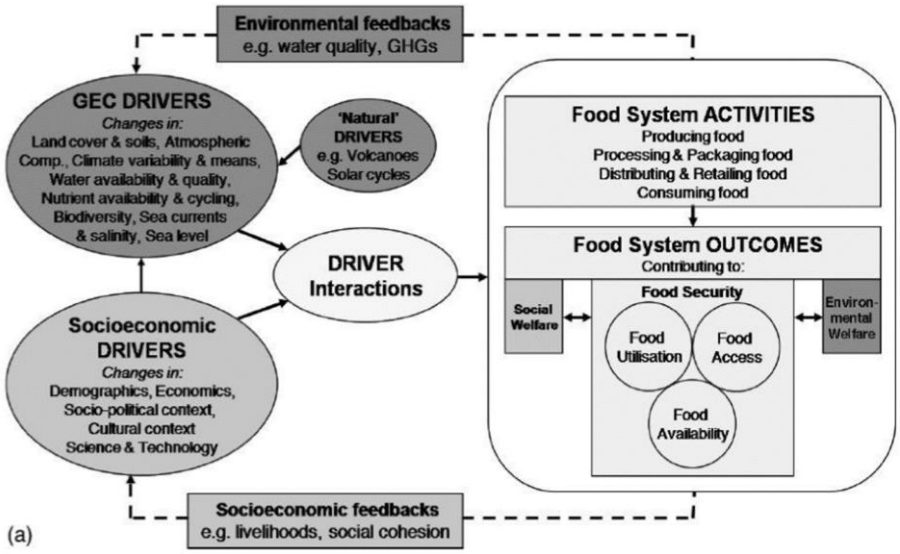
In the SEES (social-economy-ecology system) research of food, the third important influence to appear was the environmental approach and the worry about the finiteness of resources (Daly and Cobb, 1989).

The research of the interaction and reaction of changes inside the food system as well as in the environment (Liverman and Kapadia, 2010) led to the expansion of the agricultural system-based thinking, along with the rethinking and transformation of the role of food (Foley *et al.*, 2011).

Ericksen (2008) presented the role of food, its nature, and its dynamics in a global system most comprehensively. The most important social results related to the multiple interactions of the food system and global environmental changes, as well as the interactions of these two were

examined and the research included food safety, ecosystem services, and social welfare. Instead of a one-sided approach, Ericksen (2008) examines the food system as a social-economy system (SES) with a three-way approach, and from this viewpoint the connection between food, man, and the biophysical environment can be grasped via the complex research into food production and consumption, as well as their outcomes, and the interaction of the actors. From Ericksen's point of view, food safety basically means the balance of the system's operation (Ericksen, 2008).

Figure 1. Internal and external factors of the food system; source Ericksen (2008)



Ericksen (2008) shows no optimism when researching the global system. He believes that food system and global environmental changes examined together with social and economic trends raises concerns. Considering that global environmental and socio-economic changes happen parallel to each other, along with swift and complex processes, their outcome is quite uncertain. The so-called cross-scale interactions between processes and players create even more complexity and uncertainty in different fields and different levels, for example on local and regional level, than forecasts could estimate.

It is obvious even from the viewpoints described above that contemplation of food and its related concepts challenges researchers significantly

Table 1.: Approaches to researching food Source: Own collection

Approaches to researching food	**Author and year of publishing**
"One-dimensional" rural science papers with classic concept that uses economical approach only	Friedmann (1993), Friedmann and McMichael (1989), Dogan (2004)
They examine food based on its role in marketing and distribution chains, along with a strong phenomenological intellectual approach. They focus on the sociocultural perception of consumption as well as the changes in the symbolic meaning of food. As it also follows a holistic system approach, it is similar to agricultural systems; however, they do not match fully.	Fiddes (1990), Sobal et al. (1998)
Food production and the added value reach the consumer via a complex process, which has a global and a local scale as well. The food system is a complex activity made up of a series of transformations inside the system.	Arce-Marsden (1998)
The authors tried to go beyond former research limitations (macro explanation), to find a solution on how the changing activity of farmers could be integrated. The authors uncovered the need to research food in the context of cultural and historical variegation.	Goodman and Redclift (1991)
The focus is on commodity exchanges. The context of food is the diversity of social arenas, by which certain food products connect their turnover and exchange with each other (cultural sharing of social assumptions).	Appadurai (1986)

In late- or postmodern society, geography lost its role in shaping community and identity, which was traditionally limited by distance and interoperability. In modern times, this means that strong emotional bonds and trust relationships can be created free of distance, with the help of the media.	Appadurai (1996)
Food system means the whole food production industry in the economy (including the farm, the processing, and the food trade), also including the food production.	Sundkvist *et al.* (2005)
Food system means: a) Interactions between biological-geophysical and biological processes, which include the human environment. b) Activities that take place from production to consumption. c) Results of these activities contribute to food safety, environmental protection and social welfare. d) Factors defining food safety are partly results from the interactions in (a)	Ericksen (2008)
The global food system is a system that consists of a food supply chain and environmental, industrial, and trade systems, which are autonomous, heterogenous and complex systems on their own	Hipel et al. (2010)
Food system means a series of processes that are mutually interrelated, including the production of raw food, animal farming, processing and packing, distribution, sales, and consumption	Hammond and Dubé (2012)
Food system means the full spectrum of food, including food production, food processing, food distribution, food access, and food waste management.	Mansfield and Mendes (2012)
Food system consists of input and output activities of the food chain, as well as their control. This means agricultural production, primary and secondary processing, packing, storage, transportation and distribution, marketing and retail, hospitality, domestic food management and food waste management as well.	Vermeulen *et al*. (2012)

Food system unifies and sticks food chains, food cycles, food networks, and nutrition chains together. It consists of several phases: production, processing, distribution, supply, preparation, consumption, food waste management, and utilisation.	Brinkley (2013)
Food system is an economic activity that includes the production, processing, distribution, supply of food and disposal of food waste. It does not cover the activity of commercial players (from production to consumption) and the relationship to externality (the contribution to food safety, environmental safety and social welfare).	Haysom (2014)
In general, the food system means a process which creates natural and human resources and food products.	Herforth *et al*. (2014)
Food system includes the relations beyond agricultural production and harvest. The research in the food system includes other items, such as food research, transportation and production, as well as related establishments, such as markets and communities.	Olson *et al*. (2014)
Food systems are complex. They connect to each other from the chain of food products to consumption.	Pereira (2014)

The socio-ecological shift in the food system is already a complex combination of socio-ecological systems (Berkes *et al.*, 2003). This complexity is not only created by the interaction of interdependent variables, but the feedback that is present is the system.

3.3. MARKETING THEORIES

Consumer perception of food products is among the theoretical bases of competitiveness according to the literature. Kotler (1991) groups product characteristics into three levels: characteristics of the objectified product, characteristics of the abstract product, characteristics of the supplemented product. When examining product characteristics, basic and supplemental utility for the consumer is also an important criterion (Lehota, 2001), since the comparative advantages of the product as well as its reached perception potential in specialisation can be detected.

3.3.1. VALUE

Value does not equal sympathy; it is the object of conscious confirmation (Mérei, 1976). Values are cultural principles that express what the given society perceives as wanted and important, good or bad. Values and their prioritisation change depending on societies and ages (Andorka, 2011). The concept of value is adjusted to a valid benchmark that indicates what we can find valuable. According to Hofstede (1980), value is when the same goals and conditions are prioritised against other goals and condition.

According to Rokeach (1999), values are basic beliefs that mirror the choices and preferences related to the final goals of human life (self-realisation, freedom, salvation, equality) or broadly speaking, the way of life (integrity, friendship, purity, bravery).

Inglehart (2004) carried out world value research looking for answers to the effect values and attitudes have on an economy and also how this in turn affects values. While Inglehart was looking at the differences and similarities of different countries and societies, he missed examining the inner structure of the value systems of the countries. According to Myrdal (1972), economies do not know much about values and their nature, and the knowledge about value preferences hardly reaches the level of knowledge

on other topics. He also considers value-laden assumptions "scientifically objective" (Myrdal, 1972). According to McCloskey (2016), the driving force of an economy should be found in the world of ideas and beliefs and the discussions on this, which is not about the duality of hard facts and soft interpretations.

Values are not rational in every case; however, they are interrelated and form a value system, which, on the other hand, is not always coherent. It happens that conflicting values get in contact with each other.

3.3.2. VALUE SYSTEM

Kamarás (2010) believes that values are organised by system and by hierarchical order, which also means that saying yes to a value leads to a lower ranking or a rejection of another value. Values are not only pure imaging of primary needs and interests; they become values due to human relations. The value system and value consciousness are part of a mutual historical destiny and action. The value systems of groups, layers, folks, and nations are not independent of their members, but collective a consciousness and mutual destiny.

Hankiss *et al.* (1977) started from the fact that the individual value system is mainly the impression of a collective value system. Then we are faced with the crisis of evaluation systems. According to them, the reason for this is that while the *cognitive systems* are built on one another, and supplement and justify each other, the *evaluation systems* always contradict each other, and the coordination and exchange of contradicting value information and denomination is not sufficiently organised.

Hankiss (1977) divides values into subjective and objective ones. Objective values are those that every system needs for its existence. Subjective values are those that the given system needs for itself. The two systems of values do not cover each other most of the time and only affect each other.

Conscious systems strive to explore the necessary objective values, and build their own subjective values on this foundation. *"Subjective value is the one a system feels, deems important for its own self, existence, operation and maybe even development."* At the same time, an objective value *"is the value a given system (and this system could be a human organism, an institution, a group of people, a society or even all of mankind) need in order to exist, to operate and maybe even: to develop" (Hankiss, 1977: 342-343).*

3.3.3. ATTITUDE

Value and evaluation are not the same as attitude, or habit, taste, trend or fashion; however, they all partially overlap, since all of them include value moments. At the same time, not all attitudes and habits hold value. According to Allport's (1935) research, the concept of attitude is a mental and neural state of readiness that exerts a controlling or dynamic effect on the reaction of the individual toward all the objects and situations to which this attitude is relevant. Attitude is a kind of learned and permanent orientation, an inner state of readiness toward different stimuli, people, and topics.

According to Kamarás's (2004) definition, value generation is related to meaning attribution. The value categories are cognitive formations, but evaluation has a subjective meaning content; therefore attitude includes an evaluation aspect. While value and evaluation are mainly social phenomena, attitude is related to learning a value or meaning.

According to Bakacsi (2011), there are other approaches that consider values as attitudes, since values are evaluating statements in essence, which uncover our orientation toward good and bad. There are two reasons why he distinguishes the two concepts: on the one hand because value is an evaluating statement about the wider class of things and phenomena, and on the other hand because it mirrors a basic conviction that cannot be traced

back to more premises, therefore there are no thought components for the given individual (or these cannot be grasped explicitly) (Bakacsi, 2011).

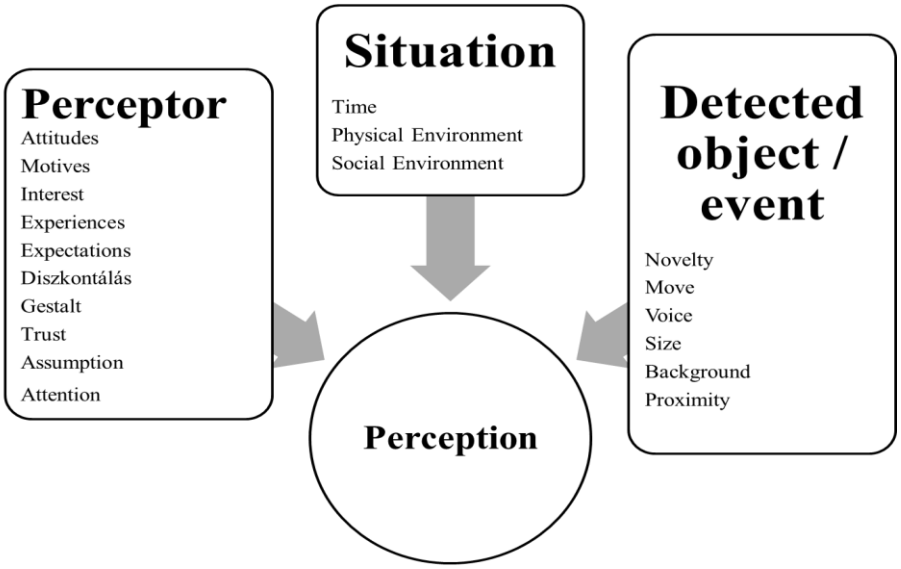
Bakacsi (2011) traces attitudes back to mental, emotional, and behavioural roots, since these components of attitude are based on two different psychological bases: the principles of behavioural and cognitive psychology. From the perspective of this study those attitude scale-measured values are significant that relate to quality goals and the way of product acquisition.

Apart from the psychology of attitudes, perception and detection are also distinguished. Detection is experiencing simple stimuli (light, sound, taste, smell, form) by sensory experience (seeing, hearing, tasting, smelling, touching), while perception creates a uniform image of the sensory experiences and shows the meaningful inner image of the outside world.

3.3.4. DIFFERENCES OF PERCEPTION

People can perceive the same thing very differently. The same action can be detected with different sense organs at the same time, and this could result in accepting different sights, sounds, or touch. The difference in perception is created by the preconception already present in the recipient. Perception is not independent of the world view that revolves around experiences, values, and attitudes.

Figure 2. Dimensions of perception, Source: based on Bakacsi (2011)



According to Hofmeister (2003), the consumer faces decision-making and risks on several occasions during the purchase. Ahead of purchase decision, others' attitude and an unexpected turn of events also affect the buyer, which might change the purchase intention completely. It might happen that the consumer postpones the purchase altogether if they find the potential risk too high (Taylor, 1974). The size of the perceived risk depends greatly upon the character of the consumer, the culture, the purchase situation, the type of product or service, and the change of price compared to the income of the buyer (Hofmeister, 2003).

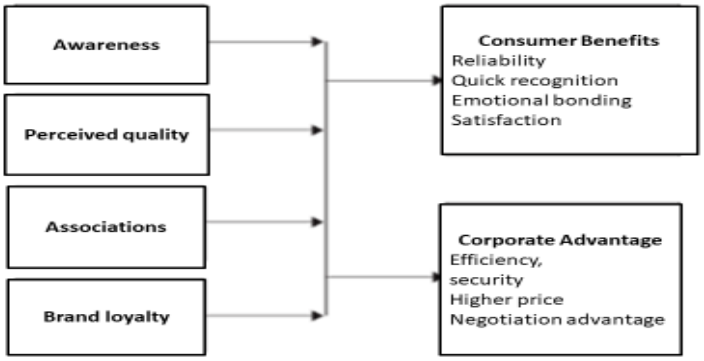
According to Kolos-Berács (2000), the way the consumer perceives and handles risk is important for market players. The greater the difference between the expected and perceived quality, the more dissatisfied the consumer. The degree of consumer satisfaction defines the behaviour after purchase.

3.3.5. FACTORS AFFECTING THE PERCEIVED VALUE

Consumers decide on buying a given product based on its perceived usefulness as well as how the usefulness of the product is compared to the price of the product and the price and usefulness of the competitor's (substitute) product. Literature distinguishes between real (objective) usefulness and value (usefulness) perceived and accepted by the buyer. The buyer does not decide based on the real, objective value, but on their own expectations and emotional impressions. Therefore, the accepted value is nothing more than the total of the consumer's impressions of the usefulness of the product (Nilson, 1992).

Brand value appears as a concept which helps to measure the value of the brands that become more and more valuable to companies. There are two main areas of measuring the brand value: metering the financial value and the consumer brand value. This study focuses on measuring the consumer brand value.

Figure 3. Brand value model Source: Bauer - Berács - Kenesei (2017)



It is clear that rationality is rarely enforced fully in consumer decisions, namely because full rationality is decreased by certain factors. These are for example, the environment, presentation, group effects, and the differences between real and perceived probabilities (Bauer-Berács, 2006).

Hofmeister (2003) defines the concept of measuring criteria as a set of characteristics that the consumer is looking for in order to solve a certain consumer problem. Such evaluating criterion can be price, quality, performance, style, taste, prestige, etc.

According to Hofmeister-Simon-Sajtos (2003), four subjective factors affect the evaluation process: perception, conviction, attitude, and will. Perception is based on the quality of the product and the promotional message, but is also related to individual factors. Perception is formed by the need, past experiences, knowledge, motivation, personality, and the cultural environment of the individual. Purchase decisions are strongly affected by the consumer's perception of the purchase risk, as well as their perception of satisfaction or dissatisfaction.

In the case of a food product, the tangible physical characteristics must be consistent with the traditional feel identified at the psychological level of perception (Tregear, 1999). Regional food products are distinguished by their way of preparation from standard products, and the preparation requires plenty of time, know-how, and skill.

3.3.6. PERCEPTION MAP

The usefulness of the product fits to the sequencing of consumer values. Product positioning is the activity through which the company tries to place the given product into the consciousness of the consumer. In order to position the product successfully, (1) on the one hand it is important to learn what dimensions the consumer uses to distinguish between the competitor's products, and on the other hand, (2) how the buyer "perceives" these products.

A perception map is the graphic representation of the consumer perception on brands, products or companies (Lehota, 2003). It helps to give a reliable view of the consumer's perception of the product via hidden market content, tendencies and determinative links.

The perception map gives a visual representation of the market structure in which products compete. Market structure is typically represented in two dimensions on the perception map. The products present on the market are marked by points defined by the coordinates of two dimensions.

If the consumers cannot distinguish the concrete characteristics connected to the given products, then researchers make a judgment based on a general comparison method, and try to draw a conclusion using this result. When applying this method, products are examined based on the similarities consumers perceive. The preference list – the sequence received by using MDS – helps to create a perception map.

Therefore, this study is based on the concept that perception is a kind of mental map of the environment that distorts reality by subjective judgment and viewpoints, and keeps changing along with the environment. The mental maps of the individuals has a joint intersection which provides a mutual mental image of people's food selection, including the perception of goods with a geographical indication.

3.4. FOOD CONSUMPTION AND VALUE SYSTEM

Apart from environmental changes, the market standings and roles of food products are also determined by the food consumer's behaviour. Value and the value system are strong determinatives of human behaviour, thus consumer behaviour as well. This explains why sociological and

anthropological concepts form the basis points of food-related marketing research thus help to uncover the inner context-system of the consumer behaviour determining factors. So far, research on food consumption were based on biological (detection, perception), economical (price, income), demographical, psychological (motivation, attitude, perception, learning, experience), social (reference group, family), cultural (country, nation, ethnic group), geographical (weather), dietetical and medicinal (nutritional needs, physiological regulation, etc.) factors (Szakály *et al.,* 2010; Lehota, 2001).

3.4.1. TIME AS VALUE

The model created by behavioural researchers Lewis and Bridger (2000) presents the consumer type whose consumption-related behaviour and choices are determined by the shortages of time and trust. The increasing appreciation of free time led to the need for simplifying shopping and nutritional processes. Along with the increasing need to acquire food quickly, the number of supermarkets with large sales area and long opening hours surged, and preferences to dine out also grew. Apart from the rise of consumer income, changes in social and lifestyle trends also contributed to the expanding role of dining out (Lehota, 2001).

As for motivation types in food consumption, comfort and time saving seem to appear more and more often, and these became driving forces behind the expansion of the food-services sector that upset the traditional sectors of hospitality.

Table 3. The main tendencies in consumption in the twenty-first century *Source: Törőcsik (2011)*

Trend cathegories	Pro Trend	Anti Trend
Time and tempo	Speeding Up	Slow down / slow motion
Mobility	The More You Get, The Faster And Cheaper	Simplicity
Knowledge	Learning and Gaining Rational Knowledge	Acquiring emotional sensitivity
Social life	Individualism And Egotism	Us - feeling, community experience
Exercising	Wellness	Zero-ness
Consumption	Hedonism	New asceticism
Consumer expectations	Experience-based	Authenticity-based
Values of product	High –Tech, Virtuality	Natural / neutral
Ethos of Youth	Forever Young	It's your age
Far and near, looking for the unknown	Exotics And Oriental Cultures	Finding 'roots'
Health	Responsibility And Expectation At A High Technical Level	Gentle medicine

The trend analysis by Törőcsik (2011) showed that time pressure defined the acceleration trend in the time and speed category, and this affected food consumption as well. The pressure of time is detectable in every life phase. Törőcsik's research (2011) results show that even elderly pensioners experience a lack of time during their everyday lives. The time that can be spent on creating individual existence has shrunk.

As the acceleration of the way of life, as well as the decrease of free time, shortens the time spent on meals, the menu is unavoidably changing with it. The food industry can only catch up with requirements if it develops products that shorten the time needed for meals.

As for acceleration, there are two different aspects. One is affected by the individual, as their personal decisions represent choices in changing their rhythm of life. The other is the effect of social environment, and in this aspect, the individual has no influencing role in shaping the daily rhythm

and the time schedule of work. Going against this trend, another tendency appeared: "quitting" temporarily or permanently (slowness/deceleration trend). In this trend, an intensive work period is replaced by a work rhythm and life situation that is fundamentally different from the original.

Moving from the city to the countryside as well as changing jobs results in a slower pace of life. This includes the "downshifting" anti-trend as well, in which quality of life takes a priority, and the individual gives up overworking and reduces consumption. The trend of "more, faster, and cheaper" is also quite pronounced in relation to food consumption habits. It supports old-age hedonism instead of looking for youth. They are provided new programs by their environment, for example by cooking for others, babysitting, or even taking care of administrational tasks.

3.4.2. PRESTIGE AS VALUE

Apart from the importance of values, Veblen (1925) highlights the role of symbolic consumption. He believes that consumers consciously try to prove their financial power by purchasing products and using services that grant them a priority status in the community.

According to Baudrillard (1988), consumption is a process through which we consume the signs connected to the product, and not the product itself. It means that we evaluate and interpret products by the meaning connected to their possession instead of their utility.

Based on people’s tastes and consumer practices, Bourdieu (1984) believes that the differences appearing in symbolic consumption are more important than the function of the activity. According to this, the differences that symbolise the place in society bear the highest prestige value. He emphasises the importance of the symbolic or cultural equity ownership of the individual, and the way the person expresses their taste.

Campbell (1995) further developed Veblen's theory, and differentiated symbolic consumption. He distinguished three types of consumption:

symbolic consumption that mirrors a psychological state, functional consumption that appears as a behavioural form, and symbolic consumption that can be defined as lifestyle form.

Literature on marketing states that when researching mass markets and luxury principles, Ming (2002) noticed that the scope of self-expression and social contact is a particularly important motivation of the prestige-hunting behaviour.

According to Eastman *et al.* (1999), there are three ways to earn prestige: promotion at work, personal performance, and status consumption.

Vigneron and Johnson (1999) analysed the basic situations of consumer behaviour in connection with prestige products/brands in two dimensions. They set aside four consumer types depending on the price as prestige capital being low or high, and on the self-expression being interior or happening outside of the individual. Therefore the four types are as follows: "hedonist", "imitative, follower", "Veblen-effect", and "snobbery-effect" (Lehota-Komáromi, 2007).

Table 4: Prestige-based consumer behaviour groups, Source: Vigneron and Johnson (1999)

Indicator of self-consciousness	Perception of Price as Prestige	
	Low price	**High price**
Private form	*The Hedonic Effect: Perceived Emotional Value*	*The Snob Effect: Perceived Unique Value*
Public form	*The Bandwagon Effect: Perceived Social Value*	*The Veblen Effect: Perceived Conspicuous Value*

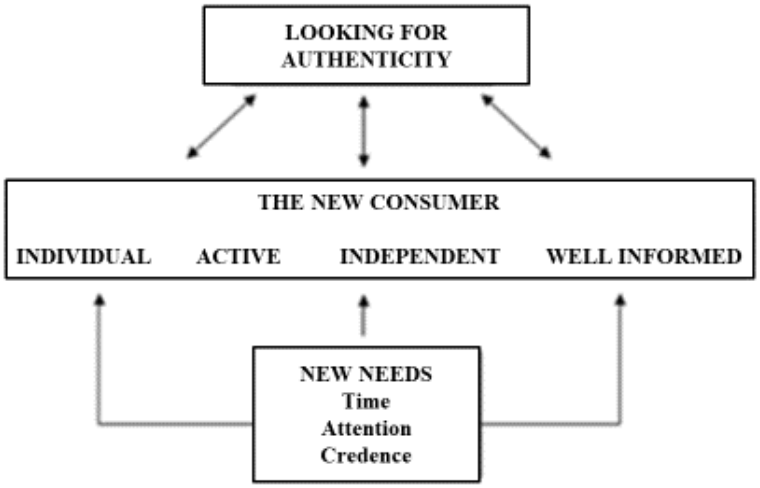
3.4.3. HEALTH AS VALUE

With the increase in the number and frequency of dining out occasions (Törőcsik, 2011), as well as the economic changes, the researcher believes that the number of formal meals will keep decreasing in the future, while eating is becoming an increasing lonely event. People are more and more interested in ethical food, fair trade, and rural farming products. Leaving their originally personal aspect behind, meals have become a social event, outside of the home.

However, when dining out, health risks and ingredients get more attention. Apart from these, consumers demand more flexibility from the service providers in terms of the composition, type, and preparation of the food. The number of food magazines, books, and TV shows have increased by 100% during the past 10 years, and people use their free time to feed themselves the illusion of healthy eating.

In the health trend group, health-keeping food consumption and health behaviour tendencies are clearly distinguishable. As for health trends, searching for health-related information is gaining momentum, and at the same time people are willing to do mo re for their health (Törőcsik, 2011).

Figure 5: Model of the new consumer Source: Lewis and Bridger 2000



According to Diplock *et al*. (2011), consumer acceptance is fundamentally based on three factors:

- Characteristics of the consumers
- Purchase situations
- Product characteristics.

From the aspect of decisions, the most important factor affecting these products is the consumer's level of health, in which consumer acceptance and personal relevancy also play significant roles.

Models examining conscious action, and aimed at finding the differences between attitude and behaviour, mirror social expectations.

3.5. GLOBALISATION AS VALUE

Globalisation is one of the external conditions which was defined in several ways, but it can also give answers to not only economic, but technological, cultural, and social processes, too.

Beck (1986) calls the age of globalization the second modernity, whose task is to understand the multidimensional - information, economic, cultural, ecological, civil - globalization, and to exploit the new opportunities inherent in them, because a work-based welfare state, a market economy and democracy its alliance was broken down by the former pillar of modern nation-state modernity.

According to Dirlik (1999), the overlapping of globalisation and localisation results in the emergence of hybrid spaces, in which integration and differentiation are weighing differently.

Scholte (2000: 15-16) describes the meanings of globalisation's four concepts. By *internationalisation* as the first, widely accepted concept related to globalisation, "global" is only an adjective that indicates relations across borders. The concept of *liberalisation* means the "open" world economy, in which national governments decide not to limit cross-border movements. *Universalisation* is the merging point of different cultures, a kind of cosmopolitan aspect. The last one includes westernisation and/or *modernisation*, that highlight the global spreading of "Americanisation", "McDonaldsisation", "Hollywoodisation" and modern social establishments (capitalism, rationalism, industrialism, bureaucracy, consumer habits, etc.).

Rodrik (2000) prefers using the expression "international economic integration" instead of "globalisation" partly because this has a separate meaning, that is evident for economists and partly because globalisation is being used in different ways by different analysts; therefore its positive or negative connotation are both valid.

Giddens (2005) believes that globalism means the process of various alterations and structural changes, and we can only interpret the interaction of institutions and actors by knowing these processes. According to Giddens (1994/2005), during the insecurities resulting from globalism, the individual must redefine their action situation, because along with reflexive thinking, it is Self-preservation (onthological security - Giddens, 2013a) that makes them live, that is, the feeling to feel themselves at home in the world.

At the examination of globalism, instead of putting down the foundations of a strategy of individual identity, Bauman (2004) suggest avoiding any kind of fixed approach. From his point of view, the dilemma is not how individuals should manifest their own identity and how they should get it acknowledged by their environment, but what kind of identity they should choose when the road ahead becomes impassable. For Baumann, mobility and flexibility are structural characteristics of the modern world, which features two separate roles at the poles of "push" and "attract": the tourist and the vagabond.

For the globalised tourists (Bauman, 2002), the freedom of maneuvering can be used in the physical and spatial world, in real and in virtual terms as well, thus it means a mobility ability without borders. Travelling does not appear as limitation or challenge, but rather as lifestyle that provides happiness and the pretense of experience. For the globalised tourists, space lost its limiting power, therefore the members share a similar value system that is independent of their origin and nationality, they have an own world view and separate identity, that is made up of their experiences, along with the new and previously not experienced feelings. At the other pole stands the vagabond, who is also on the move, but more towards the "push" pole. Vagabonds travel illegally and by force, and their path follows the flow of capital instead of experiences. Although both travellers are consumers, their relationship to the world - according to Bauman - is primarily of aesthetic nature: they see the world as the food of different types of perceptions. When embedded into the concepts of globalised economy and localised

poverty, Bauman's thoughts can be further deepened along the inequalities structured by globalism.

Washbourne (2005) argues that due to technological development, patterns of media and consumption, along with the transnational and multinational companies that frame these two factors create a global culture which does not substitute national and local cultures, but only intersects them based on given social criteria.

According to Ife and Tesoriero (2006), national borders are less important in the study of globalisation and networking society than the borders of inequalities. Although networking society supports the understanding of globalisation, in exchange, it deforms the differences between rich and poor countries. They believe that the globalisation of economy did not bring about the globalisation of nationality, social equality, human rights or equality, and not even that of culture, as globalisation has a disadvantageous effect on culture and communities.

According to Zuckerman's (2008) research, the world of social media, in contrast to early optimism, has not brought about any hope of democratization in the 21st century's "The Paradox of Choice" for network communication, as network communication did not create a more democratic public sphere issues. Even at some points, we can see a decline: users, because they want to avoid the stress caused by the decision, are most likely to come into contact with people with similar values and thoughts in the world of social media; but it is also characteristic of communities and nations.

According to globalists, increasing global networks as well as globalising consumer habits lead to higher levels of cultural homogenisation. Sceptics against globalism, however, argue for the raison d'étre of national cultures, highlighting the cultural differences.

3.5.1 .ACCULTURATION AND DECULTURATION

Acculturation is a process during which a cultural and psychological change takes place in the individual living in a foreign culture for a longer time. They integrate the local culture's value system and way of thinking. An opposite process is deculturation,that means leaving old value systems and behaviours behind. This adaptation process might even take years to unfold (Bogáromi and Malota, 2017).

However, an increasing amount of literature suggests that consumer answers to globalisation can be a lot more varied than this dichotomy, and what researchers previously assumed (Alden *et al.*, 2006; Boli, 2005; Canclini, 1995; Held *et al*., 1999). Consumers hardly take such extremist approaches toward global values; their attitude is mostly hybrid (Holton, 2000).

Consumers supporting globalisation can be described as individuals who support integrated production systems and structures that promote global convergence, and their reason is to enjoy the additional economic benefits (Marsh, 2007, Turner, 2003).

Those opposing globalisation, however, are likely to support local products; the brands and politics that keep local cultural divergence (Herkenrath *et al.*, 2005).

In order to know this phenomenon, the theoretical frame of this study applies an integrated approach which suggests that certain consumers compensate the cultural and economic consequences that support local divergence. The study's recognitions related to consumer response on globalisation originate from the assumption that consumers do not hold a stable position (Alden *et al.*, 2006; Cleveland and Laroche, 2007), but the consumer can resist globalisation even if in certain situations the seem to support it, and in other cases, they will go against it.

According to Ritzer (2003), compromised consumer responses given to globalisation are affected by national cultural values, along with the recognition of potential geographical differences.

Former studies on geographical indications focused on visibility being too low, and in their solution they recommended paying more attention to the marketing of the products. It is clear from the literature that in emerging and/or temporary economies, 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.

3.5.2. COUNTRY ORIGIN

The concept introduced by the sociologist Sumner (in Levin, 1972), ethnocentrism is a syndrome that can be regarded as universal, and results in discriminative attitudes and behaviour. The survey of discriminative attitudes showed that the ingroup sees itself as virtuous and excellent, accepting its own standards as universal, and regards "values" of other groups (out-groups) as weaker and rejectable.

According to Keller (1993), country-association works similarly to brand association, in terms of the mental image in the consumer's mind being connected to a country and influencing certain decisions. According to Aaker (1991), perceived quality is not identical to real quality; it is more of a quality-image present in the consumer's mind. Zeithaml (1988) adapts this to countries as well. In his view, the perceived quality implies that the consumer recognises the quality as quality coming from a given country.

The general concept of consumer ethnocentrism in marketing was created by Shimp and Sharma (1987). They claim that the Country-of-Origin effect (COO) of a brand on consumer habits in a global market is a lot more timely now than it was before.

Products made in the home country constitute an important part of the national identity, and as companies need some advantage in competition, they could use an image of the produced goods for this purpose.

According to Pappu-Quester (2010), the recognition of a given product within a location means on the one hand that the consumer knows the country well (i.e., COO does not only relate to knowledge of a country), whereas, on the other hand it also means that mention of a product category activates the experiences the consumer had in connection with the given country.

The information related to given countries carries associations which are present hierarchically, i.e., in a networking way in the consumer's mind. These associations have directions and strengths as well; therefore they are interacting in different ways, even creating a back-and-forth effect between information and associations. Where global value chains cannot embed into the regional strategy, there is no chance for multistage integration in the long run.

3.6. SUSTAINABILITY AS VALUE

Sustainable development as an external option determining buying processes appeared first in the 1980s in the related literature. As a concept, it became widely recognised after the UN's Brundtland Report of 1987. Sustainable development is a process that "fulfils the needs of the current generation without endangering the chances of future generations to fulfil theirs" (UN World Commission on Environment and Development - WCED, 1988).

Sustainability means the long-term preservation of natural, economic, human, and social resources; sustainability indicators show the changes related to this resources (Schaltegger *et al.*, 2003).

With their help, unwanted phenomena can be recognised in local, regional, or global ecosystems, economies or communities, along with tracking changes (e.g. short- and long-term effects, mapping of reversible-irreversible processes), and the effects social interventions and regulations bring about. The simultaneous realisation of the three dimensions provides the basis of sustainable development and neglecting any one of them endangers the preservation of organisations (Csutora and Kerekes, 2004).

Although ensuring sustainability requires that we preserve the quality and values of the natural and man-made environment needed for the existence of current and future generations, this should be done in a way that economic development, social equality, and justice do not suffer. Several theories and concepts were born related to sustainability.

3.6.1. THE LINKED, HUMAN WELLBEING MODEL

Human wellbeing and the wellbeing of the ecosystem are both important to preserve. Models fundamentally work with four indicators: 1.) Ecological indicators (the indicators referring to the wellbeing of the ecosystem) 2.) Interactions (the measure of the effect man has on the ecosystem) 3.) People (measuring human wellbeing) 4.) synthesis (the synthesis of the previous three components presenting the component interactions by an integrated approach, in relation to the current, as well as the future situation). For example Sustainability Barometer (Prescott-Allan, 2001) uses this model.

Although the concept of sustainable development originally contained a clear social mandate, this human dimension was ignored for two decades with abbreviated references to sustainability, which focused on biophysical environmental protection-related issues or only appeared at discussions of economic growth.

Environmental awareness of the consumer covers the individual's special ideology, value system and belief system, i.e., attitudes towards a positive environment that connects to consumer behaviour as well.

According to Kerekes and Kindler (1997), the environmentally conscious consumer is one who is interested in using environmentally friendly products and before buying, always considers environmental aspects with caution.

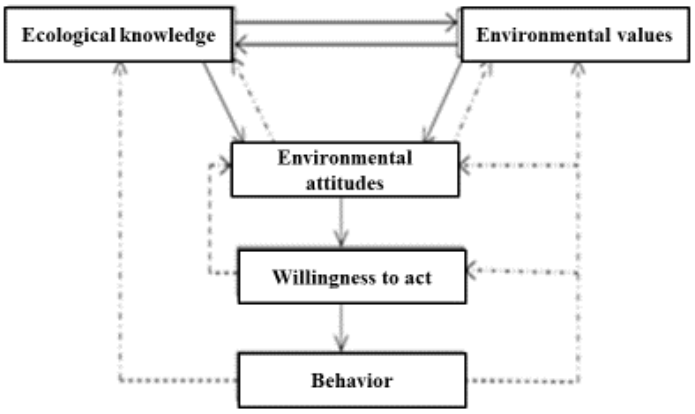
Myers and Kent (2003) stated that the increasing food consumption leads to an increasing load on the environment, which in turn might result in food safety becoming more and more unstable, because with the growing population the effect food production has on the environment will certainly increase in the future (Tilman, 1999; McMichael *et al.*, 2007).

3.6.2. ENVIRONMENTAL AWARENESS OF THE CONSUMER

The environmental awareness of the consumer equals the realisation of ecological consistency and this manifests in the buying habits and choices, i.e., in the knowledge of the fact that the development, production, distribution, consumption, and usage of a product, and even the phase following usage means a burden to the environment. Therefore, environmental awareness is also an endeavour to minimise negative effects and extra costs (Meffert and Kirchgeorg, 1993).

Nemcsicsné's research (2005) claims that ecological knowledge and environmental values are mutually interactive. Besides this, ecological knowledge and the values mutually affect the attitude of specific situations, and through attitude, the willingness to act, and finally, action itself. Attitudes have an impact on the individual's willingness to accept knowledge, and they also affect the development of a value system (which either solidifies or transforms).

Figure 6. Components of environmental awareness Source: Nemcsicsné (2005)



When it comes to action, the originally stated value system, environmental attitudes, existing knowledge, and the individual's willingness sometimes all manifest in a limited way. In the form of experience, the manifesting action has repercussions on the other components of environmental awareness, and is able to change their content (Nemcsicsné, 2005).

According to Hofmeister *et al*. (2006), environmentally aware consumption results in purchases that fulfil needs just as much as traditional consumer behaviour, but it can contribute to the reduction of waste, and create a lower degree of environmental burden.

3.7. LOCATION AS VALUE

3.7.1. GEOGRAPHICAL AND SOCIAL SPACE

Concerning the research of the society and space relationship, two concepts and tools determined the investigations. One is represented by the theoretical construction of a model approach, while the other is based on the geographical determinism of traditional geography.

Instead of historical, temporal approaches, contemporary analyses of social processes have moved towards spatial (geographical) approaches (Sojal, 1989).

In Tuan's (1977) view, the context of location, space, and everyday life can be interpreted also in terms of space, creating the individual, and not only the individual creating the space.

According to Lefebre (1991), spaces are social products, i.e., the connection between people and a given space is about creating that space. If space really is a product, i.e., it can be conveyed by society, then our knowledge of space reflects the process of space creation (Lefebre, 1991).

Lefebre makes a distinction between three spaces, which in his opinion are connected dialectically: The "perceived space" is the physically existing space of everyday spatial tasks. The "conceived space" means the representations we create about space (e.g. maps, development plans). The third space is the space of representation, the so-called lived space. This evolves continuously by the actions, representations, and mental processes of those using and occupying the space, i.e., the "residents" and "users".

Benwell and Stokoe (2006) claims that the representational spaces stand between the objective/social and subjective/individual interpretation of reality, and these show phenomena in a way that we see them, i.e., through the lens between us and the world. For symbolic, sociocultural, and physical

classification of experiences spaces, as well as for the examination of social practices that create and continuously re-create spaces, more and more interpretation was born.

3.7.2. ALTERNATIVE VALUES

As was described along with food system-related paradigms, food consumption is a complex phenomenon that can only be examined and evaluated effectively if a multidisciplinary approach is used (Lehota, 2001). Commercial partnerships and global sales agreements that led to the "disappearing" of national borders also contributed to the easier availability of markets, which in turn clearly resulted in the strengthening of competition.

According to Besch (1999), we cannot discuss consumer choice in relation to the globalisation-regionalisation pair of opposites. The process is conflicting and complementary at the same time; therefore it is evidently full of tension that is rooted in human behaviour and cannot be one-sidedly dissolved, but needs to be balanced.

The globalisation-regionalisation trend includes the establishment of local food systems (LFS) that go against the mainstream (Feenstra, 1997; Henderson, 1998). LFS, highlighting the characteristics of localisation, considers the concept as an alternative to globalisation (DuPuis - Goodman, 2005).
In an alternative food network, three well-separated trends exist side by side:

1. Local food
2. Alternative fair trade and traditional, regional food
3. Short food-supply chains

3.7.2.1. LOCAL SUPPLY CHAINS

Local products can be based on community (Berry, 1996), can also be political and legal, i.e., marking out county or country borders (Harris *et al.*, 2000; Pirog, 2003; Wilkins *et al.*, 1996), as well as geographically or culturally related (Barham *et al.*, 2005).

"Local" is not only made up of physical distance. Along with geographical location and borders, the distance measured in time intervals may also be a factor, ranging from 5 hours to 1 day (Porjes, 2007). Research conducted by Thompson *et al.* (2008) and Feenstra (2002) stated that apart from geographical and time factors, consumers add quality and freshness labels to the "local" category, and this does not help further interpretations.

As the distance between the place where production and consumption take place grows, the more unclear the movement of the market players will be (La Trobe and Acott, 2000). Therefore many consumers turn towards local food products that are within a short distance or that are directly distributed by the producers (Holloway and Mtsai, 2007; Watts *et al.*, 2005).

According to Gombay (2005), local and global concerns are quite problematic as they cannot be fully separated. Their relationship is embedded in each other, permanent and developing, as well as a sum of interactions at the same time. In a global food system, the geographical, early, and repeated interconnection of food and place is of primary importance.

The expressions local and localised are part of an extensive debate. Ilbery *et al*. (2006) point out the difference between "local food" and "locality food." Local food means the food product the producer manufactured close to the consumer, while locality food is a local speciality that can cover a lot wider area (Benedek, 2014).

According to Juhasz (2012), the "locality food" category is considered as a local food linked to traditions and origin that has a special definition, and

also related legal aspects. There are some who are critical of the simplifying edge of the adjective "local." Among these, approaches that link the characteristics of food networks stand out: "local" does not automatically mean "alternative" or "sustainable" (Ilbery and Maye, 2005).

As for what does and does not belong to the system of local food production and consumption, Hand and Martinez (2010) believe this is a very general concept that obviously refers to the geographical production area limited by borders. The expressions local and localised are part of an extensive debate. Local food products can be described as answers to the anonymity of food produced "somewhere" (McMichael, 2002) and "nowhere" (Campbell, 2009).

According to Campbell (2009), geographical distance is connected to social and ecological embeddedness that potentially opens new ways toward more sustainable food systems. Relationships between food localisation and rural development are often considered self-evident, but generally they are not controlled and uncleared (Sonnino and Marsden, 2006; Deverre and Lamine, 2010; Tregear 2011).

DuPuis and Goodman (2005) name this issue of unclear concept as "non-reflexive localism." Born and Purcell (2006: 195) call the type of "romantic" research that does not see beyond visible facts "local trap." Others, appreciating the substantial amount of work of local practices, used a kind of "defensive localism" in their approach toward local food systems, although this intensified the issue of social embeddedness, but paid less attention to ecological and social justice (Allen, 1999; Holloway and Kneasfey, 2000; Hinrichs, 2003; Winter, 2003).

Nowadays the label "local" is not easy to define. Ostrom (2006) calls attention to the different ways the concept "local" is being defined. The definition of local and local products should not lack the definition of embeddedness.

3.7.2.2. ALTERNATIVE FOOD CHAINS

The literature of another trend in global food systems, the so-called alternative food network, covers the organised flow of food products that make certain consumer decisions and consumer behaviour morally connected. In these networks, producers try to get a better price, because those counteracting the market logic of traditional (mainstream) and swiftly expanding food networks, are willing to pay more in order to ensure fair income for the producers (Whatmore and Clark, 2006).

Because of its context, local product incorporates a moral and political dimension as well (DuPuis and Goodman, 2005), which might mean further potential advantages besides the attributed values of the players' localisation strategies. The four moral dimensions related to history, politics, and economics that define possibilities are origin, proximity, solidarity, and ecology (Miklós, 2018).

The global alternative food network (AFN) (Binns *et al.*, 2007; Raynolds *et al.*, 2007) is created when big companies start to focus on increasing fair trade and to achieve this, strive to shorten the distance between producing and purchasing communities in order to enhance their quality of life. The fair trade indication became a "mainstream" concept inside fair trading networks, since well-known companies such as Starbucks and McDonalds introduced fair trade on a big scale to their consumers. For this reason, recent studies increasingly question whether small companies conducting business grouped by AFN may be considered "*alternative*" companies or not.

According to Ilbery and Maye (2005), communities along the traditional supply chains increasingly become "gummed up" and then "go to sleep," i.e., they become vulnerable to global trade.

It is obvious that in international literature, fair trade operates within the companies' mainstream framework. "Bio" and ecological food products are being criticised more and more often.

3.7.2.3. SHORT SUPPLY CHAINS

Marsden *et al.* (2000) see an opportunity in artisanal producers working along so-called Short Food Supply Chains. They defined two types of this: spatially close and spatially expanded.

Short Food Supply Chains (SFSCs) take out food production from "industrial methods" and create new chains that enable small and mid-sized enterprises to gain a larger proportion of added value, as well as keeping contact directly with the end-consumers (Benedek, 2014; Juhasz, 2012).

A key characteristic of SFSCs is that the food products reach the end consumer, and within the supply chain "integrate" with information loaded with values related to the production method, origin, and distinguishing quality tools. Although this is best proven by direct marketing and "from the producer to the consumer" face-to-face contact forms.

Due to the importance of geographical locations, globalisation causes the interfusion of cultures, since consumers either integrate or oppose globalisation, depending on the context (Went, 2004). Due to continuous adaptation and by means of interactions of acculturation, new hybrids and networks are created (Mackay, 2004).

3.8. THE GEOGRAPHICAL INDICATION

Agricultural products and food with a geographical indication must comply with product description criteria, such as the regulations aimed at protecting the natural resources or landscape of the production area, or improving the wellbeing of the animals bred in the given area. At the same time, food producers must agree in advance, even before a decision on their product getting a geographical indication, to comply with the regulations related to their product and its inspection.

3.8.1. THE GEOGRAPHICAL INDICATION AS LEGAL VALUE

The EU debate on food quality goes back the so-called Green Paper published in 1985 and the Communication on "The future of rural society" published in 1988. Both address issues related to food quality and preserving the environment and eco-system, with agriculture in focus.

Strong debate preceded the adoption of the legislation, since several northern member states have different legislation on the matter of qualification of local delicacies; therefore they wanted to give precedence to the protection of trademarks (Pallóné, 2004).

Before 1992 no common legal framework existed in the EU, only independent regulations valid in the different member states.

Finally, in 1991 and 1992. three regulations were adopted by the EU: EEC No. 2081/92 of 14 July 1992 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs, EEC No. 2082/92 of 14 July 1992 on certificates of specific character for agricultural products and foodstuffs, and EEC No. 2092/91 of 24 June 1991 on organic production of agricultural products and indications.

Table 5.: Regulations of the EU KAP reform program

EEC 2092/91 regulation	On organic production of agricultural products and indications
EEC 2081/92 regulation	On the protection of geographical indications and designations and origin for agricultural products and foodstuffs
EEC 2082/92 regulation	Certifying the special characteristics of agricultural and food products

An important novelty was that the concept of geographical indications became protected by the agreement on the sales aspects of intellectual property rights, which contain clear instructions to all economic operators.

Synonyms for geographical indications are indication of origin or indication of source. These protect products with unique characteristics and/or production methods all over the world.

At the time of this study, the recognition of such products is ensured by EU directive 1151/2012 which is in effect in all 28 member states, and apart from food, it applies to wine and spirits as well.

The main goal of the current EU quality policy – aside from grounding the connection of agriculture and rural regions – is the moving of spatial dynamics of the food production network, along the sales chains of the unified market, thus helping the competitiveness of certain regions in a sustainable way.

Both indications, the protected designation of origin and the protected geographical indication, are the name of a land, settlement, or in exceptional cases the name of a country, but designation of origin is a smaller category in terms of the special quality, fame, or other characteristic of the protected product, as well as the closer relationship between the product and the geographical area.

Figure 7. Label of geographical indication and protection of origin, Source: No 1151/2012 of the European Parliament

The main difference between protected indication of geographical indication (OFJ) and protected origin (OEM) in a given country is that OFJ indications require stricter criteria (related to the special characteristics of the region). The regulation does not consider indications as effective as the OEM/OFJ system, but for marketing reasons, they are often used together with the OEM/OFJ indication or symbol.

The aim of the regulation is to harmonise the different national origin protection systems and to fulfil the requirements laid down in the Convention of GATT/WTO's TRIPS(Trade-Related Aspects of Intellectual Property Rights), including the creation of legal instruments protecting geographical indications.

Developed quality assurance provide an advantage on several levels to the products already protected by geographical indications. On the one hand, from a consumer viewpoint, the quality of the product is guaranteed at the time of purchase; on the other hand, geographical indication is an open system in which any product might register if they meet the geographical and product description criteria, unlike the trademark system that is a closed system.

Although market pressure in recent related to the origin of food sources coming from the supply side of consumer, legal, and sales chains has increased in Hungary, the producer engagement that would accompany the

changes in food market needs, is still difficult to measure. Compared to the EU average, Hungary has 13 registered food products whose petitioners undertook the quality certification required by EU law.
The confirmed and already registered products have descriptions on their product characteristics, method of production, and geographical region, as well as proof that the quality, fame, and other feature of the product is linked to the production area.

Remarkably, Mediterranean countries seem to take the lead among the products registered with OEM/OFJ indication, by quantity and sales volume as well. According to Chever *et al.* (2012), 89% of all the EU's OEM/OFJ sales volume is made up of the products of only five countries (France, Italy, Germany, United Kingdom, and Spain). These are mainly cheese, wine, spirits, meat products, fresh meat, pasta, and bread, as well as seafood and fish products.
Ireland, Sweden, Poland, Slovenia, Bulgaria, and Hungary are among those countries where certain products are responsible for higher sales revenue. This is whiskey in the case of Ireland. Hungary's only products to get higher value for money in EU markets are premium wines with protection.
O'Connor (2005) stated that volume of support and informedness are related. The registration request and the registration are related to the information of the producers. A lack of awareness and information results in the low level of participation in the system.

Another problem of market entry is that due to geographical limitation, only a limited amount can be produced and this might result in revenue loss which is not attractive to producers. With the limitations on geography and production methods, producers lose out; therefore due to the missing financial and informational resources they might fall short in terms of quality certificates, even with rising market demand (O'Connor, 2005).

It should be noted that the value of geographical indications was also recognised by food forgers, as there are more and more consumers choosing

quality over consumers. Forging scandals involving olive oil, wine, paprika – notably popular household ingredients – have launched a spiral of mistrust in recent years within the global value chain against regional producers.

Geographical indications may only be protected by industrial property rights[3] if they meet certain regulation criteria as a result of a given administrative procedure. The point of geographical indication is that by recognising the relationship between the quality characteristics and the place of origin of the product it ensures legal action against those using the indication without authorisation. The EU's geographical indication provides protection to rights holders in every member state of the EU. Acquiring Hungarian protection includes a two-step process.[4] Table 4 shows the domestic, EU, and worldwide protection system of geographical indications, as well as their relationship with certain product types.[5]

Table 6. The EU, national, and international protection system of geographical indications

	EU protection	**National protection**	**International protection**
Agricultural products and food products	Exclusive (directive 1151/2012/EU)	Cannot be maintained in EU member states	The Lisbon Agreement (in the 28 member states)
Viticulture and wine products	Exclusive (directive 1308/2013/EU)	Cannot be maintained in EU member states	The Lisbon Agreement (in the 28 member states)
Spirit drinks	Parallel (directive 110/2008/EEC, directive 251/2014/EU)	Parallel (directive 110/2008/EEC, directive 251/2014/EU) is the basis of EU (and international) protection	The Lisbon Agreement (in the 28 member states)
Non-agricultural products	None	Sui generis system or by authenticating/joint trademarks	The Lisbon Agreement (in the 28 member states)

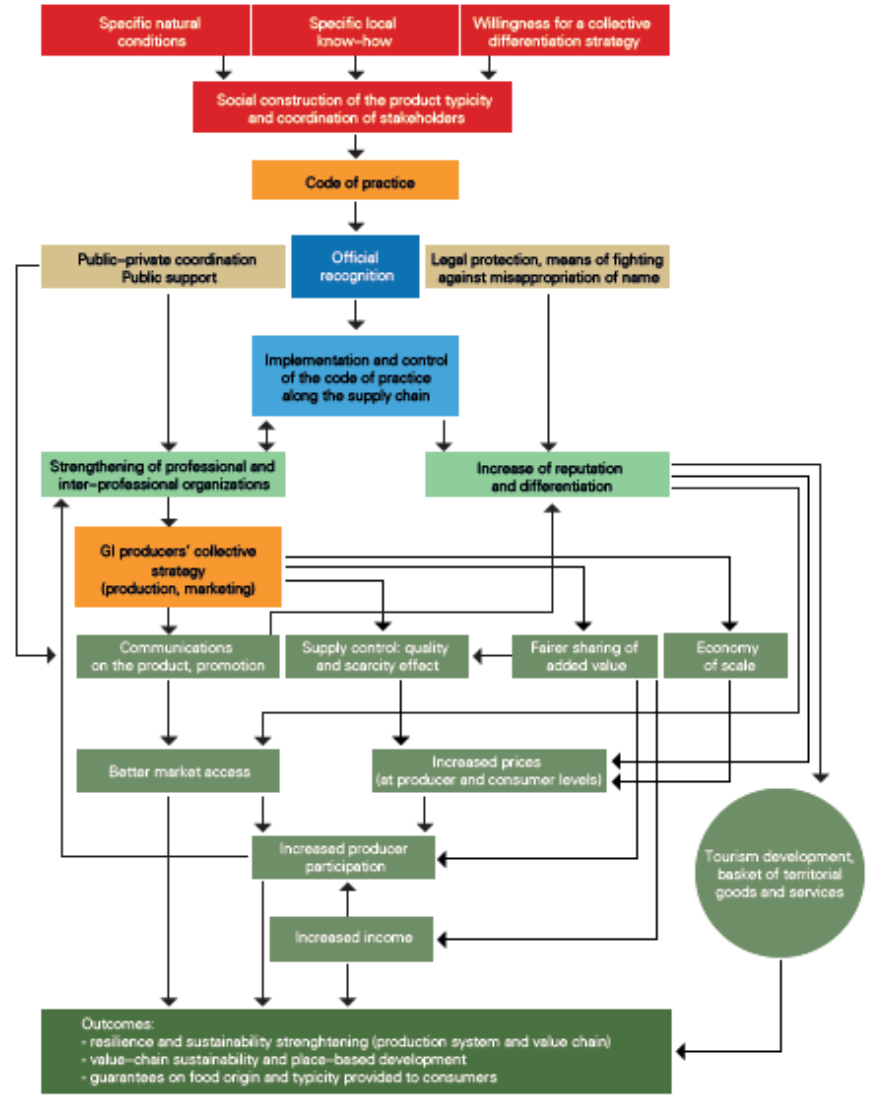
Source: Intellectual Property Office; sztnh.gov.hu

[3] The government issues infomation leaflets on protection of origin and related domestic laws, found here: Geographical indication http://www.sztnh.gov.hu/hu/szakmai-oldalak/foldrajzi-arujelzo

[4] Par. Vt. 116/A contains its national regulations, whereas EU-related regulations can be found in Par. 116/A (1)-(2). In Hungary, the National Intellectual Property Office and the Minister for Agriculture are responsible for applying the national regulations. In: Geographical indication http://www.sztnh.gov.hu/hu/szakmai-oldalak/foldrajzi-arujelzo

[5] In: Geographical indication http://www.sztnh.gov.hu/hu/szakmai-oldalak/foldrajzi-arujelzo

Figure7 : Economic effects of geographical indications



Source: authors' elaboration

Key:

- The mechanisms at work raising the GI process: red
- "Coordination tool": orange
- Institutional impacts: grey
- Economic impacts: green (light to dark for the direct, indirect and final impacts)

As an internationally comprehensive, unified, and coherent requirement system for geographical origin protection is missing, therefore in 111 countries out of the world's 192 special or *sui generis* system is applied, whereas 56 countries use their own trademark in order to protect unique products and local processes.

The largest markets, such as the EU and the USA, apply some property rights differently in order to have differences between the marketing and protection of geographical indications, and since global value chains are integrated more intensively into sales processes, the conflicts of interests are even more tense internationally (Giovanucci *et al.*, 2009).

In Hungary, the "Traditions-Tastes-Regions"[6] (Hagyomány-Ízek-Régiók) program was launched by the Ministry of Agriculture and Rural Development, along the EU Euroterroirs (rural regions of Europe) initiative, in 1998. The main goal behind the creation of the HÍR trademark was the preservation and recognition mainly of the historical character of local products and food. The regional agricultural products collection related to the program contains 300 items, and items can be filtered by regions and regional sectors.

Since 2012, Hungarikum[7] is an umbrella term that is applied to products worthy of distinction in a unified classification and registration system. The products deemed worthy are handled by the Hungarikum Commission, which operates based on a government decree.

[6] The list of HÍR trademark products is available on the Hungarian webpage of Traditions, Tastes, and Regions http://elelmiszerlanc.kormany.hu/download/f/e7/20000/hagyom%C3%A1nyok_%C3%ADzek_r%C3%A9gi%C3%B3k.pdf download

[7] More information on Hungarian national values and the sales process of Hungarikum: http://www.hungarikum.hu/

Table 8. Hungarian geographical indications and food products included in national protection systems, Source: own collection

Name of product	Type of EU geographical indication	HÍR trademark	Hungarikum
Alföldi kamillavirágzat (Chamomile inflorescence of Alföld)	OEM		Hungarikum
Budapesti téliszalámi (Salami of Budapest)	OFJ	HERZ Téliszalámi névvel (HERZ with the name Téliszalámi)	HERZ Téliszalámi névvel (HERZ with the name Téliszalámi)
Csabai kolbász (Sausage of Békéscsaba)	OFJ	HÍR	Hungarikum
Gönci kajszibarack (Apricot of Gönc)	OFJ	HÍR	
Gyulai kolbász (Sausage of Gyula)	OFJ	HÍR	Hungarikum
Hajdúsági torma (Horseradish of Hajdúság)	OEM	HÍR	
Kalocsai fűszerpaprika-őrlemény (Paprika powder of Kalocsa)	OEM	HÍR	Hungarikum
Magyar szürkemarha hús (Hungarian grey cattle meat)	OFJ		Hungarikum
Makói vöröshagyma (Onion of Makó)	OEM	HÍR	Hungarikum
Szegedi fűszerpaprika-őrlemény (Paprika powder of Szeged)	OEM	HÍR	Hungarikum
Szegedi téliszalámi (Salami of Szeged)	OEM	PICK Téliszalámi néven (PICK with the name "téliszalámi")	PICK Téliszalámi néven (PICK with the name "téliszalámi")
Szentesi paprika (Paprika of Szentes)	OFJ	HÍR	
Szőregi rózsató (Bare-root roses of Szőreg)	OFJ		

It is clear that the geographical indications of the 13 Hungarian products registered in the EU are linked to other certifications as well. In Hungary, EU indications are more likely to be considered as quality rather than regional indications.

In summary, opposite to international practice, trademarks, protected indications of origin, and geographical indications rather act as supplements instead of substitutes to each other.

The inspection of geographical indications is a complex process. In the case of European geographical indications, keeping up and controlling the quality is significant at every level (Barcala *et al*., 2013). Protection of origin reduces the potential of freeloading by inspecting origin at the first legal level, and strives to make members pool their resources in order to improve quality.

3.8.2. THE GEOGRAPHICAL INDICATION AS QUALITY VALUE

Quality and local food channels are often researched from two perspectives. The perspective promoted by Morgan *et al.* (2006) takes into consideration the local initiatives of the food system. The main point of this approach is to rebuild the relationship between producers and consumers, and thus to create an "interpersonal world of production".

However, Fonte's (2008) approach focuses on restoring local production in a given geographical area, along with the traditions of the place and the values related to the pre-industry production practices.

Both approaches stimulate the identification of local resources and cultural identity in the hope that this will help break down the structural obstacles of economic convergence within the EU (Ray, 1998).

3.8.3. THE GEOGRAPHICAL INDICATION AS COMMONWEAL

In social studies, common good is traditionally described along three principles: these are individualism, social solidarity and subsidiarity. The three can mutually define the concepts and criteria along which certain actions prevail when compared to others.

The concept of common good in classic philosophy means the study of relationship between the individual and society (*bonum commune*)). Aristotle, and later Thomas Aquinas both believe that the individual is part of a community and all men belong to a community. Rousseau believes that common good can be manifested through general will - this would lead society out of egoism towards "common happiness". Morality underlines the general definition of self-interest, thus contributing to the enforcement of common interest and general will.

According to Garrett Hardin (1968), the "tragedy of commons" is the paradigm of situations where people end up in conflict when enforcing their own interests, although they would profit a lot more when acting as a community. This would be possible by means of self-eliminations, however, self-elimination does not benefit the individual. Hardin believes the solution of this paradigm can be found with the help of morality, power and property.
After examining the logic of collective actions, Olson (1997) gave a mathematical explanation to the finding that the collective behaviour of big interest groups is usually of low efficiency.

Welfare economics and development economics both discuss the evolution of national economies, whereas welfare economics address the economical and other nature of happiness as well.

According to Stiglitz (2013) the most important task of economists is the service of commonweal. Commonweal, or welfare of the public, has a dual nature: on the one hand it assumes a category beyond individual profits and

the aggregation of parts of interest, on the other hand it puts the conflicting parts of interest into the right direction, by complying with the rules of the game (Csaba, 2016).

Because of the principle of subsidiarity governed by Article 5 of the Treaty of the European Union[8], geographical indication - being an intellectual property by law - carries the dilemma of the realisation of EU legislation and member states. The principle of subsidiarity protects the decision-making and acting capacity of the member states, but it also enables EU-level actions in cases when "due to the scope and effects of the planned measure" the goal of the given measure can't be realized properly at the level of member states.

The acceptance, the recognition of values and operation of EU trademarks differs by member states, just like the opinion on the values of commonweal. The research of values and fame of EU geographical origins encompasses the study of opinions on unified values as well. If, in the matrix of prisoner's dilemma, the individual point of view related to community can be transcended, it might enable the move onto the realisation and sustainability of social solidarity and commonweal.

Langinier and Babcock (2006) and Torre (2002) view products with geographical indications as "club items", i.e., a kind of "common good types". Similar to real clubs, some can be excluded, but members are not rivals. Although the price of club membership is high, the advantages are available to all members, at least up to the point when the number of OFJ products becomes too much and because of exaggerated consumer needs they eventually become rivals.

[8] http://www.europarl.europa.eu/ftu/pdf/hu/FTU_1.2.2.pdf

Table 9: Costs and advantages of geographical indications

Costs	Advantages
Administrative and procedural costs	Rising sociocultural appreciation of the area
Costs to the authorities related to protection of origin	Cooperation of local municipalities
Costs related to trade and technological limitations	Increasing diversification, competitiveness, birth of new brands
Creating and operating domestic legal structure	Expansion of market opportunities
Superintendence of physically limited area	Increasing sales opportunities
Determining standards and creating criteria systems	Value-adding and profit-increasing potential
Establishing local and domestic, widespread and intensive information based on content marketing	A possibility to ensure quality and characteristic nature
Inspection and training costs	Traceability
Marketing and promotional costs	Synergy – other products of the region might profit
Costs of acquiring international protected designation	Value-increasing effect for those living in the region
Costs of infrastructural and product investment	Development of tourism
Costs of integrating rules, processes, and specialisation	Development opportunities of employment

Source: Giovannucci *et al.* (2009)

Geographical indications can only make up in part for information asymmetry, fake information, and the high research cost of the consumer, which are often referred to as potential faults in the neoclassical theoretical model of a perfect competitive market.

3.8.5. CASE STUDIES OF GEOGRAPHICAL INDICATIONS

Some believe that the studies of geographical indications cannot be compared as they lack a strong theoretical framework (Gorton *et al.*, 2014). Case studies that are not well-founded inspire others to link local research with the theoretical framework of global value chains (Gereffi, 2013).

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Theories focusing on globalisation and value chains mainly research the effects of market-based systems. When comparing the theories, it is quite evident that the practical measure of unequal development of globalisation is the distortion of local food systems. The results of the studies above highlight that the concept of geographical indication is inherently a concrete agricultural, agricultural-food industrial product, that is partly indication of a geographical region and a conceptual approach at the same time. It is also a way of changing and development of the local resources, and thirdly a kind of institutional tool in local planning programs. The knowledge of geographical indication thus can be useful when planning public administration strategies.

There are cases where the end consumers are willing, or consciously strive to pay higher price for the quality of the unique, protected product, while bigger companies continue to buy up products produced under the control of protected indication at dumped prices. In the case of regional products, profit is determined by the balances of power between the supplier pressure and the purchasing power during sales, as well as the added value. While it is in the supplier's interest to buy up goods at the lowest price possible, the producer strives to get the highest possible price at the most optimal time. The research conducted among milk purchasers highlighted that the milk used to produce Parmiagiano Reggiano is sold at higher price than the liter of other milk, because the end product is sold at higher prices than other milk products. (De Roest and Menhi; 2000).

The reason behind selling at higher price is often higher level innovation competency (Harmsen et al., 2000). On the other hand, price changes reflect regional objectives of national strategies.

Emiliana-Romagna province of Italy (where Parmiggiano Reggiano (parmesan cheese), balsamic vinegars (Aceto Balsamico), Prosciutto di Parma (ham of Parma), culatelo (salami) or the famous soft cheese, squacquerone are all labelled with geographical indications) have suffered

economic damages due to the May 2012 earthquake and its aftermath. The value of parmiggiano reggiano is well reflected by the fact that banks in Italy accept cheese as interest rate, and producers are not obliged to pay their loans while the cheese is ripening. After the the natural catastrophy, Massimo Bottura stepped up as saviour of the parmesan industry. For him, this was a kind of mission[9], where he helped the region he is also coming from (Miklós, 2018), while he made up a recipe that anyone can prepare at home[10]. As for the concept of the recipe, it was important that it would represent Italy in the simplest possible way: with only a few ingredients, and also, that the character of parmesan would dominate the risotto. The recipe became worldwide known thanks to different media. 27. October 2012, on Parmigiano Reggiano Night, risotto was cooked by 40,000 people throughout the world. Everyone used parmesan of Modena, therefore 360,000 Parmigiano was bought. This saved the type of cheese as well as locals living off of parmesan-making.

Within international trends, this study explores the reasons behind the emergence of global and alternative consumer habits, and reviews the international literature on location, origin, and perception of food products linked to geographical locations. As for the research methods, quantitative, qualitative, and mixed approaches are all present. During qualitative studies, in-depth interviews and focus group discussions were both used to explore the local food consumer's behaviour and consumer attitude. The most important methods used in quantitative studies are survey and multiple choice questions, by which willingness to pay was measured.

At international level, one of the greatest studies related to food safety and quality was Eurobarometer (Verbeke, W. et al., 2012). It included consumer awareness of EU indications. This study showed that the most well-known indication was the fair trade indication with an average result of 36%. The

[9] The great parmesan rescue: Why the superb Italian cheese is worth saving https://www.independent.co.uk/life-style/food-and-drink/features/the-great-parmesan-rescue-why-the-superb-italian-cheese-is-worth-saving-8344337.html

[10] The Biggest Italian Dinner In History, Thanks To Social Media https://www.forbes.com/sites/larryolmsted/2012/10/17/the-biggest-italian-dinner-in-history-thanks-to-social-media/#102b2ca1122b

second best known indication was the bio, indicating products from ecological farming, while the protected origin, the protected geographical indication, and the traditional specialty trademarks were only recognised by 14-15% of consumers. The greatest finding of the study is that significant differences can be found among member states, especially in terms on the north–south axis, related to the awareness of EU indications. According to the Eubarometer, 62% of Hungarian responders did not recognise any trademarks, leaving only Poland (63%) and Cyprus (64%) behind her. The awareness of trademarks is the highest in the UK where the fair trade indication was recognised by 81% of the responders, and only 13% of responders did not recognise any indications.

Fotopoulos and Krystallis (2001) were the first to examine the north–south opposition, asking whether apples originating from Zagora are linked to a geographical area. They also wanted to find out how much consumers were aware of the fact that the Zagora apple carries a geographical indication. Based on the conclusions of Fotopoulos and Krystallis (2001) it was found that the system of geographical indications faces problems. Although consumers acknowledge the positive effects of geographical indications, only 10% recognise this type of indication on products. This means that their application is not effective enough without promotional campaigns.

In the north, Teuber (2011) examined the decisions of German consumers and found that geographical indication in itself will not result in more buyers for the given product, since they have no idea what the indication is about. This means that similar to all other products, geographical indication has to be advertised as well. From the results it was clear that if the protection is well-communicated towards the consumers, then there is a certain segment of consumers who are willing to pay a higher price for the product (Teuber, 2011).

Similarly, Vecchio and Annunziata (2011) pointed out the confusion that surrounds geographical indications. After having conducted interviews with 400 participants in Italy on the food choice habits of consumers, the

researchers believe that the current product indication system has serious limitations, as it is not clear whether products are originals or fake.

Based on a consumer study in 2004, Popovics and Pallóné Kisérdi found that the best-known traditional products in Hungary are Pick salami, Gyulai sausage, and powdered paprika. Popovics (2009) conducted a study with multistage, personal interviews on consumer preferences related to traditional food products. According to their findings, in the case of traditional and regional products, fame going back several generations and origin play an important part in consumer choice. They also stated in the case of product characteristics, geographical origin is not important whatsoever. At the same time, 80% of the responders claimed that they are looking for quality guarantee when shopping food, and they recognise trademarks, well-tried brands, and the fame of a given producer. Traceability and the product advantages promised in advertisements implied the least amount of quality guarantee for the responders. Popovics identified two clusters based on the consumer characteristics: "food consumer preferring traditions, looking for quality" and "choosy and conscious food consumer" (Popovics, 2009).

The University of Kaposvár conducted a nationwide research study with 1000 consumers, analysing consumer preferences related to food indications. According to Szakály *et al.* (2010), it was necessary because the number of quality and origin indications, as well as trademarks is too high compared to the size of the Hungarian market. He stated that most of the trademarks use specific criteria which in itself causes confusion among consumers.

To sum up the results, the situation related to quality systems and indications is quite contradictory in Hungary. Although Hungarikum-type food triggers positive associations in the mind of the consumer, the buyers have hardly any knowledge of traditional and regional food products, and they can only mention a few, so-called flagship brands spontaneously, such as of Szeged salami and powdered paprika,, Gyula sausage of Gyula, and Makó onion. According to the recommendations of the researchers,

authentic information should be used to increase trust in trademarks; the importance of buying national products should be promoted, and then consumers should be oriented and motivated towards purchasing these goods.

The Marketing Institute of Szent István University conducted a survey with 1030 consumers, based on a representative sample in 2006. This survey consisted of 15 questions on food and food-purchasing habits. The researchers explored consumer opinion on the physiological effect of food as well. The consumers had to mark the importance of the given parameters, and among those parameters, the geographical origin and the producer or brand of food were also listed. The study stated that the consumer might notice the advantages of the product that result from its geographical location, but a conscious quest for a given indication is hardly a trait.

Panyor (2007), however, claimed that consumer demand for special food products is not expected to rise in the future, and they will only serve as fulfilling the needs of certain consumer groups.

On the contrary, when examining the consumer opinion on traditional Hungarian horticultural and food products, Hajdúné and Nótári (2006) stated that consumers consider the product's organoleptic properties, its Hungarian origin, geographical location, and traditional character important as well. The authors suggest that these products should be sold along with their "historical, cultural background".

Miklós (2017) examined the social embeddedness related to Gönc peaches (a type of Hungarian peach with a geographical indication) by means of semi-structured interviews. She identified the contradictory attitude of the affected locals as well as schemes ingrained along multi-layered obstacles that prevent the continuity and utilisation of local production and local value. The contradictory attitude towards geographical indication is amplified by the conflicts resulting from historical and cultural differences identified in local affairs.

In terms of the relationship between people, location, and food, geographical indication is a tool that is relevant based on social and cultural principles (Beckert, 2007; Krippner, 2001; Krippner and Alvarez, 2007; Murdoch *et al.,* 2000; Winter, 2003).

As for the greatest advantages of geographical indications, the Organisation of International Geographical Indications Network (oriGIn) highlights that the indication acts as a marketing tool and as an economic developer. It also protects local products and communities.

Geographical indications are considered advantageous for consumers and local communities alike in the case of products whose characteristics depend on their geographical origin. Geographical indication might affect a region's production and employment positively, enabling the producers to sell their goods at premium prices, since consumers are willing to pay more in exchange for quality. Thanks to geographical indications, consumers enjoy a wider choice of products, since by preserving traditional products, geographical indications help to avoid the standardised over-supply of food products. According to this approach, consumption is not only an area of action, but also qualifying practices through which the individuals – besides their economic activity – discriminate ethically as well (Terragni *et al.*, 2009; Dubuisson-Quellier and Lamine, 2008; Connell *et al.*, 2009; Hayes-Conroy and Hayes-Conroy, 2008; Sherriff, 2009; Feagan, 2007), and at the same time their own consumption ways are defined by the elitist achievements of the cultural capital and the cosmopolitism (Zukin, 2008).

IV.
IV. PRIMARY RESEARCH
4.1 METHODOLOGICAL FRAMEWORK OF THE PRIMARY RESEARCH

4.1.1 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,

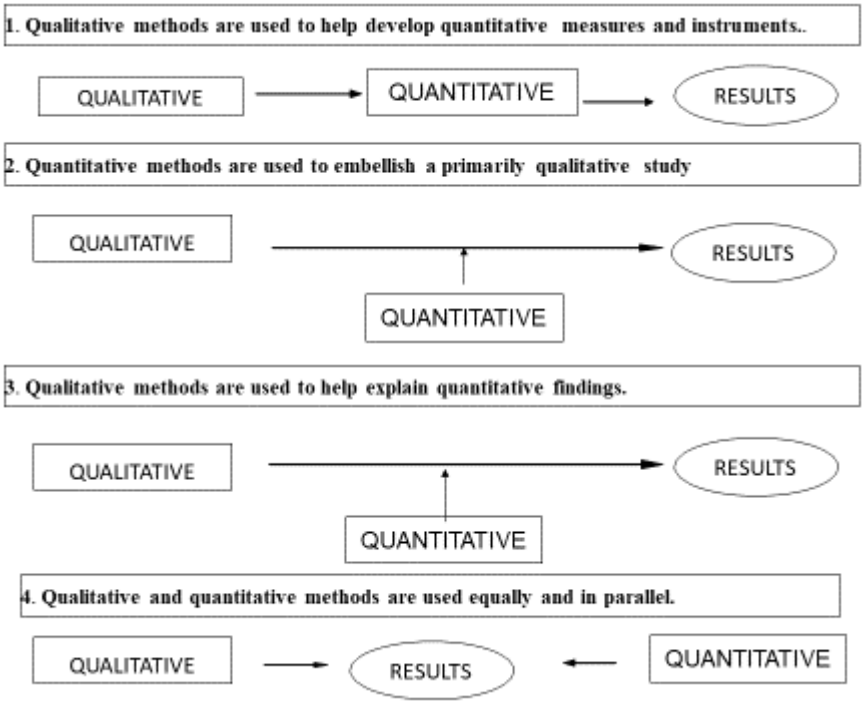
applying a mixed approach seemed reasonable. According to Neulinger (2016), the goal of today's research is to support decision-making. Hybrid research, i.e., research based on mixed methodology, can be carried out by applying a combination of several different, but solely qualitative or quantitative 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." The relations and dominance of the advantages collected by Creswell and his colleagues are shown in Figure 8.

Figure 8. Relations and dominance attitudes between qualitative and quantitative methods
Source: based on Creswell *et al.* (2003)

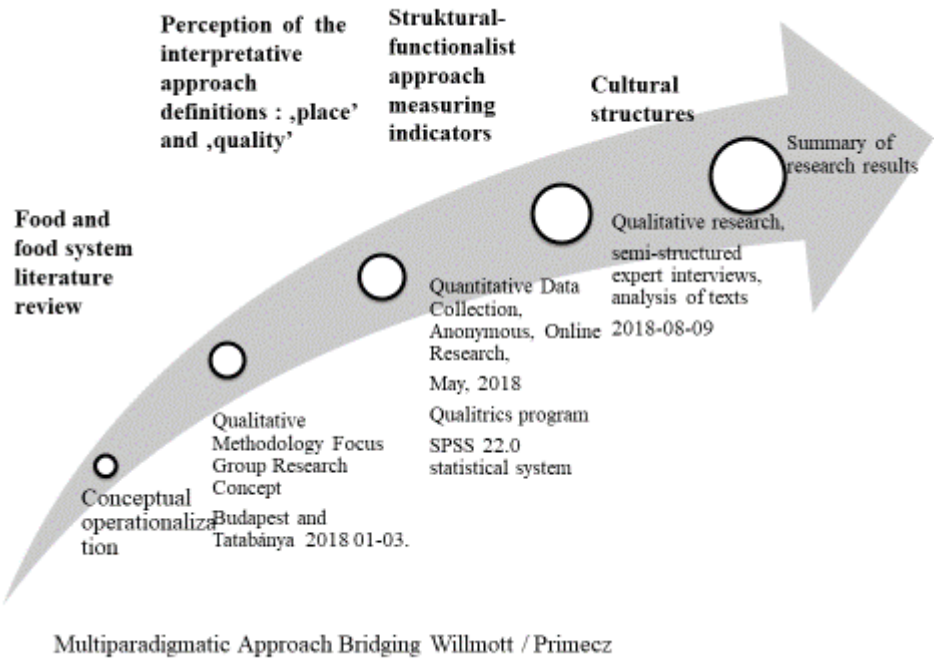


According to Bryman (2006), the limits of a mixed methodology might affect the research results. A barrier could be that field work, as well as data processing and comparing and integrating the analyses, are time-consuming. On the other hand, research costs are high. Applying different methods might 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



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.

4.2 QUALITATIVE RESEARCH

4.2.1 FOCUS GROUP

The focus group, as a research method, is widely used in social sciences as well. This is especially useful when researchers try to explore the meaning and way of understanding of the participants. Lazarsfeld and his team were the first to use focus group interviews in their research (Berelson and Lazarsfeld, 1948). They analysed the listeners' reaction to radio shows in 1941. They asked listeners to push a red button if they heard something that made them feel negative or uncomfortable (anger, boredom, etc.), or the green button, if they felt positive when listening to the show. At the end of the programme, the listeners were asked to concentrate on the recorded positive and negative experiences, and discuss what reasons triggered their reactions.

The literature of focus groups (Merton *et al.,* 1956; Yuhas, 1986; Zeller, 1986) is quite widespread. According to their definitions, a focus group is a debate group that focuses on a given topic or topics, and is normally made up of 8 to 12 people. Focus groups can be formed depending on various criteria in order to help the deep exploration of individuals with different characters. At the same time, many believe that the free flow of information is greatly promoted if the given group is mainly homogenous (Pramualratan *et al.,* 1985; Zeller, 1986). The focus group is normally led by an appointed moderator, who – although heading a relatively unstructured interview – has several methods at hand in order to explore answers and contexts (Merton *et al.,* 1956). Moderators can use the following methods when asking

questions: (1) identification, through which the individuals identify themselves with the other members of the group ; (2) drawing parallels, through which the interviewees give answers concerning similar life story experiences; and (3) controlled projection, by which the story is moving up from a thirdperson story to first-person singular level. Therefore the focus group as a research tool should be considered as communication in the social sense, an imprint of public awareness which mirrors the different relations that might lead to the different approaches of the examined topic and might affect research practices as well.

According to Kreuger (1988), a focus group is a well-planned group discussion that is supportive, and explores the opinions and experiences of the group members in a safe surrounding, about a specific topic.

Current research focused on two topics when conducting qualitative data collection: food quality and local food. During the guided discussion, food buyers' attitudes towards quality and location were discussed, recorded, and then visualised. The collected results were commented on during the summary.

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 because every member of the group is involved in meals and food (Table 9).

Table 2. Focus group

	Budapest, 1	Budapest, 2	Tatabánya
Time of focus group data collection	28. March 2018.	6. April 2018.	4. April 2018.
Age	19-56	26-78	22-67
Profession	university students, active employees	active and passive workers, pensioner	university student, active and passive worker, pensioner
Male	3	1	3
Female	5	6	6
Number of group members	8	7	9

According to Berelson (1956), the content analysis with the help of focus groups is a "quasi-quantitative" analysis, since this quality analysis incorporates quantitative statements "in a raw way". Therefore he states that the content analysis of the data is not only suitable for description, but enables drawing valid conclusions as well. No matter what type of analysis is applied in order to process focus group results, Kassarjian (1977) recommends using another method to validate the categories as well.

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.

4.2.1.1. THE LOCAL PRODUCT

After the introduction, all members specified their relationship with food: the location, the frequency of buying food, and the type of consumer they considered themselves in general.

Then the following open-ended question was asked: "**What does local product mean to you?"**

"The food travels a short way to reach the consumer, therefore it is environmentally friendly and strengthens the local economy."

"Originating from the neighbourhood or the same county."

"Nothing. There is nothing produced around here." (Agglomeration around Budapest.)

"It is a difficult question, because I know this does not always mean the reality. If I really want local, then I buy from a seller who is producing himself, and that's the only way to feel I bought a truly local product. "

"Produced within 30 km."

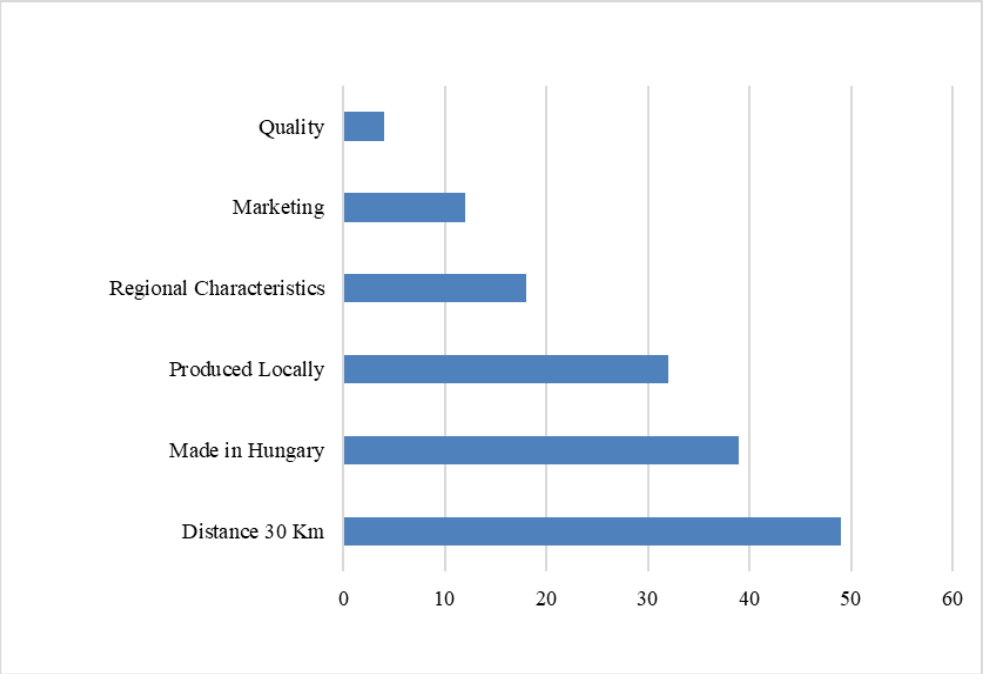
"I guess what you mean under local is that it is from our country, and that means nothing to me. When I decide, local means nothing, I decide based on quality and health factors."

In the primary categories, seven main sub-categories were distinguished based on the very different responses.

Local, as a category, can be measured by geographical location, while according to the second most frequent response local product equals a product made in Hungary. When it comes to the characteristics of local products, local as an adjective uncovered associations from the focus groups of locally grown food, statements about regionality, as well as marketing category.

Local as fresh and qualitative category was only mentioned once.

Figure 10. Main categories of "local" product



In the next part of the interviews, the question was refined by more additions.

By examining secondary categories, local product uncovers an interpretation of origin (not imported food) on the one hand. On the other hand it triggers an interpretation connected to production (locally grown, produced, handmade, small producers). Thirdly, negative marketing concepts appeared, where consumers are sceptical about the origin and authenticity of products.

"It must have been tested by a Hungarian authority."

"Carries a small ecological footprint, advantageous compared to the product coming from far away."

"Nothing, I don't believe in such inscriptions/indications."

"Regional identity."

"I trust it to be a reliable quality."

"I support small domestic producers; these goods have smaller ecological footprint. It is fresher. I just hope it is not more polluted."

"Made nearby."

"Domestic, not imported, primary producer."

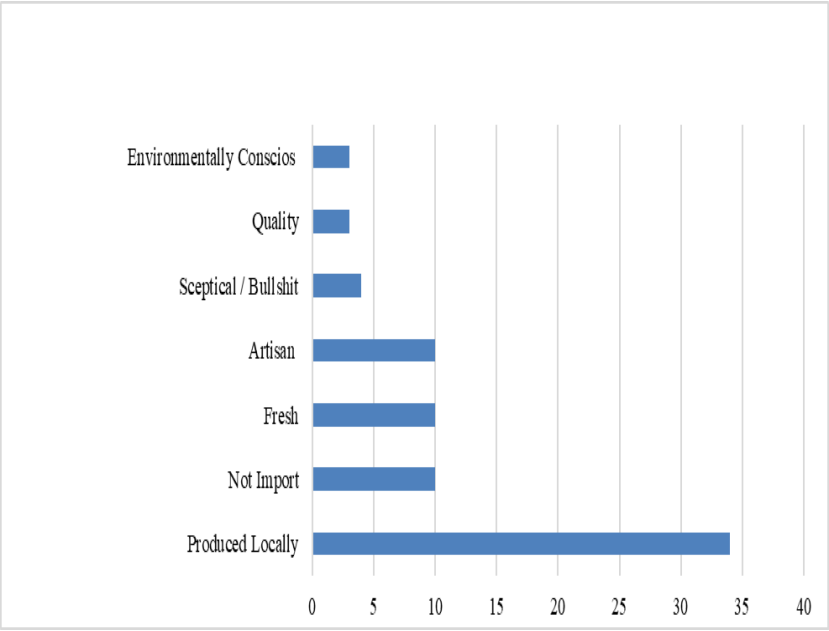
"Produced, manufactured in the town/village of purchase or its direct agglomeration, or produced with ingredients grown nearby."

"Product originated from Hungary, and EVEN in the country, from a producer relatively nearby. The product did not travel much, only as it was necessary to reach the consumer."

"Characteristic of the given region; did not travel much or was not stored much."

"There is only a small amount of time and distance between the producer and the consumer."

Figure 11. Secondary conceptual categories of "local" product



When discussing local food, focus groups had heated debates about what the expression "local" should entail. They showed no candour towards local products, and had no clear idea about standardised labels and trademarks, and they said this out loud.

Due to the lack of an official, clear definition and also the lack of regulation, it is not only difficult to recognise local products, but it cannot be guaranteed either that the differently interpreted "local" products fulfil the expectations of consumers. The lack of a universal, consensual "local" label makes it impossible to create a standardised label for local products.

The definitions uncovered with the help of focus groups range from distances (i.e., miles or kilometres), political borders, and special criteria to more holistic approaches, which also included emotional and/or ethical dimensions, for example personal relationships with the geographical area or region.

During the focus group research, consumers were enthusiastic about the concept of local food production, but many of them admitted that they make no effort to find locally labelled goods in a supermarket. Those, however, who expressed positive opinions on local goods, were more motivated to buy local products. The group members, consumers who do their shopping in retail shopping chains, have significantly less information and motivation to look up local products, due to the excessive supply on the shelves. As a summary, consumer values on local food are not free from legal, political, and quality aspects when it comes to knowledge and authenticity, and therefore local food does not mean a true alternative for the Hungarian consumer.

4.2.1.2. THE QUALITY PRODUCT

The goal of the focus group was to find answer to the following question: "**What does quality in food mean to you?"**

Apart from the expected safety and control criteria related to the products, requirements towards taste, freshness, and health appeared.

""Real" ingredients, not cheap substitute products (e.g. palm oil, vegetable oil, vegetable sour cream). Fresh ingredients, and/or prepared from fresh materials, with minimum amount of additives."

"Good raw material, few additives."

"I don't know."

"No taint; the smell and consistency is just right for the product."

"The characteristics of the product don't change over time."

"It should not be full of additives, and it should be fresh."

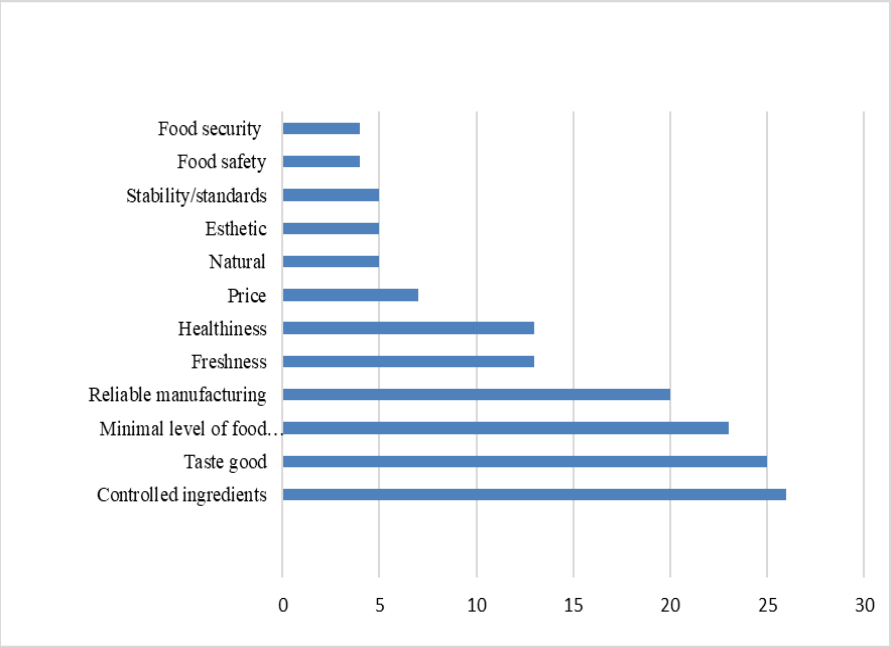
"A product prepared with greater attention."

"Safe consumption; ethically prepared and produced; has the best features of the given product."

"The food should be controlled and fulfil the standard indicators."

After further clarification of the "**What does quality in food mean to you?"** question, trusted production process, good taste, freshness and controlled raw materials, origin and production method were mentioned in the secondary category.

Figure 12. Primary categories of quality food



"Made of premium ingredients, with excellent production method."

"Free of additives, preservatives, flavour enhancers and milk products; made of quality raw ingredients; ecologically produced (or almost ecologically)."

"Has the expected taste, consistency, and appearance of the given product."

"Changes by the category. For example meat = natural meat colour, a bit wet surface, without smell, with flexible surface. Semi-finished product, for example chopped, canned tomato: natural colour and smell."

"Quality is a subjective concept. To me it means what is good for me, what contains good characteristics from my point of view, something that I'm happy to buy again."

"Quality raw material, prepared with expertise, not a catchpenny, contains what is marked on the wrapping."

"Even my cat would eat it."

"Fits a healthy lifestyle, environmentally conscious."

"I buy for example quality wine. It is indeed more expensive, but reliable."

"If it's a raw material, it should contain all basic product characteristics. If it's a product, it does not contain preservatives, flavour enhancers, appearance enhancers apart from the original recipe. Really, it should not be processed, just traditional, 'home-made' product."

Study results of quality food confirmed that "quality" has more than one meaning in public awareness. Quality is supposed to indicate a value that is made up of knowing the product itself, its production process, and its ingredients. The connection between quality and price as well as affordability is very loose.

When price was mentioned, it was also connected to more positive perception categories: more expensive, but tastes better; more expensive, but healthier. Selling quality goods at higher prices is distorted along with emphasising their advantages, due to the reduction of cognitive dissonance. Quality products must meet the customer's subjective expectation aesthetically as well as by their content. Quality definitions uncovered in focus groups are built on knowledge-related content that might be refined by social relations, culture, identity, as well as economy and law categories.

Quality is a synonym category which is a kind of "purity", an aesthetics above all, the "non plus ultra" of a beautiful product. If paired with youth, health, and ecological, quality is a disappointment-free product.

4.2.2 FOCUS GROUP SUMMARY

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.

4.3 QUANTITATIVE RESEARCH

What is remarkable in hybrid research is that it applies qualitative methodology metaphorically to define complex strategies to examine a given phenomenon. In a larger context, according to the approach that highlights the role of quantitive terminology in qualitative research, triangulation should be considered the valid proof of qualitative research (Flick, 2008; Sántha, 2009).

4.3.1 ONLINE SURVEY

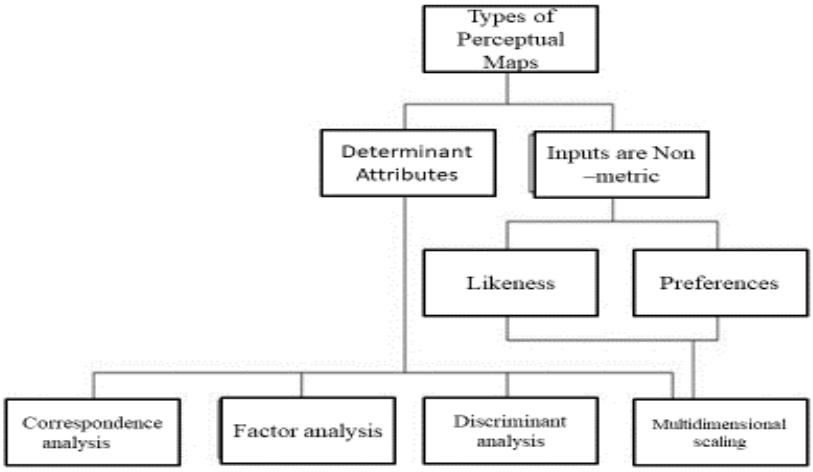
The second step of the study's mixed research consists of the structured method of quantitative research, which is normally applied to statistically analyse the examined group and to quantify the identified connections. A great success of the twenty-first century is online interfaces that provide an excellent platform for empirical studies. Online interfaces and channels are characterised by a relatively great amount of flexibility as they provide the opportunity for open or closed groups, either on Facebook or elsewhere. The researcher can choose to work within these groups or via email-embedded

surveys (Fricker and Schonlau, 2002; Furre and Sudharshan, 2001; Ilieva *et al.,* 2002; Malhotra, 2004; McDaniel and Gates, 2005;). On the other hand, we cannot overlook the formerly mentioned statement of Appadurai (1986), namely, that with the help of media, strong emotional bonds and trust relationships can be formed independent of the physical distance, therefore the general public examined online might not be considered a representative opinion in every case.

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.

Figure 13. Potential methods of creating perception maps, Source: Lehota (2007)



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.

4.3.2. 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.

4.3.3. THE MULTIVARIATE METHODOLOGY

4.3.2.1. LATENT VARIABLES

Apart from examining the phenomena demarcated by the primary study, operationalisation transforms observations to variables, and the composition of variables defines the measurement scale that can be linked with theoretical concepts. The assessment of the measurement scale's quality should precede the final conclusion on hypothesis, and the quality of the measurement does limit the weight of the conclusion. The two most important elements of the measurement's quality is the validity and the reliability of the measurement. The two components are not independent of each other, since if a measurement is not reliable, it cannot be valid either (Füstös, 2018).

Two sets of variables can be distinguished from each other. While one of them is directly discernible and measurable, i.e., the set of overt variables, the other cannot be measured directly, i.e., the set of latent variables and factors. The number of latent variables is significantly less in general, than

that of the observed variables, since the latent variable models are normally data-reduction methods that try to reproduce the observed data in the most precise way with a small number of latent variables instead of a greater number of overt variables. The measurement scale and level of the observed variables is classified to four categories: nominal, ordinal, interval, and ration scale. According to the two-class classification, variables are either metric or categorical.

The synonym of the metric variable is the expression of "quantitative variable". The synonym of the categorical variable is the expression "qualitative variable". The values of the metric variables are real numbers (or a subset of real numbers), real values that can be constant or discrete (Füstös, 2018).

Table 3: Two-class classification, Source: Füstös (2018)

LATENT variables		**OVERT variables**	
		Metric	Categorical
	Metric	Factor analysis LISTEL LVPLS	Latent property analysis Factor analysis with categorical data
	Categorical	Latent profile analysis	Latent class analysis

If the test factor is a not-observed, latent qualitative variable, then latent structure analysis must be used. Latent structure analysis is similar to factor analysis; however, while the latter interprets constant, observed variables with the help of constant, latent variables, in the case of latent structure analysis qualitative variables might be included among both overt and latent variables. At latent structure analysis, we do not have to assume normal dispersion or continuity of the measurement scale (Füstös, 2018).

4.3.2.2. LATENT STRUCTURE ANALYSIS

In the case of latent structure analysis, we observe discrete, categorical variables, and there is one or more categorical latent variable present as well (Füstös, 2018). The primary assumption of latent structure analysis is that the observed variables are independent of each other in every category. Observed relations of overt variables are results of the classification of data, based on the category of the latent variable.

The goal of latent structure analysis is to characterise the categorical latent variable(s) that interpret the associations between observed categorical variables to

a) estimate the relative frequency distribution of the latent variable.

b) estimate the relative frequency of the observed variables in the categories of latent variable.

c) draw conclusions about the substantive essence of the latent variable with the help of the observed frequency distributions.

A special method of latent structure analysis is latent trait analysis, in which the associations of the discrete observed variables are interpreted by constant latent variables. The third method is the latent profile analysis, where the relations of the constant observed variables are interpreted with the help of discrete latent variables (Füstös, 2018). In order to carry out a trait analysis of latent variables, a multistage frequency distribution examination is necessary.

4.3.2.1. DESCRIPTIVE STATISTICS

In the case of descriptive statistics, no hypothesis is tested. The goal is simply the characterisation of variables and observations (Kovács, 2014:4). Most frequently the central value and the dispersion characteristics are calculated. The descriptive process enables the description of interval and ratio scale variables.

Therefore, the variables are described with the help of descriptives means method (Kovács 2014:12).

Since in this study, values in question were represented on ordinal scales after operationalisation, they are assessed during the descriptive process where the sequence of means values provide an explanation for the interpretation by categories.

Although means could not be used at the ordinal measurement level along the formerly described theoretical conditions, in this case the research assumes that location as quality is a constant concept that has characteristics, and ordinal categories are considered as constant variable categories, thus the arithmetic mean is a characteristic mean that can be interpreted as variations (Füstös, 2018).

4.3.2.4. ALSCAL

Since the multitude of variables did not clear up space in the case of histograms either, an examination to reduce the number of dimensions was necessary, which also contains the spatial inspection of consumer profiles and perceptions. In order to justify the statements defined by the hypothesis, the MDS method seemed relevant. This is an exploratory method that does not assume causal connections, but by preserving the differences between

the objects it reduces the dimension of space; therefore an objective scale is being determined in a reduced dimensional space (Kovásc, 2014:224).

From the correlation matrix, models were created with the help of ALSCAL method (Young-Null, 1978).. Based on the results, indications can be grouped together and represented along dimensions. The MDS does not use the original values of the indicators or the data table; it only observes indirect information. This is why it is capable of representing both the differences and the similarities found between objects.

During the MDS examination, an assessment of the given value categories was carried out based on the most frequently chosen types. In order to further narrow the values on this quite wide scale, a one-dimensional frequency distribution method of descriptive statistics was used. This enables the distinction between the values of purchases made with preliminary knowledge and purchases made without preliminary knowledge.

In a later phase of the research, the variables were grouped together by cluster analysis, and although ALSCAL in fact depicts the variables with similarities in a graphical way, the latter used non-hierarchical k-means cluster analyses seem to support this assumption.

4.3.2.5. CLUSTER ANALYSIS

Thanks to the MDS, the categorisation of the individual values of the consumers could be depicted, therefore the value adjustment most typical at food purchase was discovered. From the listed statements, three clusters were defined by setting up an individual list, and not by hierarchical cluster categorisation.

Cluster analysis is the algorithm of cluster pattern recognition, in which the aggregation of the observation's items is divided into relatively homogenous groups, based on the similarities of the p variable. Namely, cluster analysis looks for a grouping method for the individuals where the individual belongs to a single group only and becomes similar to those who share clusters with them, while they are different from the individuals of another cluster (Füstös, 2018).

Two main groups of the clustering groups can be classified as hierarchical and non-hierarchical classes. The process of hierarchical and non-hierarchical clustering basically depends on the decision function used for categorisation.

The hierarchical categorisation contains two process methods:
1) The merging (agglomerative) hierarchical process regards all elements as different classes in the beginning, then, by merging classes, defines new categorisation levels step by step as long as all the elements are grouped into a single class. During the step of hierarchical agglomerative processes (n−1), an aggregation-series is done that can be described graphically in two dimensions.
2) The divisive hierarchical process divides the observations into two, based on a certain decision criteria, in every step; therefore the process is finished after the examination of (2 n−1 − 1) subdivision.

The forming of clusters depends on the chosen processes, distance calculation methods, as well as the variables included in the analysis, i.e., the inclusion or deletion of relevant variables fundamentally affects the results.

4.3.2.6 NON-HIERARCHICAL CLUSTERING

Despite the fact that hierarchical methods are used most frequently, several other clustering methods are available. From non-hierarchical methods, the

most frequently used and most similar to hierarchical clustering are the nearest centroid methods that produce disjoint clusters. The general steps of the different processes are as follows:

1) Forming the initial clusters and dividing the individuals into initial clusters.

2) Reclassifying the individuals between clusters.

The first and second step can be executed in different ways and therefore several process versions are known.

The forming of initial clusters always starts by providing the k number and the k cluster centre. Choosing the proper k can be based on professional experience or earlier statistical analyses (e.g. hierarchical clustering). From observations, MacQueen (1967) chose the first k unit as a core point. He numbered the items, and according to some method (this could be one of the hierarchical processes) a k number can be chosen randomly. The sample is divided into k groups, and the centre points of the groups will be the core points. The second phase of the formation of initial clusters is when the units are assigned to the core point. MacQueen's method assigns the items to the core points based on the nearest centroid-method (Füstös, 2018).

4.3.2.7. INDICATORS

At the end of the research, the overt value elements presented so far were transformed into value/awareness indicators with the help of aggregation, and were represented visually by the ALSCAL process.

- Indicator of social awareness
- Indicator of globalisation
- Indicator of environmental awareness
- Indicator of risk awareness
- Indicator of health awareness
- Indicator of Hungarian food products
- Indicator of Hungarian geographical indications

ALSCAL expands the value map along the latent dimensions that can be found behind the value indicators. The bipolar conflicts of indicators show the opposing values of the given dimension, whose coexistence or attempt to coexist might lead to psychological/social conflicts.

4.3.2.8. VALIDATION

Indicators were created to measure latent variables and concepts that cannot be measured directly. Since in scientific marketing research no standard in Hungary was created on the recommended steps on scale development (Simon, 2016), the goal of the indicators applied in the model is to explore the obstacles blocking the perception of geographic indications. The control and validation of the measurements are trying to determine whether this construction is right and whether the assumed correlations are valid

Questionnaire code		Scales used for research			Methodology	
		statement	variant	measurement scales	Methodology	Indicator
GL1-GL12	Perception of global effects	**The following statements indicate current global processes. We are interested in how these processes affect your life.**	1-12 statements on a scale of 1 to 3, where 1=does not affect at all, 3=recognised, affects very much	Ordinal scale	MDS ALSCAL	**Indicator _globalism**
KOC1_KOC15	Perception of risks	**People are trying to reduce food risks in different ways. Here are some examples of behaviors and behaviors that others have told us about food-related risks.**	1-15 action and behaviour on a scale of 1 to 5, where 1= not important at all, 5=very important	Ordinal scale	Frequency / MDS ALSCAL /MacQueen-féle K középpontú nemhierarchikus klaszterelemzés	**Indicator_risks**
MA6_1_MA6_1	Perception of Hungarian food quality	**In the following, we are curious about how Hungarian food is considered in the following food categories.**	1-17 food category 1=very bad, 2=bad, 3=average, 4=good, 5=excellent	Ordinal scale	Descriptives means / MDS ALSCAL	**Indicator_Hungarian food**
MA7-1-MA7-13	Perception of Hungarian food with PGI label	**Do you buy any Hungarian food products with the geographical indication listed below?**	1-13 kategória Nem ismeri (1) Ismeri, de nem vásárolja (2) Ismeri és vásárolja (3)	Ordinal scale	Descriptives means / MDS ALSCAL /MacQueen-féle K középpontú nemhierarchikus klaszterelemzés	**Indicator_PGI of Hungarian food**
A1_1-A1_11	Health Awareness	**Which statement is most relevant to you? There are several statements below to choose from.**	1 to 11 statements please create sequence based on your preference	Ordinal scale	Frequency	**Indicator_Health Awareness**
A2_1-A2_7	Environmental Awareness	**Which statement is most relevant to you? There are several statements below to choose from.**	1 to 7 statements please create sequence based on your preference	Ordinal scale	Frequency	**Indicator_Environmental Awareness**
A3_1-A3_5	Social responsibility	**Which statement is most relevant to you? There are several statements below to choose from.**	1 to 5 statements please create sequence based on your preference	Ordinal scale	Frequency	**Indicator_Social responsibility**
P1-P1_20	Customer's profile	**In the next question, we are curious which statement is typical when you are buying food.**	1 to 20 statements on a scale of 1 to 7 (1) not typical of me at all, (2) not typical of me, (3) slightly typical of me, (4) somewhat typical of me, (5) typical of me, (6) very typical of me	Ordinal scale	Descriptives means / MDS ALSCAL	
P2_1--P2_10	Customer's profile	**In the next question, we are curious which statement is typical when you are buying food.**	1 to 10 statements please create sequence based on your preference	Ordinal scale	Descriptives means / /MacQueen-féle K középpontú nemhierarchikus klaszterelemzés	
H4_1-H4_11	attributes of local products	**In many cases used and labelled food to be a local product. We are interested in what it means a commodity as "local" food for you?**	1 to 11 statements on a scale of 1 to 5 where (5) Totally affects me (5), (1) Does not affect me at all.	Ordinal scale	Descriptives means /MacQueen-féle K középpontú nemhierarchikus klaszterelemzés	
MA1_1_MA1_8	Social image	**What do you think: out of 10 Hungarian people how many views this list as typical in relation to Hungarian food?**	1 to 8 variables a scale of 1 to 10	Ordinal scale	Descriptives means / ALSCAL	
MA2_1_MA2_8	Self-image	**In the following, we are interested in how much do you agree with the following lists of Hungarian foods.**	1 to 8 variables a scale of 1 to 10	Ordinal scale	Descriptives / ALSCAL	

4.3.4. THE GENERAL DESCRIPTIVE STATISTICS OF THE RESEARCH

The first step of data analysis is to overview the demographical data based on frequency. At this point, data are only described as variables, the examination of the variable connections will be executed later.

Pilot research resulted in 185 valid responses out of 196 individuals surveyed. In terms of the ratio of volunteer responders: 19.8% were male, 80.2% female. Women were way overrepresented. In terms of age, the responders were between ages 19 and 80. Most of the responders were aged 28 (2.2%), 35 (3.8%), 39 (5.5%), 42 (9.8%), 43 (5.5%), 45 (4.4%), 56 (2.2%), and 60 (2.2%).

From the responders of the online survey 172 (94%) lived habitually in Hungary, but there were 24 (6%) who lived abroad and provided data from abroad.

Based on the address of the responders, 54% lived in the capital. Bigger and smaller towns were represented by 14.3% and 14.3%, respectively, villages by 12%, farms by 1%. City-dwellers represent most of the data.

In terms of food purchasing frequency, it is clear that most active responders were the ones who are interested in the topic, i.e., they are regular food buyers and are interested in the food they consume. The majority of consumers, namely 62.3% buys food weekly for the household, 19.1% go food shopping every day and only 1.1% responded that they only purchase food a few times monthly.

The worth of food shopping ranged from 1000 HUF to above 20,000 HUF on average. The highest averages were 3000 HUF (8.2%), 5000 HUF (10.2%), and 10,000 HUF (7.7%). Most of the responders (47%) cooked every other day to have warm meals, while 9.8% did not cook at all.

Of the responders, 45.6% stated that they comfortably make ends meet from their current salary, while almost the same number of responders (42%) said that they have a hard time budgeting monthly. A small portion, 0.5% of responders, stated that they were unable to make ends meet from their current financial resources. As for age and gender, it is evident that the presented sample is not representative; therefore the demographical comparison and the inclusion of variables will be omitted in the later part of this analysis.

4.3.4.1. CONSUMER PROFILE AND UNFOLDING CONSUMER VALUES

From the perspective of the product, it is quite important to determine along which aspects/values marketing strategy can be built when branding the product. Consumer awareness and consumer responsibility could be effective tools in fighting off lower quality food. In order to distinguish for a consumer profile, researchers choose to examine external factors (price, time, demography) most frequently. The question in this thesis aimed at finding out whether the Hungarian consumer acts consciously in their food-related decisions.

13. Table Scales used for research for consumer values

Questionnaire code	Scales used for research			Methodology
	statement	variant	measurement scales	Methodology
P1-P1_20 Customer's profile	**In the next question, we are curious which statement is typical when you are buying food.**	1 to 20 statements on a scale of 1 to 7 (1) not typical of me at all, (2) not typical of me, (3) slightly typical of me, (4) somewhat typical of me, (5) typical of me, (6) very typical of me	Ordinal scale	Descriptives means / MDS ALSCAL
P2_1--P2_10 Customer's profile	**In the next question, we are curious which statement is typical when you are buying food.**	1 to 10 statements please create sequence based on your preference	Ordinal scale	Descriptives means / /MacQueen-fêle K középpontú nemhierarchikus klaszterelemzés

The study is based on exploring the values related to food perception and distinguishing consumer profiles. The basis of the analysis was k means responses, measured by 20 dichotomy variables on a 7-point ordinal scale.

A high percentage of the responders (6.08%) self-consciously consider themselves experienced shoppers. The second most important value for the responders is health awareness (5.07%), while ingredients on the label and expiry time do not constitute priorities when making decisions on food. It is evident from the feedback that at purchase decisions, the country of origin is more significant (4.85%) for the consumer than the price of the product (4.81%), which confirms the results on quality goods pricing provided by the focus groups.

The other extreme of the responders are the group who either do not buy food or prefer online shopping.

Table 4. Consumer profile created with descriptive means method

Descriptive Statistics			
P1	Mean	Std. Deviati	Analysis N
Experienced shoppers	6,08	0,937	175
Health awareness	5,70	1,091	175
Cheking expiry dates	5,54	1,449	175
Checking ingredients	5,25	1,637	175
Country of origin is more significant	4,85	1,823	175
Price of product effect on my shopping	4,81	1,272	175
Local green and farmer market shopper	4,71	1,797	175
Hyper and super market shopper	4,67	1,569	175
Belive in personal contacts	4,39	1,657	175
Experienced shoppers	4,21	1,558	175
Organic products are prefered	3,84	1,744	175
Green logos and other authorisation	3,80	1,702	175
Spend on food from household incame	3,75	1,598	175
Buzy routine shopper	3,65	1,586	175
Prefer fair trade products	3,63	1,627	175
Free-from products shopper	3,37	2,085	175
Convenient ready to use food shooper	2,93	1,530	175
Buying food according to prestige	2,75	1,642	175
Prefer shopping food onlin	1,97	1,446	175
Do not care food purchasing at all	1,56	1,127	175

In total, data provided by food consumer profiles shows that at one extreme of the scale are those who consider themselves experienced, health-conscious and less price sensitive buyers, while at the other end of the scale are those shopping for food based on routine and prestige.

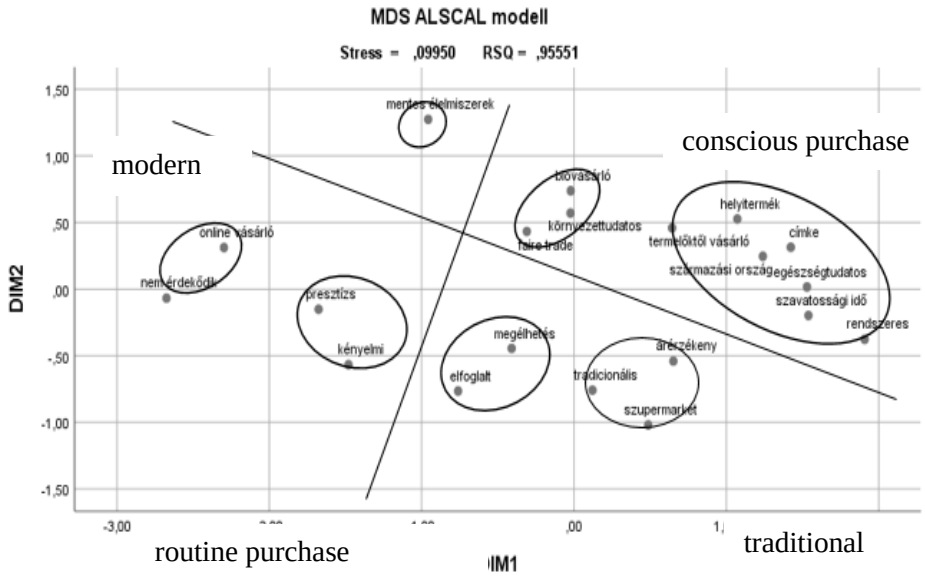
The assessment of consumer profile by the MDS method was carried out according to the most frequently chosen types, since the formerly applied descriptive method did not provide sufficient information. By using indirect

data, the MDS method is suitable for manifesting the differences, deflections as well as the similarities, between values (objects).

The ALSCAL similarity matrices create a map out of the correlation matrix of 7-point preference scales. This map shows how consumers are characterised by the importance of certain consumer decisions. The decisions that are placed close to each other on the map were evaluated similarly.

The chosen model can be considered adequate as placing the 20 variables included in the analysis into a two-dimensional space (Stress = .09950 RSQ = .99551) produces the configuration with a 9.9% error.

Figure 44. Consumer profile with MDS ALSCAL process



In order to further narrow the values of a wide scale, a one-dimensional frequency distribution method of descriptive statistics enables the distinction between pre-informed/conscious purchases, purchases that requires research, comfort/routine purchases, as well as traditional and modern purchase methods.

As a summary of the analysis, the profiles of consumer behaviour can be placed along two dimensions. The first dimension, which also happens to contain the largest explanatory power for the distinction of the nominations, shows that in one aspect, "***traditional and modern"*** purchase values are the two poles, while the "***by routine and in a conscious way***" are the other two poles along which consumers can be grouped. In the case of consumer decisions that require preliminary information, consumers need to do research in advance, namely, read the label, get to know what the given ingredients mean and what their effects are.

In prestige purchases, food shopping is done based on values important to the consumer. Local, health-conscious products constitute similar values for those buyers for whom quality assurance and origin indications are also important. In this two-dimensional breakdown, the values of ecological (bio), environmentally conscious and fair trade products are similar to each other.

It is clear that those looking for food products that are free from everything (preservatives, gluten, lactose, sugar, as well as vegan products) form a separate group. They can be distinguished from all three groups, despite the fact that preliminary knowledge is necessary to make purchases, and that the market is characterised by small shops or online availability. Sharing personal experiences and opinions is also very important for the buyer. For those who know the precise origin, composition, usability, and value of a given product, purchase means priority, i.e., a kind of commitment.

If we consider the binary poles of **traditional and modern consumer values**, these represent relevant values for the consumer when purchasing food. It is clear that the preference for "free from" types of food requires time and energy, as opposed to the other pole of routine purchases which is typically time-sensitive. The purchase of unique, traditional and "free from" food is totally different from online purchases.

To sum up, according to the non-representative MDS-based research of food purchase preferences along consumer profile values, these do not form a homogenous group, but are clearly differ from each other. The dimensions provided by the ALSCAL model confirm that unique food, convenience food, and "free from all" types of food form separate groups when it comes to consciousness-related consumer values.

In a later phase of the research, the variables are grouped together by cluster analysis, and although ALSCAL in fact depicts the variables with similarities in a graphical way, the non-hierarchical k-means cluster analysis used seems to support this assumption.
While earlier the statements on purchase habits were marked on a scale of 1 to 7 (true/false), in this part of the research consumers could set up the order of the statements individually.

For verification purposes, the ten statements the consumers set up individually were also examined by a k-means clustering method, with the number of clusters defined in threes. K-clustering method is used similarly to create groups; thus the reliability of the result is confirmed.

Table 5. Final cluster centre of consumer awareness profile

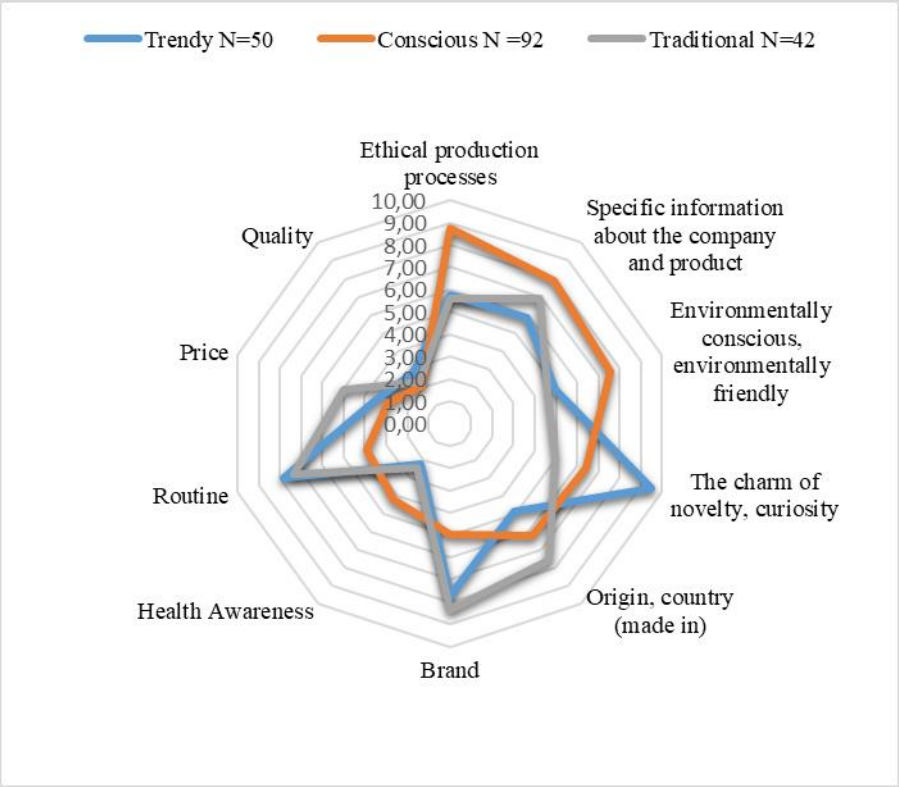
Final Cluster Centers			
	Trendy N=50	Conscious N =92	Traditional N=42
Ethical production processes	5,78	8,76	5,60
Specific information about the company and product	5,84	7,92	6,88
Environmentally conscious, environmentally friendly	4,96	7,54	4,62
The charm of novelty, curiosity	9,48	6,42	4,95
Origin, country (made in)	4,90	6,24	7,55
Brand	7,70	4,97	8,33
Health Awareness	2,22	4,23	2,48
Routine	7,82	3,89	7,33
Price	3,50	2,95	4,98
Quality	2,80	2,08	2,29

1. The main message of the **Trendy (**Cluster1=50 people) group is that they are open to novelties when making purchases, but because of their high routine purchase preferences, this type of openness does not apply to health awareness, quality characteristics, and the price related to food products. Novelty, charm, and unique product features are factors that motivate the consumers more, and this appears to them in the shape of a well-known or well-communicated brand. Their commitment to a brand and the decision that is based on routine purchasing helps significantly in making their everyday choices. The sustainability preferences of these purchases might move towards the environmental awareness and ethical processes that are communicated on the product wrappings. This form of ethics, however, is only sufficient for a middle-level commitment to sustainability. However, if a message is well communicated, the cluster of Trendy can be educated through the brands and can be convinced of the importance of getting to know and applying

sustainability in their everyday lives. Most responders (90 people) in this research ended up in in the **Conscious** cluster. They are typically sensitive to ethical production processes and are environmentally aware. This type of openness, however, does not relate to the conscious protection and preservation of their own health. The consumers of the **Trendy** and **Conscious** clusters are not price- or quality-sensitive. Similar to Trendy consumers, consumers of the Conscious cluster are open to novelties, but focus on the product's characteristics in the communication of the product. Since they do their food shopping routinely and not out of commitment, not every brand can reach them. Also, since they build their food shopping list on unique product features, country of origin does not carry too much weight for them, either.

2. The consumers of the **Traditional** cluster (42 people) are more traditional and much more price-sensitive in their purchasing decisions compared to the other two groups. They are interested in brands and novelties as well, but besides price, they have a strong awareness of origin. Quality, as well as environmental and health consciousness are not priorities for the members of the Traditional cluster, and ethical production methods do not affect their food choices whatsoever. Daily routine and habits form their purchase decisions, and clear communication is of great help for them.

Figure 15. Clusters of consumer awareness



4.3.4.2. CONSUMER VALUES OF LOCAL PRODUCTS

The goal of the study is to prove that there are no uniform statements about location and origin in Hungary. As the previously mentioned qualitative results show, the definition of "location" or "local" is quite varied in the minds of the consumers. The next set of questions tried to find out what other latent value dimension makes local interpretable.

Table 16: Scales used for research for local products

H4_1-H4_11	**attributes of local products**	**In many cases used and labelled food to be a local product. We are interested in what it means a commodity as "local" food for you?**	1 to 11 statements on a scale of 1 to 5 where (5) Totally affects me (5), (1) Does not affect me at all.	Ordinal scale	Descriptives means /MacQueen-féle K középpontú nemhierarchikus klaszterelemzés

The survey – using the categories of the former focus groups to map out the characteristics of local products – contained 11 statements on a 5-point scale, compared the descriptives mean values, and then a k-means cluster analysis.

The hypothesis of empirical research is that location is a consumer value that forms along several dimensions. For the Hungarian consumer, the most important values based on the descriptive mean are: taste, smell and – and differently from focus groups – price.

In the upper midfield, the story (brand story) related to raw ingredients as well as the recognition and attractiveness of the region image exceed other factors. In the case of local products, the least significant factors were the then current advertisement, the brand, and the fair trade nature of the product.

Table 17. Final cluster centre of local product consumers

Final Cluster Centers			
	Gourmand N=58	Terroir N=58	Made In N=71
Custom	2,87	3,71	3,62
Taste	4,44	4,32	4,62
Smell fragrance	4,09	4,35	4,00
Price	3,32	3,80	3,76
Wrapping	2,90	3,69	2,86
Origin, history of raw materials	4,18	4,21	2,69
How attractive the product is	3,84	3,88	2,75
Aspects of environmental awareness during production and sales	4,16	3,69	2,44
Ethical aspects of production, fair trade feature	3,83	3,38	2,30
Brand	2,29	3,47	3,35
Safety aspects of manufacturing	3,74	4,43	2,90
Current advertising	1,44	2,59	2,32

Since the sequence of the means did not provide sufficient information on values that could distinguish the consumer of local products, the study applied ANOVA analysis. By this, three clusters were identified, based on the responses.

For the **Gourmand** (K1=58), buyer perception-related values stand out for local products. Although the story of taste, smell, and raw ingredients triggers commitment in the Gourmand to local products, relative usefulness is added by fair trade production. A prominent characteristic of the Gourmand that the other two groups do not share is the low degree of commitment to the then current advertisements. Avoiding production-related health and safety risks is also a top priority of the Gourmand buyer; however, they do not buy products out of habit. For them, the price of the local product, the recognition level of the local brand, and even the quality of wrapping do not constitute added value. The only way to convince

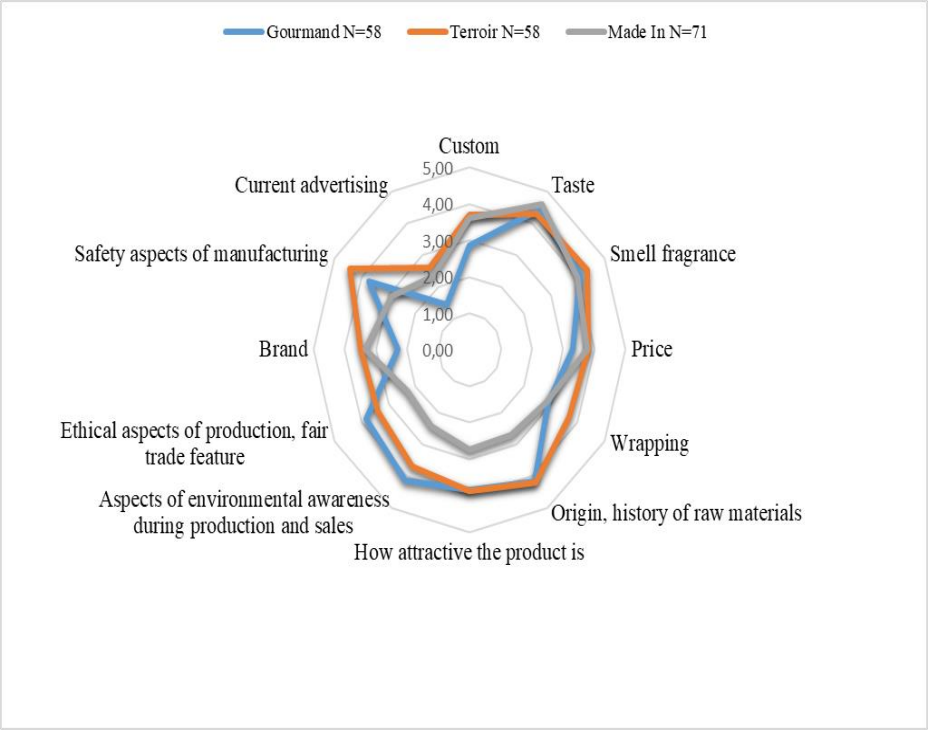
Gourmand buyers is by the specialty of ingredients and production technology.

The **Terroir** buyers group (K=58) is expressly balanced when it comes to local food. Similar to Gourmand buyers, ads and habits do not mean shopping motivation for them. However, in their case, origin, production methods, health and safety, taste, and smell that can be linked to a region mutually define what they consider local. The Terroir group specifically focuses on health, and this distinguishes them from the other two groups significantly. In this case, however, the Terroir aspect (i.e., originally built upon the triangle of area-history-technology) is not coupled with expectations of fair trade and fair production methods. Also, environmental aspects are not as important for them as for the Gourmand group of buyers.

The **Made In** group (K3=71) consists of the largest number of consumers. For them, taste is also significant, but price and brand are just as important. From their viewpoint, the fair trade nature, i.e., moral aspects, is the least important factor compared to the other two clusters. However, neither the health nor the environmental aspects of production constitute consumer value as supposedly the products sold with country origin represent identification in the case of local products for this cluster.

To summarise these findings, there are many values hidden behind food purchases, and these are the result of individual and group perceptions in every case. The values related to the presented location affect consumer food purchases either consciously or based on former practice.

Figure 16. Consumer clusters of local products



4.3.4.3. 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.*

4.3.4.3.1. GLOBALISATION INDICATOR

Globalisation is not limited to market performance only; it affects environmental and social relations as well. The changes in social conditions cannot be fully overcome by technological innovations either, since every system has social, biological, and physical limits which may be either strengthened or weakened by virtual and geographical spatial duality (Lengyel, 2008).

The chapter aimed to find an answer to what values strengthen or weaken the previously presented consumer values among the Hungarian consumers through internationalisation.

H#1 In Hungary, consumer perception related to globalisation cannot be described via homogenous categories.

This paper later addresses the following factors: *expansion of virtual communities; increasing role of online presence; accelerated way of life;*

health awareness; appreciation of a healthy lifestyle; spreading of environmental awareness in everyday life; deferred retirement age; diversity of languages, religions, and cultures; female engagement in business; urbanisation; increasing population in the cities; appreciation of human knowledge; an aging society; a widening gender gap; and the spectacular engagement of health- and wellbeing-related worries incorporated in the company CSR.

Table 18: Scales used for research globalisation

Questionnaire code		statement	variant	measurement	measurement scales	Methodology	Indicator
GL1-GL12	Perception of global effects	**The following statements indicate current global processes. We are interested in how these processes affect your life.**	1-12 statements on a scale of 1 to 3, where 1=does not affect at all, 3=recognised, affects very much	12 statements_Likert scale	Ordinal scale	MDS ALSCAL	**Indicator _globalism**

In the space of globalisation (12 statements on a 10-dimensional space), the MacQueen method of non-hierarchical cluster analysis enables us to see whether the effects of globalisation can be grouped into homogenous groups in which consumers choose similarly, and whether we find types of globalisation that can be interpreted and analysed as significant factors when choosing food products.

Tables containing the centroids of three risk clusters are shown in detail in the Appendix, placed in queues based on the frequency of choosing the given risk.

ALSCAL

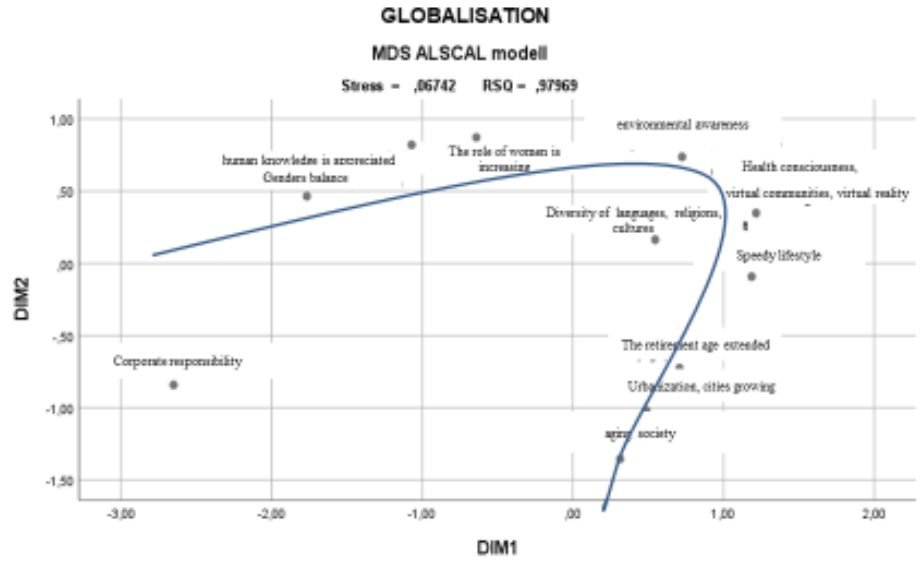
Once again, ALSCAL was used to create a model from the correlational matrix of international and risk variables. In the study, the ordinal model seemed reasonable to complement the MDS method; since variables are ordinal, therefore the process is non-metric too. Based on the results, indications can be grouped together and represented along dimensions.

To prove the H#1 statement, namely that the current global processes affect the lives of Hungarian consumers, the MDS method seemed relevant.

The evaluation of the current global processes was carried out based on the importance related to the most frequently chosen types. To further narrow the values on this quite wide scale, a one-dimensional frequency distribution method of descriptive statistics was used. This enables making a distinction between the situations in which a) the consumer has preliminary knowledge and personal involvement, and b) in which a more impersonal, social effect is in force.

It is evident that while social and environmental effects solidify, individual and economical values move apart when depicted spatially. Because of personal involvement of individual values, aging, retirement age, and urbanisation represent similar values against social issues like female engagement in manpower, gender distance, or the appreciation of human knowledge. Variegation and religious diversity are stuck as independent values among individual and social dimensions. The aspects of healthy and environmentally aware lifestyles – that could also appear as virtual communities – stand at the other pole, opposing the social responsibility of companies.

Figure 17. Globalisation indicator based on the MDS ALSCAL model



Based on the hypothesis described in H#1, consumer perceptions are not identical to the internationalisation and the non-economic aspects of globalisation, thus the dichotomy of individual and social values is detectable, so the hypothesis is acceptable.

4.3.4.3.2. RISK-TAKING

Food safety has become a worldwide concern. Although food consumers gather information with increasingly wider opportunities for orientation on the product labels, there are plenty of other factors that threaten the consumer besides the ingredients, such as pathogens, chemicals, antibiotics, pesticides, and hormone residues.

In Chapter 4, Section 4.4.1 on consumer profile analysis, the label and expiry date check scored to 3 and 4 on a scale of 1 to 6 (with an average of 5.54 and 5.25, respectively).

International literature also points out that food consumers increasingly expect to eat food that does not damage their health, or possibly even functionally cures illnesses that derive from their lifestyles.

Table 19: Scales used for research for risk taking

Questionnaire code	statement	variant	measurement	measurement scales	Methodology	Indicator
KOC1_KOC15 Perception of risks	People are trying to reduce food risks in different ways. Here are some examples of behaviors and behaviors that others have told us about food-related risks.	1-15 action and behaviour on a scale of 1 to 5, where 1= not important at all, 5=very important	15 cselekedet és magatartásminta_Likert skála	Ordinal scale	Frequency / MDS ALSCAL /MacQueen-féle K középpontú nemhierarchikus klaszterelemzés	Indicator_risks

H#2 During purchase, Hungarian buyers use different risk aversion strategies in perceiving globalisation.

The following chapters will address the question of what values provide the feeling of security in the case of a risky situation, based on the assessment of 15 acts on a scale of 1 to 5.

The most typical consumer behaviour among the responders of the survey was the purchase of fresh and less processed food products. This provides the sense of having bought safe food products, while the then current shop sales, ecological food, and sales brands relate the least to whether the product is safe or unsafe from the view of the consumer. Avoiding suspicious prices and sales channels (black market) is considered the best way to reduce risks - with a high, above-average score of 4.

Table 20. Sequence of risks based on Descriptive Means

Descriptive Statistics	Mean
Fresh, less processed	4,16
Avoids black market	4,04
Avoids suspiciously cheap	3,98
Gathers information	3,96
Reads wrapping information,	3,74
Storage, cooling, food preparation	3,65
Prefers Hungarian products	3,59
Expert opinion	3,58
Reads wrapping information,	3,52
Buys directly from producer/farmer	3,39
Buys products with origin or	3,27
Interneten gyűjt információt	3,04
Buys organic	2,91
Buys commercial brand	2,85
Buys based on then-current promotions	2,67

In terms of risk mitigation, consumers trust products with Hungarian origin more (3.59) than those with geographical indications (3.27). As for risk management, the geographical origin does not provide enough of a stronghold for consumers, as this aspect was preceded even by refrigeration chain and information on the product wrapping in the survey.

Since the descriptives mean method did not provide enough information on the risk-avoidance strategy of the consumers, ANOVA results with k-means cluster analysis were used to distinguish groups of consumers based on the way they mitigate food-related risks.

Table 21. Risk management - consumer final cluster

Final Cluster Centers			
Risks	**Well informed N= 69**	**Avoid Risks N= 79**	**Sceptical N= 38**
Gaining knowledge	4,62	3,62	3,45
Expert opinion	4,38	3,22	2,89
Changes your meal	4,38	3,46	3,13
Pay attention to	4,42	3,21	2,53
Suspiciously cheap	4,19	4,28	2,97
Avoids Black Market	4,28	4,55	2,51
Collects information	3,75	2,77	2,30
Storage, cooling,	4,20	3,57	2,78
Buy directly from the	3,75	3,29	2,92
Buying fresh, less	4,59	4,09	3,49
Buying organic food	3,52	2,72	2,19
Buying a trade brand	2,71	3,04	2,70
Buying geographic	3,62	3,42	2,30
Prefer Hungarian	3,80	3,80	2,76
Current promotions	2,75	2,67	2,50

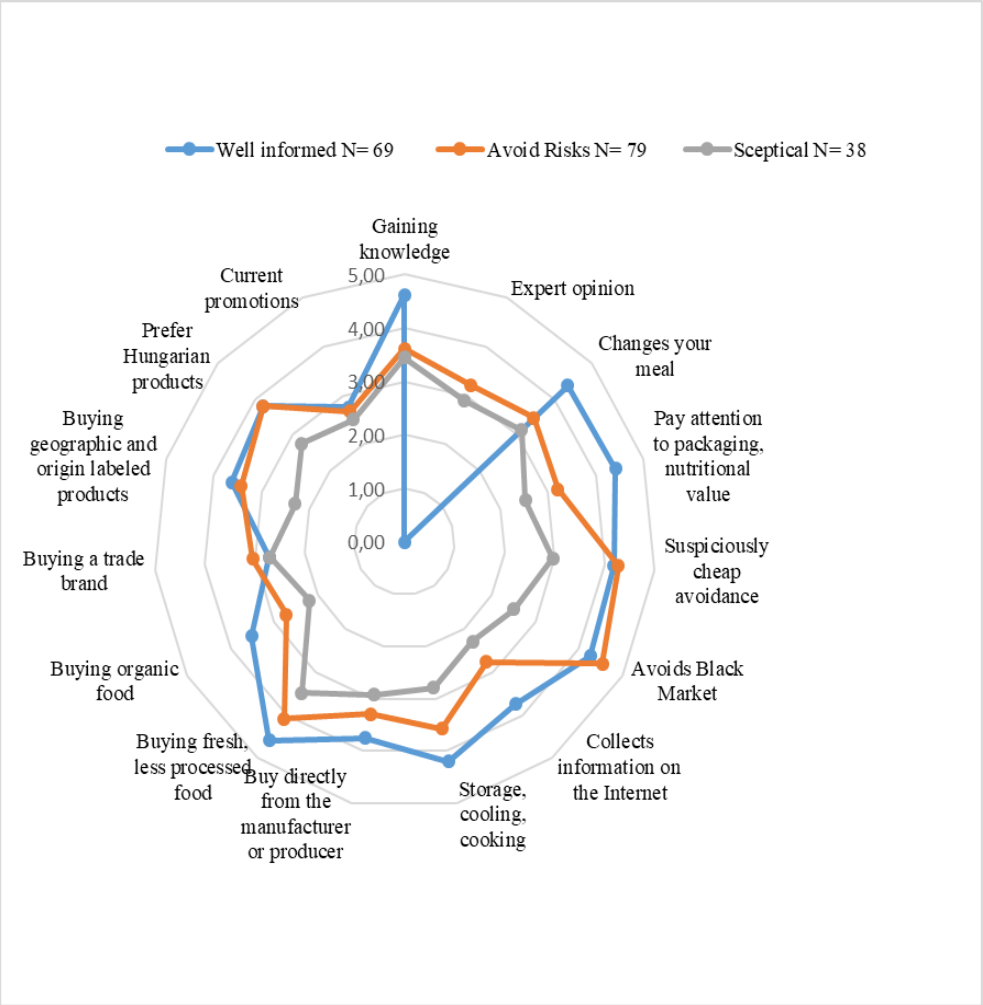
The members of the **Well-informed** cluster are quite independent when gathering information, and unlike mainstream consumers strive for even more data, to be better informed than others. Although they listen to the advice of professional experts (doctors, nutritionists), they would rather change their diet by their own decision (buying more fresh, less processed food, generally from a known producer), and along with this, they look for information on the Internet to mitigate the risks for themselves and their family. Furthermore, on a scale of 1 to 5, they do their best (4.28 / 4.19) to avoid purchases from the black market or at suspicious prices. From their feedback it is evident that sales promotions do not excite them, although it happens sometimes that they purchase ecological products. They do not care too much for the largest sales brands, geographical origin, or country of origin. Despite this, they know these products and sometimes even buy them, especially when they purchase fresh ingredients, and try to keep their quality by storing them in the most appropriate way.

The consumers of the **Risk-averting** cluster (K2=79 people) are different from Well-informed responders in how they show exceptionally high risk-

averting attitude towards black market and suspiciously cheap products (4.55 / 4.28). However, the advice of experts affects them neutrally (3.22). They do not gather extra information and from their viewpoint, buying ecological products does not mitigate risks. This cluster relates to products of Hungarian origin similarly (3.8) to the Well-informed group; however, they do not show much preference towards products with geographical indications. This group of consumers believes more in the power of individual prevention; therefore refrigeration chain and proper storage is more important for them than information found on labels.

For the **Sceptics**, forming the smallest cluster (K3=38 people) of the surveyed consumers, avoiding food-related risks is not a very important aspect of purchase decisions. As opposed to the two other clusters (4.59 / 4.09), the highest average (3.49) for the Sceptics represents the purchase of fresh products, while the consumption of ecological products, scoring only an average of 2.19, is the least important for them. Although they strive to change their diet, they prefer Hungarian products (2.76), and within that, mainly sales brands, because for them the current promotions are more important than the geographical indications. The Internet as an information source is not of significance for them; however, the advice of experts carries weight when they make purchase decisions.

Figure 18: Risk-aversion strategies by consumer clusters



The H#2 hypothesis, formed based on k-means cluster analysis, stating that Hungarian consumers perceive globalisation differently and apply different risk-aversion strategies when making food purchase decisions, is acceptable.

4.3.4.3.3. HUNGARIAN ORIGIN INDICATOR

Based on the previously presented results, it is clear that in the case of general, food-related values, location ended up in the strong middle field of the 12 value categories, since it came in sixth place based on descriptive averages. The study aimed to find out whether sequencing or hierarchy could be detected among the products, or whether every product of Hungarian origin is treated similarly.

The **Hungarian food indicator** (MA6_1_MA6_17) *shows how the importance of the product's location, as well as how* the ethnocentric tendencies affect *the consumer* when buying the product.

H#3 The origin of the food constitutes value for the Hungarian consumer.

Table 22: Scales used for research in Hungarian food

Questionnaire code	statement	variant	measurement	measurement scales	Methodology	Indicator
MA6_1_MA6_17 Perception of Hungarian food quality	In the following, we are curious about how Hungarian food is considered in the following food categories.	1-17 food category 1=very bad, 2=bad, 3=average, 4=good, 5=excellent	17 élelmiszerkategória_Likert skála	Ordinal scale	Descriptives means / MDS ALSCAL	Indicator_Hungarian food

Table 23. Hungarian products purchase motivation based on Descriptive Mean

Motivation for buying Hungarian products	Descriptive Statistics Mean
The role and value of local products is appreciated	4,6278
I help Hungarian producers by buying Hungarian products	4,6201
I like traditional brands, seasonal products	4,5955
With foreign food chains I have the opportunity to get to know and taste the products I would not have otherwise	3,9944
I think it is important that Hungarian customers prefer Hungarian products	3,978
I'm glad to have the opportunity to buy fresh tomatoes all year round	3,3667
The special offers of the supermarkets are a great help in reducing costs	3,2762
I consider patriotic things to buy Hungarian products.	3,1556
Foreign food products are simply better	2,2928

To map out the characteristics of quality Hungarian food, a descriptive means method of 17 product categories was applied on a 5-point scale. For

verification purposes a perception map was created from the correlation matrix of variables, using the ALSCAL method.

"Hungarian as a quality value" was assessed using the descriptive method, where the sequence of the means provides interpretation of the value product category of Hungarian origin.

In this study, means could not be used at the ordinal measurement level along the previously described theoretical conditions. However, in this case the research assumes that location as quality is a constant concept that has characteristics, and ordinal categories are considered as constant variable categories, thus the arithmetic mean is a characteristic mean that can be interpreted as a variation (Füstös , 2018).

The assessment of "Hungarian as local indication" was executed on a 5-point scale; therefore, from the tools of descriptive statistics, a descriptive means method was chosen.

Table 24: Hungarian product, as a category of quality, based on the assessment of product groups

Groups of Products	Mean	Rank
Honey	4,43	1
Fresh fruits	4,25	2
Fresh vegetables	4,23	3
Hungarian cuisine	4,04	4
Potato	3,96	5
Eggs	3,95	6
Meat products	3,77	7
Dried meat products	3,77	8
Pork	3,75	9
Dairy products	3,69	10
Dried vegetable, fruit	3,68	11
Milk	3,61	12
Poultry	3,54	13
Lamb	3,51	14
Cheese	3,49	15
Beef	3,45	16
Fish	3,25	17

The fact that the 17 product categories can be sequenced based on the averages suggests that among Hungarian products some are favourable and less favourable in the eyes of the consumer. Besides honey, fresh fruit, and vegetables, gastronomical fame scored high. Hungarian milk, poultry, lamb, cheese, beef, and fish were last on the list.

The perception map of Hungarian product categories was created by the ALSCAL method from the correlation matrix of variables. In the study, the ordinal model seemed reasonable to complement the MDS method as well, since variables are ordinal; therefore, the process is non-metric. Based on

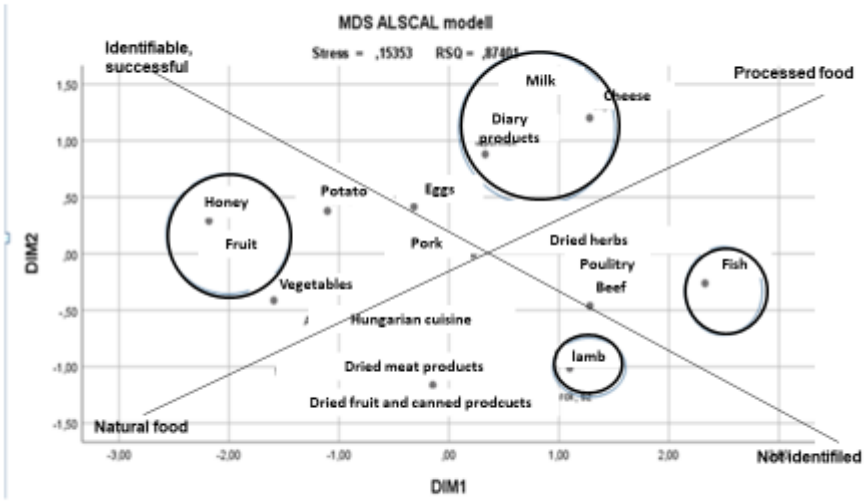
the results, indications can be grouped together and represented along dimensions.

From the map created from the preference scales' correlation matrix of ALSCAL similarity matrices, it is evident that the importance of purchase decisions is not homogenous at given product groups. The decisions that are depicted close to each other on the map are subject to similar assessment, while far away points are subject to different quality judgments. The chosen model can be considered adequate as placing the 17 variables included in the analysis into two-dimensional space (Stress = 0.15353 RSQ = 0.87401) produces the configuration with an 8.7% error. It is clear that MDS enables us to form spaces along different dimension pairs, and by society image and individual image. The society image is linked to preliminary knowledge and is formed along successful and unsuccessful, impersonal, and processed or non-processed products. Based on the perception of Hungarian consumers, it is evident that the perception map of the values of Hungarian food products is formed along the pairing of success and origin.

As for Hungarian expectations, the non-processed food groups constitute an incomparable conceptual value as opposed to the processed ones. The perception of product success is linked to the quality-related values.

As for H#3 hypothesis, the origin of the food along with other latent variables, is an important value for the Hungarian consumer combined, i.e., not as individual values; therefore, the hypothesis is not valid.

Figure 25. The quality judgment of Hungarian food types with the MDS ALSCAL model



However, the sequence of the averages does not provide enough explanation of the values along which we could distinguish between local product consumers.

Based on the responses, three clusters were identified by ANOVA analysis.

Table 24: Consumer cluster of Hungarian food products

Groups of Products	Hungarian cusine fan club N =83	Hungarian only N =52	Scepticals about origin=42
Pork meat	4,00	5,00	3,00
Beef meat	4,00	5,00	2,00
Lamb meat	4,00	5,00	2,00
Poultry meat	2,00	5,00	2,00
Fish	2,00	5,00	2,00
Milk	4,00	5,00	4,00
Dairy products	4,00	5,00	4,00
Cheese	2,00	5,00	3,00
Eggs	4,00	5,00	2,00
Honey	5,00	5,00	5,00
Fresh vegetables	5,00	5,00	3,00
Potato	5,00	5,00	3,00
Fresh fruits	5,00	5,00	2,00
Processed meat products: salami, sausage and ham	4,00	5,00	1,00
Processed dried vegetable preparations, spices	2,00	5,00	3,00
Processed, dried fruit preparations, jams, syrups	1,00	5,00	3,00
The regional cuisine of the Hungarian cuisine	4,00	5,00	1,00

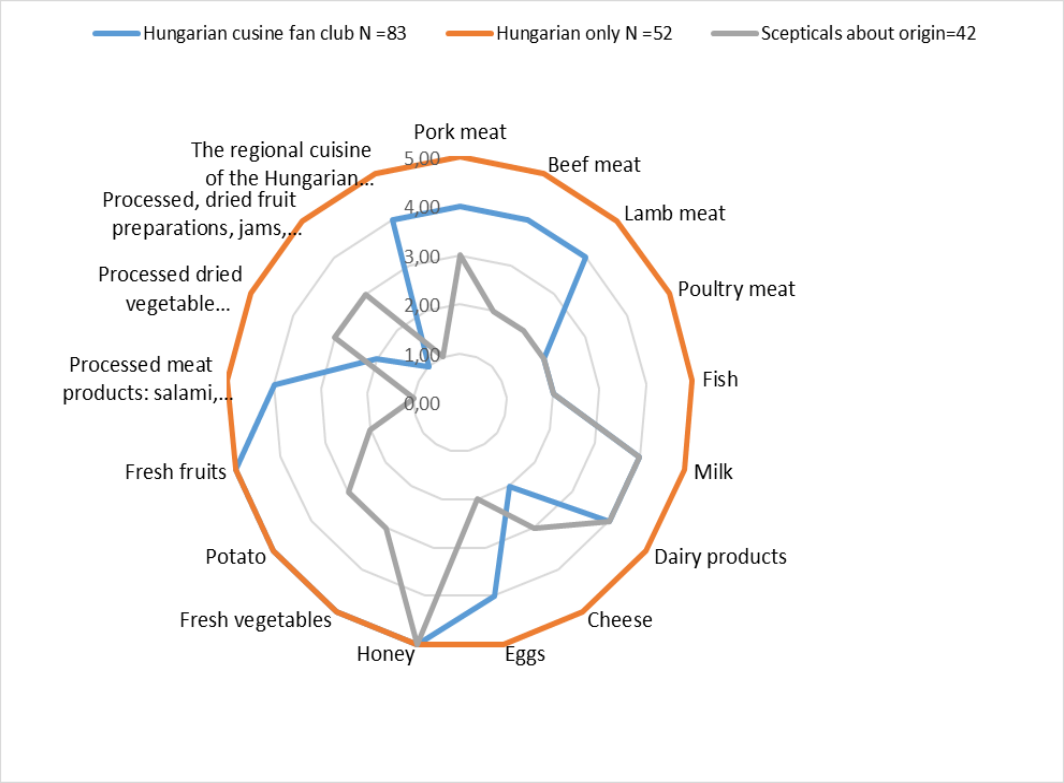
The largest cluster, **Fans of Hungarian Gastronomy** (K1=83 people), contains consumers who assess Hungarian food product quality based on their identification. They consider honey as the product with the highest quality among Hungarian food products, which is followed by fresh fruit and vegetables, as well as Hungarian gastronomy itself. At the end of the list are pork, lamb, and beef, along with milk and milk products. Fans of Hungarian gastronomy believe that Hungarian producers can provide quality in fish, dried fruit and vegetables and cheese categories.

Members of the **Hungarian only** (K=52) cluster are very prejudiced and ethnocentric. For the cluster, Hungarian origin is linked emotionally to the products. They do not perceive the food products by product groups but based on their origin or fame. In fact, these two factors were evaluated as the highest possible by the cluster. For these consumers, hierarchical sequence does not exist; all categories received a steady, maximum score.

At the same time, the **Ethnosceptic** (K3=42 people) group is significantly more critical towards the merging of food and country origin. They do, however, appreciate the quality characteristics of certain food products of

Hungarian origin. (In this group, honey came out on top among the value based on country origin and quality; however, other products do not even come close to the appreciation of honey.) According to the Ethnosceptic group, milk and milk products belong to the moderate quality category, and apart from that both Hungarian gastronomy and processed meat products ended up as the ones having the lowest quality. Fish, pork, beef, lamb, and poultry all dropped off the list of customers. evaluables. These responses came from consumers who do not eat meat at all (e.g. vegetarians and vegans), not only from consumers who eat these products regularly. Apart from that, unfortunately, fresh vegetables and fruit of Hungarian origin did not reach the quality expected or accepted by this group.

Figure 26: Consumer clusters of Hungarian food products



It is clear from the responses that the concept of consumer ethnocentrism is not an economic form. The ethnocentric viewpoint of the consumers depends on their individual belief system, and the way they relate to the

products of their home country. They might even feel that they would put their own country in a difficult economical position (or even bankruptcy) if they bought foreign products.

For the Ethnosceptic consumers however, foreign products are commodities that should be assessed by their taste, ingredients, and quality, independent of where they were produced. Another case is when the foreign product is appreciated more due to the very fact that it is not domestic.

Based on the results, it is evident that the perceived value of origin products, i.e.,, products that are linked to a given country, are hierarchic and culture-specific. When distinguishing the images of Hungarian products, the results suggested that as long as there is a wide range of substitutes for the examined product (brands of multinational companies, private label products of retail chains), then the adaptivity level of domestic products is low, thanks to competition between producers.

Otherwise, in the case of narrower product choices, the consumer chooses certain elements to fulfil their own need to increase emotional value, and as a result of ethnocentrism, valorises the appreciation of products available. According to the responders, the most effective method to recognise the product is brand(s) through which they can get to the real quality of a food product, and the second best way is to follow the recommendation of friends and know the history of the product. The Hungarian Product logo is the third strongest influence on consumers. According to the findings of this study, protection of origin got stuck in the middle of the list. The use of the Hungarikum label or bar codes to have the product recognised is simply not working; it affects neither product knowledge nor product use.

As for the legally regulated strategy types "Quality certificates and indications of origin" (trademarks and symbols), neither the Regulation on Hungarian Products of the Ministry of Rural Development (in force since September 2012), nor any other law obliges the use of trademark or logo. However, the regulation does support the use of civil certificates that are in compliance with the law.

The trademarks of Hungarian products in general scored very low for recognition in the study's survey. The most recognised products were a few domestic brands (2.49), whereas bar code labelling was the least significant (1.38) from the viewpoint of the responders.

Table 25. The strategy of applying quality certificates, based on the decisions of Hungarian consumers

Quality certification, origin	Mean
Well-Known Hungarian brand	2,49
The story of the product, based on the recommendations of friends	2,48
Hungarian Product Grand Prix logo	2,30
Protected Mark PGI/PDO	2,17
The sign of "Hungarian product" in the shops	2,07
Manufacturer's personal warranty.	2,04
Hungarian origin of the Trading company	1,75
Hungaricum Club or Premium Hungaricum logo	1,65
Bar code (starting with 599)	1,38

4.3.4.3.4. GEOGRAPHICAL INDICATION OF HUNGARIAN PRODUCTS

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.

Table 26. Scales used for research in Hungarian geographical indications

Questionnaire code		statement	variant	measurement	measurement scales	Methodology	Indicator
MA7-1-MA7-13	Perception of Hungarian food with PGI label	Do you buy any Hungarian food products with the geographical indication listed below?	1-13 kategória Nem ismeri (1) Ismeri, de nem vásárolja (2) Ismeri és vásárolja (3)	13 földrajzi árujelzővel ellátott élelmiszer_3 fokú Likert skála	Ordinal scale	Descriptives means / MDS ALSCAL /MacQueen-féle K középpontú nemhierarchikus klaszterelemzés	Indicator_PGI of Hungarian food

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.

The primary research of this study is aimed at determining how the EU origin and certification mark is paired with the perception and conscious use of Hungarian consumers, by examining geographical indications as follows. The main questions are: What kind of factors affect the success the geographical indications among the consumers? Can the EU geographical indication be considered a successful mark among Hungarian consumers? Among the 13 products registered in the EU DOOR programme or undergoing the Hungarian certification process, which are the most well-known or even most purchased products with Hungarian geographical indication, and which are the ones that are not known or not bought at all?

The value of location as a quality is evaluated by the descriptive method, where the sequence of means provides an interpretation of origin as a value product category.

To map out Hungarian food products with geographical indication, 13 product category statements were examined on a 3-point scale by a descriptive means method. For cross-checking, the ALSCAL method was used to create a correlation matrix of the variables.

The sequence created by descriptive means makes it obvious that the basics of "classic" Hungarian gastronomy, namely paprika, onion, sausage from Csaba and Gyula perform outstandingly well, but fresh fruit (apricot, cherry, sour cherry, and peach) perform less well. Their names are known, but their values do not move them forward on the shopping list of the consumer. The fact that the consumers do not know Akasztó carp at all is also rooted in the low quality perception of the Hungarian fish in general. The aversion of Hungarian consumer to freshwater fish is quite high, but it seems the reasons for this are not only real or perceived criteria, but also low recognition and low frequency of consumption.

Table 27. Recognition of Hungarian products with geographical origin

Product with geographical indication	Mean
Spice paprika from Szeged	2,69
Sausage from Gyula	2,63
Sausage from Békéscsaba	2,53
Onion from Makó	2,5
Bell peppers from Szentes	1,93
Apricot from Gönc	1,83
Horseradish from Hajdú country	1,71
Rice from Nagykun region	1,66
Sour cherry from Újfehértó	1,62
Short, black cherry from Szomolya	1,54
Peaches from Budaörs	1,45
Crispy cherry from Nagykörű	1,42
Carp from Akasztó	1,35

Not only can a sequence be drawn for the given products, but with ALSCAL we can find out where certain groups are represented on the perception map. This study aimed to find out whether the appreciation of products with Hungarian origin is based on homogenous consumer opinion, and also whether sequencing or hierarchy can be detected among the products, or is every product of Hungarian origin treated similarly.

Similar to what was mentioned before, the descriptive means method could not be used as an ordinal measurement scale along the above criteria; however, in this case the research assumes that location as quality is a constant concept that has characteristics. "Ordinal categories are considered as constant variable categories, thus the arithmetic mean is a characteristic mean that can be interpreted as a variation" (Füstös, 2018).

The settlement name as an adjective was assessed on a 3-point ordinal scale. From descriptive statistics, the descriptive means method was used to explore variables, and the results were depicted by ALSCAL. An ordinal model seemed reasonable to complement the ALSCAL method as well, since variables are ordinal; therefore the process is non-metric. Based on the

results, indications can be grouped together and represented along dimensions.

From the map created from the preference scales' correlation matrix of ALSCAL similarity matrices, it is evident that the importance of purchase decisions is not homogenous at given product groups. The decisions that are depicted close to each other on the map are subject to similar assessment, while far away points are subject to different quality judgments.

The chosen model can be considered adequate, as placing the 20 variables included in the analysis into a two-dimensional space (Stress = 0.04998 RSQ = 0.99162) produces the configuration with a 9.9% error. MDS enables us to form spaces along different dimension pairs, and by social image and individual image. The social image was formed along the ingredients of the traditional as well as modern Hungarian gastronomy (which require preliminary knowledge), and also along the known and unknown product groups.

Based on the results, the values Hungarian consumers attach to geographical indications form the perception map along the ingredients (paprika, Gyula sausage, Makó onion) of the so-called traditional Hungarian gastronomy (that actually only developed by the beginning of the twentieth century), as well as the less well-known ingredients spread during large-scale production of the new production order (cooperatives), such as rice, Szentes paprika, and Gönc peach. The third group of products consists of those that became known and made it to the database due to the efforts of ministries and background institutions.

The perception map shows that the food groups with so-called traditional production place and several generations of brand awareness make up a conceptual value that cannot be compared to those who reach a smaller group of consumers through their communication and sales channels. K-means analysis uncovered which geographical location and product is related to given consumer perception.

Table 27. Perception map of products with Hungarian geographical indication

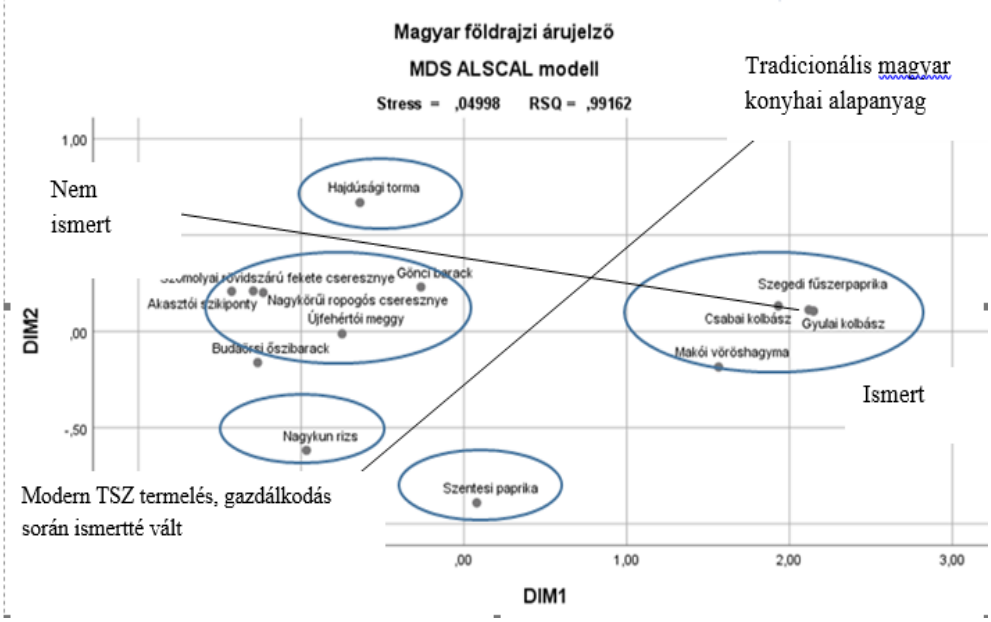


Table 28. Consumer cluster of Hungarian products with geographical origin

Categories of products	Classic Hungarian cuisine N=69	Sausage fan N= 79	Committed local buyer N=38 fő
Onion from Makó	2,68	2,35	2,64
Spice paprika from Szeged	2,71	2,63	2,79
Sausage from Békéscsaba	2,42	2,62	2,50
Sausage from Gyula	2,55	2,74	2,57
Horseradish from Hajdú country	1,71	1,44	2,19
Peach from Gönc	1,71	1,56	2,40
Bell peppers from Szentes	2,56	1,48	2,30
Sour cherry from Újfehértó	1,59	1,25	2,26
Carp from Akasztó	1,15	1,15	1,85
Peaches from Budaörs	1,64	1,06	1,98
Rice from Nagykun region	2,32	1,10	2,13
Short, black cherry from Szomolya	1,24	1,12	2,39
Crispy cherry from Nagykörű	1,15	1,08	2,19

When asked about the ingredients they use, consumers of the **classic Hungarian gastronomy** (K1 =69 people) mentioned those whose fame started in the early twentieth century, and are more embedded culturally. The classics such as Makó onion, Gyula and Csaba sausage, as well as Szeged paprika are not only ingredients, but are an integral part of Hungarian identity and country image. Apart from the traditional bases, Nagykun rice gained momentum as one of the most well-known large-scale rice on the shelves since the 1960s. In this group, neither cherries nor peaches received more recognition than Akasztó carp.

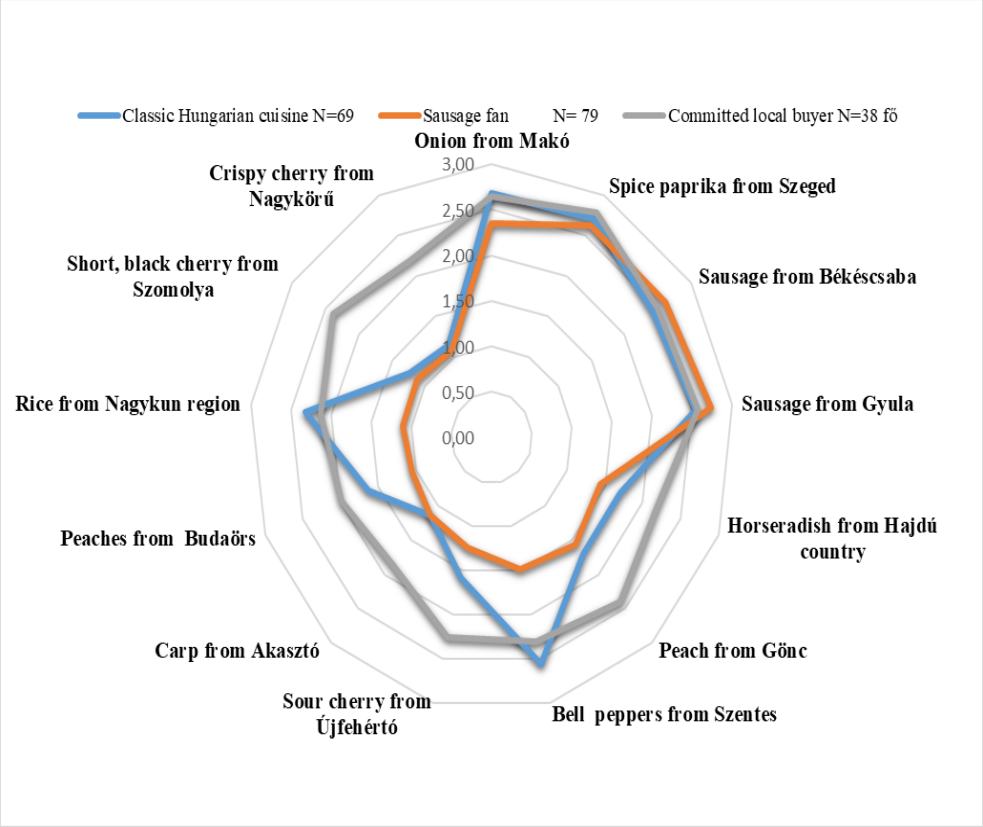
The largest cluster is the **Sausage eaters** (K2=79) who, like the previous group, know classic ingredients, but have a greater geographical knowledge of sausage types than the other two groups. The cluster of Sausage eaters buy meat products based on their origin and recipes they can use them for; however, categories like fish, Szentes paprika, sour cherry, or radish are not on their perception maps due to their mass production.

Although smaller by headcount, the group of **Committed local consumers** (K3=38) knows and buys almost all products that can be geographically identified on their perception map. Therefore, Budaörs peach, Újfehértó sour cherry, Hajdúság radish, Akasztó carp do not appear on their shopping lists.

In conclusion, the products with geographical indications whose marketing strategy communication and sales channels reach beyond their proper location, countrywide or even further, also have a high representative value. They are known and bought by consumers.

At the same time, the food materials that can only make it to markets due to their biological diversity, terroir aspect, and the maximisation of production opportunities, have to compete in the same product range with substitute products originating from other locations. The added value of these products that can hardly be identified by geographical location is quite low, and they do not represent culturally embedded associations.

Figure 5. Consumer clusters of Hungarian products with geographical origin



The hypothesis set up in H#4, namely that by product category, Hungarian geographical indications have different priorities. The acceptance, recognition, importance, and market penetration of given products in Hungary are not homogenous based on the above results; therefore H#4 is validated.

As for the success of geographically linked products, the products that represent recipes with a character or "Hungarian" in the public eye, such as gulyás and pörkölt ingredients and sausages are more likely to be present in public awareness than fruit (which reach consumers mainly after processing - such as palinka), rice, or horseradish.

These differences that appear in a hierarchical sequence also highlight the layering of Hungarian habits of cooking, eating, and usage of ingredients. "In the twentieth century, research on nutrition, cultural, and historical

aspects often prevailed. The ethnographic descriptions compiled a system of nutritional traditions and habits... It initiated an examination that takes into consideration the feudalism of the society, as well the typology of food and food groups. In this context, an analysis shows a turning point in gastronomical taste... The use of manuscripts and printed cookery books that spread in recent years in the research of nutrition, is welcome. Many descriptions follows the structure of a given collection of recipes and thus draw conclusions on family and regional food preparation trends" (Keszeg 2011:177)

As for collective memory processes, cookery books are interpreted as places of memory. ... "We strive to unearth such cultural samples and images that are linked to places and that represent the continuity and self-identity of (national) communities" (Keményfi 2012:31-80). In a book written by Count József Gvadányi in 1790, gulyás meat was prepared only with onion and black pepper. According to Count Antal Szirmay (Hungaria in parabolis, 1804, 1807), the flavourings of gulyás meat are onions, black pepper, anise, and dill; paprika was not yet a basis of this traditional food. Csiki (2008) states that the gulyás meat we know from literature and the pörkölt of the peasants are the same thing, and in this age, paprika was not yet present in the recipe. Kisbán (1989) believes that the spreading of paprika-based recipes is a result of import difficulties in the times of the Napoleonic wars, especially the lack of black pepper. Paprika tended to take over mainly in the Great Hungarian Plains where it overshadowed other spices that were characteristic of the Hungarian gastronomy, such as saffron, ginger, basil, and tarragon (these are the basic flavourings of Transylvanian cuisine, because paprika did not find its way there). According to ethnographers, gulyás meat/pörkölt and paprika found each other in the south of Hungary. This is how "paprikás hús" (paprika meat) was born, later called "paprikás". During the cholera epidemics of Europe, paprika became a trade item, which gave rise to large-scale production. However, Hungarian paprika was not only a way to avoid diseases, but thanks to Joseph II it became a national meal in the form of pörkölt. Gulyás

became the symbol of Hungarian identity, and this paprika-fuelled meal, although not often prepared before, found its way to our gastronomy.

The second big step to the Hungarian paprika's international fame is that Albert Szent-Györgyi first isolated vitamin C from the paprika of Szeged which became known worldwide thanks to his resulting Nobel prize. The second time Hungarian paprika, including the paprikas of Szeged and Kalocsa, became a highlight of the international scene was during the consolidation after World War II. Paprika, as spice is a symbol of Hungarian character in the world of propaganda. Thanks to its large-scale production for export and intensive foreign trade it made its way to several countries and became well-known. Gastronomy, as the communication tool of political systems, became the spokesman of Hungarian identity not only abroad but also in Hungary (Miklós, 2017).

On the perception map, another group is formed. This is made up of products that were naturalised in Hungarian agriculture thanks to the efforts and experiments of cooperatives in the 1950s, and thus became the monocultural growing area of a given region. Besides Nagykun rice, the international and Hungarian fame of the "TV" paprika of Szentes (a paprika to be filled) owes its fame to the Bulgarians who settled in Hungary at the turn of the nineteenth century, and also to the use of thermal waters that resulted from oil drillings around the town. Large-scale production used scientists to continuously breed the TV paprika species that would best suit consumer needs (Miklós, 2017).

The third group of products with geographical indications is made up of the products that made it to the market for geographical indications with institutional help. They have by far the lowest recognition and embeddedness in public awareness. The products that come as new arrivals onto the database must compete with substitute products from other locations along with those in the same product range. Also, they have to face the challenge that the recognition of these are very low in Hungarian gastronomical culture, or are very seasonal, or did not become the raw material to a food that represents a given region. Just like flavour,

geographical identification does not bring along added value either, as it does not represent culturally embedded associations for the consumers.

4.3.4.3.5. HEALTH INDICATOR

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

The goal of this study to explore the soft dimensions of quality and local food recognition in the context of the current socio-economic system.

As the study is not representative, it cannot define widely the objective components of sustainability by their material and social characteristics; therefore it tries to find answers along the subjective components of sustainability to the level of satisfaction on dimension that are defined by the thoughts and feelings of consumers.

Table 29: Scales used for research sustainability

Questionnaire code		statement	variant	measurement	measurement scales	Methodology	Indicator
A1_1-A1_11	Health Awareness	Which statement is most relevant to you? There are several statements below to choose from.	1 to 11 statements please create sequence based on your preference	11 állítás _dichotom	Ordinal scale	Frequency	Indicator_Health Awareness
A2_1-A2_7	Environmental Awareness	Which statement is most relevant to you? There are several statements below to choose from.	1 to 7 statements please create sequence based on your preference	7 állítás_dichotom	Ordinal scale	Frequency	Indicator_Environmental Awareness
A3_1-A3_5	Social responsibility	Which statement is most relevant to you? There are several statements below to choose from.	1 to 5 statements please create sequence based on your preference	5 állítás_dichotom	Ordinal scale	Frequency	Indicator_Social responsibility

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.

This study primarily researches subjective sustainability based on food-related health, environmental, and social sensitivity with the frequency method.

Many people identify the concept of "healthy nutrition" with eating healthy food (i.e., food that is not poisonous). This "healthy food" concept is not appropriate since commercially available food should be considered healthy by definition, as it is in harmony with food regulations. However, nutritionists recommend some food and drinks to be consumed more often, while others less often.

The correlation of food products and meals as well as the role of health awareness as one of the goals of welfare societies. Healthy eating means the regular consumption of different food and drinks in sufficient quantities and with sufficient diversity, that reduces the risk of illnesses to the minimum. It should be noted, however, that the concept of health has undergone several changes and modifications. By the terms of World Health Organization (WHO), health is a state of complete physical, mental and social wellbeing (WHO, 1946). Health could also mean a state of physical and mental balance, which enables the individual, by having optimum capacity, to most effectively realise the social roles expected from them at their workplace or in their families (Parsons, 1972). At the Copenhagen conference of WHO, the former health concept was interpreted in a more

complex way, stating that it is a resource that is necessary for everyday life. The new definition emphasises the individual and social conditions for life and physical performance and does not forget about the responsibility of the individual (WHO, 1984). The Ottawa Charter (WHO, 1986) renewed this definition as well: It depicts health in the resources of social, economic and individual development. The state of health is affected by social factors, physical environment, as well as the behaviour, knowledge, and experiences of the individual.

According to the Sundsvall Statement (1997), the environment that supports health is built on conventional, cultural heritage and also takes into consideration the value norm system that affect health. The political aspect is quite significant as well, since governments affect the wellbeing of the population and the individual both directly and indirectly (Tózsa-Rigóné Nagy, 2011). In order to see how important healthy eating is among the Hungarian population, the responders had to set 11 statements in order along an ordinal scale. The resulting data were analysed by frequency descriptive statistics.

Feedback from the responders shows that although most of them consider health as the greatest value (60.8%), only 38.3% of the responders confessed themselves as health conscious in their eating habits.

Contrary to the fact that Hungarian public thinking chants the mantras of "health above all" and "let us be healthy, all the rest doesn't matter", health landed in third place among the 11 values with 37.2%. The contradiction between thinking and lifestyle is best shown by the 34.2% result of the responders who in their own opinion are in good health. However, most of the responders do not admit themselves to be so lucky, yet they are unwilling to change their eating habits to a healthier version.

Of the responders, 33.2% found that wellbeing and harmony in eating correlate with each other.

A lot fewer people, only 20.4% of the responders, said that they eat food that looks good, and they do not count calories at all.

According to 15% of the responders, healthy eating is expensive, whereas 12.8% of them said that it takes up more time than traditional food consumption habits.

Only 4.6% of the responders said that healthy eating requires special knowledge and therefore they would not even start trying it themselves.

Table 30: The frequency of consumer values related to health

Category of health awareness	**Frequency**
I consider, that health is important	60,7
I consider myself health conscious as eater	38,3
A healthy meal is a lifestyle	37,2
I am in good health at my age	34,2
Iprefer to eat food that make me balance and feel well	33,2
I eat foods that look good, tasty and don't care about their calorie content	20,4
The traditional diet is included everything, I do not need an other diet	17,3
To live healthy lifestyle is an expensive fun	15,3
Healthy eating takes a lot of time	12,8
I eat foods that have low calorie, sugar and salt content	11,2
Healthy eating requires special knowledge	4,6

To sum up the data, health does have an important value; however, healthy eating does not constitute a reality for the majority of consumers. Hungarian consumers do not reach healthy lives by the balance that results from healthy eating; instead, they trust doctors and health institutions.

As for the hypothesis defined in H#5, it proved to be invalid by research, as it is not important for the Hungarian consumer to preserve their health by means of conscious food choices and eating.

4.3.4.3.6. ENVIRONMENTAL AWARENESS INDICATOR

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.

Peattie (1995) considers environmentally conscious marketing as a tool that parallelly ensures sustainable development and the fulfilment of the needs of different stakeholders. In his food-related environmental consciousness studies, he was looking for answers about individual motivation on food waste as well as keeping the expiry dates.

Kotler (1998) defined the marketing that covers social and environmental responsibility as social marketing. In terms of marketing, he considers economical effectiveness self-evident. It is environmentally conscious marketing that creates the connection between companies and markets with conscious demand from both environmental and social aspects.

From the 7 statements of environmental consciousness, the responders had to set up a list along an ordinal scale, which was once again analysed by frequency description.

Selective waste management took the lead; 80.6% of responders believed that it is a priority to put plastic, paper, glass, and metal into separate waste containers.

According to the responders, the second most important value was the re-use of food waste (chosen by 59.2%). This was followed by the endeavour to pick the least amount of wrapping at food purchase (40.8%).

Of the responders, 34.2% said that the (over)storage of expired goods is an everyday phenomenon, whereas 31.1% threw everything out that reached its expiry date. Furthermore, throwing out food waste is a lot more typical (27%) behaviour than giving it away to the needy (9%), for whom a portion of food might mean very much indeed.

Table 31: The frequency of consumer values related to environmental awareness

Categories of environmental awareness	**Frequency**
I collect garbage, kitchen waste selectively	80,6
As far as possible, I re-use the food again	59,2
I am striving for unpacked/unwrapped shopping	40,8
I keep food products after expiry date	34,2
After the expiry date I drop everything	31,1
I throw away the food waste	27
As far as possible, I give away, share the food with may need it	9,7

The results of the survey showed that although the majority learned how to separate waste by gender in the household, only half of them strived to prevent the creation of waste and buy without wrapping. The responders are sensitive to the expiry date of food or – in case of freshly prepared meals – waste, since most of them try to re-think or re-use the leftovers. However, a third of the responders throw food out as waste instead of buying less or buying more consciously, or rather recycling the food to the poor and needy.

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.

4.3.4.3.7. SOCIAL AWARENESS INDICATORS

From the 5 statements of social consciousness, the responders had to set up a list along an ordinal scale, which was once again analysed by frequency description.

The study used the survey to find out to what extent solidarity, social justice, or equity are present when making food purchase decisions.

Table 32: The frequency of consumer values related to social awareness

Categories of social responsibility	Frequency
I am happy to support businesses that help their environment as the well-being of their employees	86,2
If I become aware of discrimination of a manufacturer company (lower wages, racial, gender, religious discrimination) it will affect my purchase	54,6
When I buying fish, chicken and meat products, I make sure that I buy a product that shows that the welfare of the animals was guaranteed during their care	50,5
When I shopping, I prefer fair trade products	41,3
For the protection of human rights and equal treatment, I boycott countries and manufacturers	23,5

When it came to social issues, responders were most sensitive about the ones that relate to working conditions and wellbeing, i.e., the ones that could affect their own lives through their surroundings. For example, colleagues and solidarity within the company were marked as most important factors (with 86.2%).

The racial and gender discrimination of certain companies is something to which responders react sensitively. As the second most important factor to affect food purchases, they chose (54.6%) the company's relationship with its employees.

The third highlighted factor was the wellbeing of animals, with the responders turning towards companies with fair and friendly livestock production. Receptivity to fair trade products and economy appeared at 41% of responders, i.e., this proportion of responders supports sustainable production by purchasing fair trade products.

Equal treatment and boycott of certain companies or countries are least significant factors for the food buyer. The responders chose active expression of opinion and confrontation towards the product or producer at only 23.5%.

To sum up the results, it is clear that consumers require both solidarity and social justice. They show a need for a more humane economy and social sensitivity, but in reality they do not move beyond company CSR and requirements on animal wellbeing, as it was obvious from the previous results related to the perception of individual and social values related to globalisation. The aspects that approach solidarity and justice from a more practical viewpoint, such as purchasing fair trade products or boycotting certain products barely mobilise consumer groups in Hungary.

H#7 hypothesis, i.e., the assumption that geographical indication as a quality certificate affects food purchase decisions, profiting from the social sensitivity of consumers, was not confirmed.

4.3.4.4. COMPARISON AND EFFECTS 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.

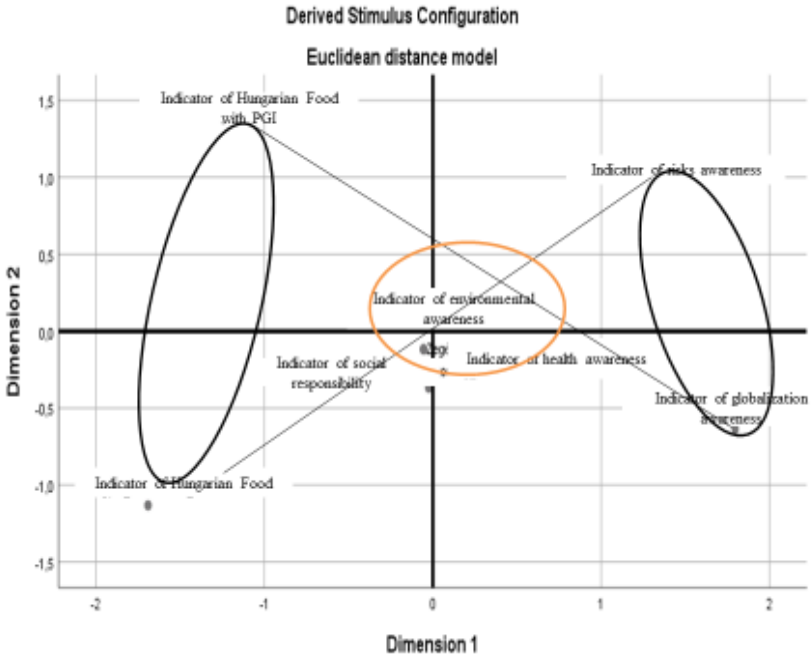
MDS, being one of basic pattern recognition methods, is used so that for reasons of transparency, in a space of a minimum number of dimensions, the advantage resulting from the decrease of the number of dimensions could compensate for the disadvantages arising from the loss of information. When using 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 6. 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.

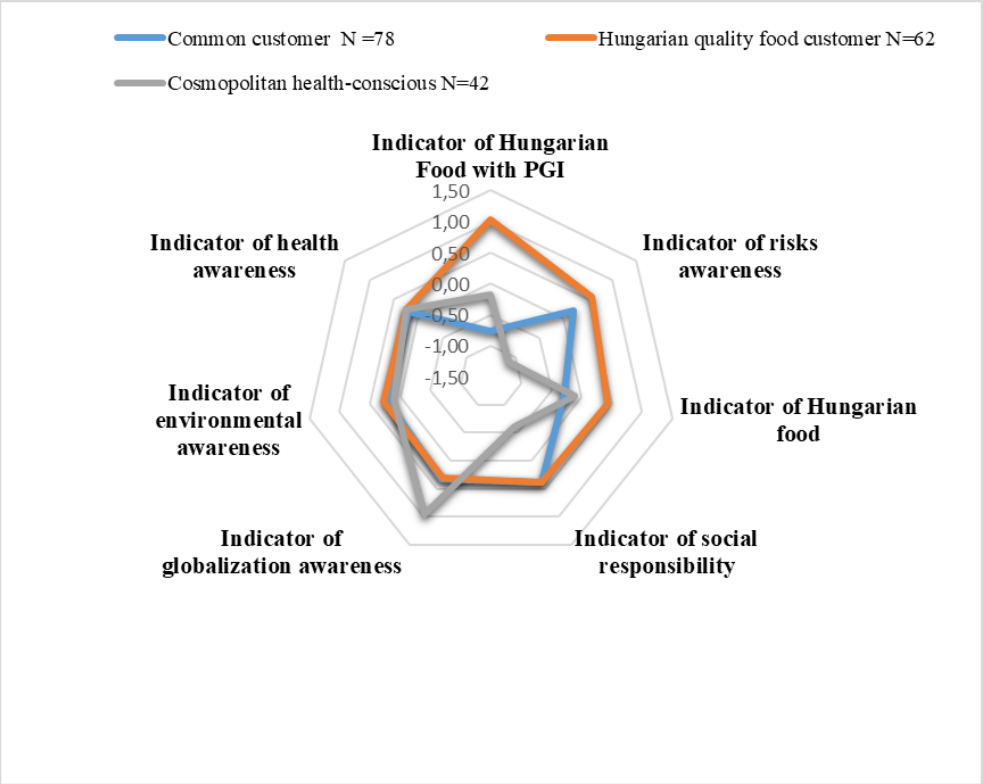
The cluster of **Hungarian quality consumers** (K2=62), the second largest buyer group, has the highest rate of risk-aversion. Compared to the first cluster, they are the most sensitive towards Hungarian products and products with Hungarian geographical indication. However, ethnocentrism is important 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.

4.3.4.5. DISCREPANCY OF SOCIAL AND INDIVIDUAL VALUES DURING THE PURCHASE OF HUNGARIAN PRODUCTS

Table 35: Scales used for research individual and social values

Questionnaire code	statement	variant	measurement scales	Methodology
MA1_1_MA1_8 Social image	What do you think: out of 10 Hungarian people how many views this list as typical in relation to Hungarian food?	1 to 8 variables a scale of 1 to 10	Ordinal scale	Descriptives means / ALSCAL
MA2_1_MA2_8 Self-image	In the following, we are interested in how much do you agree with the following lists of Hungarian foods.	1 to 8 variables a scale of 1 to 10	Ordinal scale	Descriptives / ALSCAL

In order to map out the characteristics of Hungarian food products, eight statements were examined on a 10-point scale with the descriptive research method . From the sequence resulting from the descriptives mean, it is evident that the individual and social values of Hungarian food products do not overlap, but are different from each other in the given dimensions. From the different sequence of means, we can presume that the generally accepted institutional goal in Hungary is the narrower choice of domestic products and trust in producers, all with high quality with the help of allowed tools: the communication of excellence and the use of indications of high quality. The trust and food safety at individual level, however, do not pair with logos, but rather with personal experiences and involvement, such as health.

Table 36: Social image of Hungarian food products based on the sequence of consumer values

Self image of Hungarian Food	Individual norm_Mean	Social norm_Mean	Deviation from average Individual values / social norm
Features ethical production	4,70	4,06	0,639
Ability to deliver strong food security	6,34	5,79	0,556
It is a good value for money	5,53	4,99	0,539
It is not always clear whether its origin really is Hungarian	6,03	5,50	0,536
Faith in local manufacturer, producer	6,52	6,12	0,404
Tend to response for the environment and society	4,48	4,15	0,334
The Hungarian goods normally have a narrower selection compared to foreigners	6,25	6,00	0,249
Characterized by excellent quality	5,99	5,81	0,189

Consumers do not act the way they are expected to do. A multi-step process of preconceptions, expectations, beliefs, and false beliefs lead from decision to behaviour, and these steps all affect the consumer contrary to what former studies assumed, i.e., that buying food products does not include much emotional risk.

Based on individual priorities related to Hungarian products, on a scale of 1 to 10, trust is at the top of the list (with a score of 6.52), followed by the knowledge that in case of Hungarian product, the producer/manufacturer is accessible (6.34), and that they fulfil food safety requirements.

These aspects are important despite that the choice of Hungarian products could be smaller than that of foreign products (6.24). Another significant finding is that despite trust being marked as the most important consumer value, the last factors of the list of Hungarian consumers were ethics and ethical processes (4.70).

A similar order is found when comparing social and individual values, but related to social values, on a scale of 1 to 10, well-marked undervaluation can be found when aggregating the values.

When comparing the two dimensions (individual and social values), the shortest distance can be found between high quality and a small selection of products, while in the case of origin, means related to ethical production were the farthest from each other.

While at individual level, personal kindness and solidarity can be found towards food, in the case of quality and common good, moral values and solidarity cannot be detected at all. While at individual level, kindness and solidarity towards the food is present, when it comes to quality and common good, moral values and solidarity disappear. Moral values, innovative product appearances related to social innovation, do not bring consumer commitment.

Figure 31. Differences and distances between individual and social level of values

Mapping out the values and attitudes related to the purchase of Hungarian products with geographical indications highlighted the fact that certain values (country origin and risk factors) are more important for Hungarian consumers than others (health and environmental awareness, as well as

social and moral aspects). On the other hand, while Hungarian products receive a positive judgment in terms of their origin, the absolute obscurity of certain regions hides the product from the eye of the purchaser.

While Hungarian consumers claim to be committed to trust, origin, and food safety, they strongly distance themselves from the basics of moral right and fair trade.

Surprisingly, the risk-awareness-related values of Hungarian food products are a lot stronger than the need to preserve their own health, or to protect the environment, to save, or to give away.

While consumers are focusing on buying in accordance with green and waste-separating values, on the other pole they overconsume and waste food. This type of food wasting however (which might as well be re-thought) does not pair with ethical behaviour, supporting fair trade or giving away as charity; even more conscious shopping and re-using are far-off scenarios for the Hungarian consumer.

The heterogeneity of latent values behind quality also affects the differences of consumer profiles, and this may lead to social anomalies, which in turn might affect the product recognition and consumer behaviour of Hungarian consumers in the medium or long term.

Along with the divided attitude towards health and environmental awareness, a certain local trap effect is also present. This means that there is no real identity or cultural heritage behind certain products; however, a kind of romanticised and idealistic vision surrounds local products and traditionally produced food, as well as the countryside in general. This romantic dream also serves as a way of risk-aversion, because it can be used as an excuse against not checking production methods.

The lack of collective action on food quality, and the lost or transferred control is the start of a dangerous process if we look at long-term interests of social responsibility. Although morality and ethics are hard to grasp, the study found that these concepts cannot really help consumers to make

decisions in situations that are sensitive ethically. Talking about the moral silence (Csillag, 2012) of consumers, the silence about moral matters that they actually experienced (Waters *et al*., 1987; Bird and Waters, 1995; Bird, 2005), and other ethics-related questions that arise at food purchase and consumption might seem as a diversion from the topic (therefore it may threaten the power position that was so hard to get), but the dialogue on the origin and production processes of food is important both from the viewpoint of the consumer and the food system.

4.4 QUALITATIVE RESEARCH

4.4.1. INTERVIEWS WITH EXPERTS

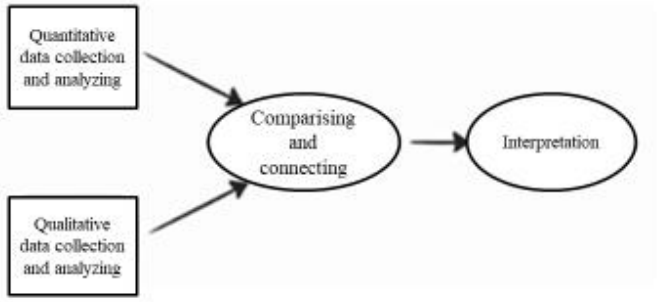
From previous chapters, it is evident that the exercises of internationalisation and sustainability not only affect the macrosocial context, but local and individual levels as well. The different individual and social values detected during purchase do not contribute to health and the successful adaptation 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 circular process of data collection and analysis lasts as long as the theoretical saturation is finished (Glaser and Strauss, 1967), up to the point when further data and incidents no longer contribute significantly to the understanding, and no longer enhance theoretical concepts and framework. The research interview has a goal and a structure as well (Kvale, 2005: 20).

The goal being that the opinions of the interviewee are cleared and thus the provided phenomenon can be interpreted.

Figure 32. The convergent parallel design (based on Creswell – Plano Clark 2011:69)



According to Kvale (1996), the most important aspect is to find the most information possible on the research subject. At the selection of samples, the researcher may bravely rely on their intuition, implicit knowledge, and personal expertise. Kvale considers descriptive manifestations, resolutions, and opinions all as significant data. Based on Gelei's (2006) suggestions, yes-no questions might help specify a given topic, while probing questions contribute to a better understanding. Throughout the interview, the interviewee is helped by active listening and the use of silence on the interviewer's part.

After having recorded and transferred the sound files to paper, interviews were systematically coded (Miles and Huberman, 1994). This method tries to understand the text by means of phenomenological traditions. Examining the levels of phenomena the interviewee directly experienced with the help of phenomenological reduction is a kind of meaning-condensation that reduces the meaning of a given text/paragraph into more concise statements.

The meaning-interpretation of hermeneutical philosophy focuses on the interpretation of the meaning. In this sense, the research interview tries to unearth the original meaning by analysing the meaning on the surface.

During the interviews, experts with direct or indirect contact with geographical indications reflected on the results that showed the differences between domestic consumer values.

In order to define general tendencies, the examination of results is not enough when researching the social context of geographical indications. The study is based on the understanding of the phenomenon between individual and social context. In this chapter, five interviews are processed. The interviews took place between May and September 2018. The selection of interviewees (supplier in mass catering, cooperative manager, marketing manager in a meat factory, farmer starting the process to obtain geographical indication, high-end chef) was executed with the help of *expert sampling* (Babbie 2008, 206), i.e., they made it to the samples because of their theoretical significance in the literature of this subject. Although they form a heterogenous group, they typically know and work with geographical indications either as professionals or as civil consumers.

During the analysis, all of them were categorised along the presented five dimensions. Based on the content of the given dimensions, a variable structure was formed, that is capable of examining the features of that given dimension, and also provides opportunity to compare dimensions "in the more open approach to interview texts, qualitative and quantitative analyses can merge" (Kvale 2005: 77)

Dimensions of the interview topics

The dialogue starts off from the data gathered and the presupposition that the innovation and marketing experts of geographical indications are seriously interested in the quality and potential competitiveness of Hungarian food products. However, it has not become part of public awareness yet, therefore the acceptance of products with geographical indications represents a grey zone in traditional sales.

Table 37. Categories of expert interviews

Categories	Supplier in mass catering	Manager in a cooperative	Marketing Manager in a meat factory	Live animal farmer	Michelin starred chef
Quality	Fashionable, premium	Controlled production process	Control of production process Market share	Organic farming	Experimentation, novelty
Local	Domestic	from Szentes	from Gyula	from Kelemér	Budapest
Culture	Western-European	Hungarian	"Storm corner"	French	Basque
Economy	Profitable, price-value ratio	Large-scale production and cooperative	Aiming at new markets by keeping traditions	Hungarikum	Middle class

Starting expert interviews with the topic of internationalisation, it turned out that geographical indication is a fashionable and pretty-sounding label in international markets. Hungarian experts believe that the processes related to geographical indications might enhance the foreign acceptance of certain products and services, the alignment of Hungarian producers to global expectations, and last, but not least it might facilitate the standardisation of processes. According to these experts, the start of such processes does not bother Hungarian consumers. They agreed on the fact that the taste and demand of the Hungarian consumer are rather globalised by now. Because of wholesale market conditions, international partners need these logos to appear on product wrappings, although Hungarian partners do not recognize them. They don't even know why the logo is on the product.

Hypothetical questions arose that eventually resulted in monologues, such as: **"***While we make comparisons and are amazed at achievements on*

international markets, we never think about the things we get in harmony with in the meanwhile, where we are headed with these things and in general, where we will end up on this road."

The question is: What makes the food variety of a country unique and competitive today? In fact, does the culinary offer of a country need to be unique these days? According to the representatives of companies, we look for uniqueness in the folklore and traditional sections; however, in these categories only the "originality" of ethnofood is trendy, anything else is considered a "nice try".

During risk-aversion, another valid trend in gastronomy is acceleration, the speeding-up of rhythm worldwide. Domestic, less skilled specialists, however, launch initiatives sometimes which totally lack a real concept. These are very difficult to leave behind, even if created at ministry or local level.

According to a chef's opinion: *"food never lets herself be locked out of cultural life, her evaluation in the public eye might increase or decrease at most."*

The connection of value and profit is important to all players, although some lament "*the quiet passing of values."* In other words **"**if profit disappears that is an ugly failure, but if the value invested in the product disappears, then all is lost."

According to hospitality industry experts, many of the guests refer to traditional gastronomy "*while they are heavily price-sensitive". The "cheap, good and plenty"* are still buzzwords of today's hospitality industry.

Based on such feedback, the quality-related excuses are totally unprofessional and if hospitality adjusts to this trend and does not invest in the education of specialists and clientele, then the Hungarian gastronomy will lose even more of its values, and "*would not even expand its clientele, in fact, fewer guests would come from abroad."*

Short-term thinking and the lack of skills, white spots of product-related knowledge and protectionism combined, will cause serious professional errors in the long run.

"*Back in the old days, knowledge pushed the cart of the profession, and not personal relations.".*

The reason for the problem is *"that there is no middle-class and the wealth coming with it." "They copy fancy foreign examples and even serve foreign food. Total dilettantism!"* With the fact that the socialisation of meals has moved away from the clientele, the lack of culinary culture is becoming bigger in Hungary, where no regional cuisine has existed for almost a 100 years, because the Hungarian raw material is missing from the cycle of gastronomy. As long as technological information and raw materials come from abroad into the innovations of Hungarian gastronomy, along with foreign food and recipes, it is difficult to link the countryside to the capital.

Besides lifestyle differences, another problem on the production side is that along with large-scale production some production places receive "outsiders" who produce small amounts with initial enthusiasm, often without expertise. From the retailer's side, there is effective, solvent demand for artisanal products, but the quality of such is erratic as is the continuity of the supply.

The retailer reserves a bigger quantity in vain if the producer chooses to sell it abroad instead, and *"domestic raw materials return to the country from import."* According to the procurer, with such an economic approach, "*there is no breaking point." "Despite the fact that Hungarian mangalica pork or lamb is so trendy on the menu, the ratio of selling native meat in Hungary is still very low."*

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.

4.5 LIMITATIONS OF THE RESEARCH

It is important to point out the limitations of this study. In food research, including the examination of consumer perception, this study's limitation is that it is looking at the food ingredients and food products with geographical indications that are available in the Hungarian market. The primary research did not include alcoholic drinks, or other trademarks (HKT/OEM/Hungarikum) or intellectual rights of food products.
The research on the recognition of geographical indications focuses on Hungarian consumers.
It should be mentioned that the original research language is Hungarian, and the consumers who took part in the primary survey were asked questions in Hungarian; however, the pre-research of this study included plenty of foreign sources, mainly from the English-language literature, therefore it also encompasses foreign viewpoints.

An international outlook was necessary at the secondary research because the quality and geographical indications are a system well-known in the EU

and beyond. Because the food industry, like many others, is continuously globalising, standardisation and globalisation might affect the perception and thinking of consumer groups. Another limitation of the study is that the answers received from the online survey of the empirical study were of simple random sampling and therefore are not representative demographically. The distortion of age, gender, and settlement data that results from the size of the sample (N=196) is not enough to apply the findings to all of Hungarian society.

V. 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.

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.

In addition, a focus on sharing value across the food system will be important to ensure that traceability initiatives are sustainable in the long term.

Contrary to previous research, the study examines food perception by multiparadigmatic research, thus disproving the one-dimensional value-freeness of the mainstream economy. The qualitative and online survey both confirmed that during consumer decision-making processes, consumer groups can be distinguished along different value systems.

The study examined the process of sustainability and internationalisation as an interpersonal phenomenon, and also unearthed the inner structure of values related to food, by distinguishing important and less important food and ingredients based on the preferences of Hungarian consumers. The food-related values were examined along the complex combination of socio-ecological systems, and thanks to the many feedback loops present in the system, identified them with the emerging beliefs and attitudes.

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.

Until now, the evolution and acceleration of globalisation made society believe in the heuristics that the unlimited flow of economic factors enable weaker players to catch up, i.e., convergence. However, the results of the Hungarian non-representative online survey show that the four dimensions of globalisation have a double effect on individual perception.

On the one hand, while the economic dimension decreases the geographic and personal perception distances, it also brings closer inequalities and cultural diversity in everyday life. As for both individual and environmental issues, a type of consciousness that enables the peaceful cohabitation of future generations goes hand in hand with the economic point of view.

On the other hand, it is evident that the divergence of social responsibility defines the extent they can be involved in the flow of global technological development as well as the extent they can keep up with it.

Based on the distances measured in the different dimensions of values, it can be shown that a significant distance evolves between the perceptions of personal and social responsibilities, if it is not connected to the economic dimension. The very low institutional trust that is between companies and state institutions further deepens the gap. The messages of Hungarian institutions cannot connect to individual beliefs.

The alternatives provided by traditional institutions and company CSR do not go well with the values of aging and dignity in retirement age. The environment without economic activity does not bring personal experiences in livable spaces any closer to each other. The way the economy is receding from individual values is similar to how personal space is moving further away from the values of a healthy environment and lifestyle.

The organisational initiatives in themselves, i.e., without the economic dimension, are not able to offset the different social disadvantages, neither in learning nor in life models that integrate gender role changes, nor aging, nor in the pursuit of environmental sustainability.

This study aimed to understand individual cultural and environmental responsibilities as phenomena, using personal-level interpretations of globalisation processes as feedback. Based on the Hungarian detection map of global values, we can state that the same place where economic phenomena are detected, convergence, i.e., the pulling effect and acceptance of cosmopolitan global values, is more characteristic.

In areas, however, where non-economic processes prevail, as in the case of aging, separation is visibly increased. In these situations, the individual cannot handle diversity and the different disadvantages that determine their personal lives.

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.

The non-recognition of the logo of a geographical indication highlighted the specific local (Hungarian) deficiencies and passing of values that are combined with mistrust and fear related to global processes, as well as indifference towards their own environment.

In Hungary, country origin and risk factors are considered a lot more important during purchase than health, environmental, or social awareness, or even moral issues. Consumers committed to trust, country origin, and food safety are indifferent to fair trade or ethical production practices. For the Hungarian consumer, environmental awareness equals selective waste management in the household, but they turn away from less or more conscious purchases.

It is evident that the members of different sections of society sometimes cannot even identify these goals with the tools allowed, not to mention put them into practice during purchase and meals. Political and economics-related centralisation, for example a Budapest focus, did not help the autonomy of regions building on environmental and special ecosystems. The decades-long tradition of centralised education and public catering changed the culture and taste of the gastronomical culture of households, and played down local raw materials and tastes. This is why an anomalous situation can be detected in relation to food purchase. Certain raw materials have disappeared from recipes, and changed public taste and trends are not helping the return of those ingredients (fish, lamb).

To sum up geographical indication as a value, the study examined consumer choices related to higher-quality food with added values. This explored the dimensions behind demand: the authenticity of the local producer community, the trust in domestic products, the commitment to local values,

the recognition of location and production places, as well as consumer awareness.

Romantic local trap

The recognition, perception, non-perception, and ignorance of geographical indications explore certain mechanisms that are set in motion by different values. It is easy to see that when examined together with sustainability, origin indications also serve as the indicators of anomalous social relations. Geographical indications are not only important aspects of food-purchase-related values, but are also important in human relations as well; they are indispensable in professional and local communities, as well as in society.

The concept of local products is not a clean category; even a romantic myth of the rural life as a local trap fits into it. Instead of the real knowledge behind products and the knowledge of production processes, the products inherit a sort of idealistic, false tradition, and this might even alter the appreciation of regions in the country. The obscurity or blurred cultural presumptions of certain settlements hide the original history of the product from the consumer.

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 quality of food products with geographical indication was not examined by looking at a single dimension, but focused on the trust-embeddedness-space context presented in Goodman's (2003) "quality turn by consumers away from industrial food provisioning towards quality". This context was examined from the aspect of health, sustainability, and risk-taking. The results showed that these are not only driving forces of each other, but their

effects obviously go beyond the framework of the food system. Geographical indication, as a common good, was examined in the study from the aspects of quality, health, and trust.

Later results of this study partly justify Goodman's assumption that quality is not a homogeneous concept. In Hungarian consumer awareness, quality has more than one parallel dimension. On the other hand, the results underline the statements of Fournier and Touzard (2013) as they show that in Hungary, geographical indications do not hold value in themselves; they are more likely to indicate some kind of risk exemption, contrary to the fact that solidarity and trust are paired with different types of motivation in different consumer groups.

Unfortunately, quality food and its yield, solidarity, and health are not important values for the Hungarian consumer**.** In Hungary, geographical indications do not help consumers recognise the regional characteristics of a product, as location is subjectively interpreted, and they do not recognise either the environment or its resources as added values.

Anomie (Durkheim, 2003) seems to be present in the social and individual value system in the case of consumers whose lack of trust results in fear, and whose lack of awareness leads to social indifference and silence. This anomie, according to Durkheim, is the feeling of aimlessness and disorientation that might be formed in modern societies based on certain social criteria, where traditional norms and rules loosen up, but there are no new alternatives. He believes anomie is formed when fast social changes, or rather those causing great trauma, create an acute voltage situation, increase the frequency of socialisation disorders, and in general cause crises of norms and values, because there are no clear rules in a certain field of social life that could serve as guidance. Merton (1980) introduced a new concept of anomie at the end of the 1930s, as he believes that anomie is not only a loosening of norms in a society, but the conflict between goals accepted and tools allowed to reach them.

From this we can assume that in the case of food in Hungarian society, the institutional goals accepted are the provision of domestic food, trust in producers, a narrower choice of products, and excellent quality using the allowed tools: communication about the excellent quality and using indications for that.

Instead of logos, the demand for trust and proper food safety at individual level is paired with personal relations and involvement, such as health. When researching geographical indications from a consumer aspect, the examination of ethics and morals were not part of the study's goals. However, the link to ethics was clearly detected during social and environmental awareness surveys related to food purchase.

Feedback on their health awareness is the best way to strengthen sustainability choices of the Hungarian consumer, unlike ethical or moral aspects. Professional feedback unearthed a crisis and lack of rural (producing) communities, a dangerous process. The infancy and conceptual confusion of the national and local value awareness of the consumer not only constitutes a risk for them during food purchase, but the obscurity might entrap the consumers' thinking into false heuristics. This would close off local communities to market opportunities.

The indifference towards moral, fair trade, and the wellbeing of animals is remarkable in both expert and consumer behaviour, and this combines with the sad acknowledgment and contemplation of the silent passing of values.

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.

It would be important to keep memories, take steps to look up good traditions and evolutionary roads, as well as to refine recipes according to twenty-first century demand. There is a demand to renew Hungarian gastronomy in ingredients as well as technology, from production to the table. Discussions on professional and producer level, as well as those starting from the consumer side are important in forming the ability to differentiate during purchase and eating. This is one of the key components of common thinking.

In summary, consumer groups that make purchases with different product preferences as a result of their different priorities form along the trained consumer awareness indicators. The narratives of former regimes still define public opinion and therefore new ways of thinking that come with internationalisation represent risks at consumer level.

Figure 33: Model of the customer perception of the geographical indications in Hungary

The study validated empirical data with the help of semi-structured interviews. According to company representatives, the catchword of today's world, apart from uniqueness, is acceleration. Acceleration has appeared in eating as a valid global trend, and this further increases the risks resulting from the weakening of perception. According to experts, initiatives that lack concepts are born sometimes and these are not relevant in today's world.

The novelty of this study was that it amassed different methods to examine geographical indications, bearing in mind the methodologically integrative research aspects. These helped to correct the one-sided interpretations of the past so that they could be applied within current market conditions. The model set up by a mixed methodology that did not lose the principle of interdisciplinarity from sight, now has an independent identity

Future research could move beyond the dimensions described in this study by representative research. Also, the recognition of products with geographical indications could be measured regularly by a timeline survey along brand value studies.

ATTACHMENT

Figure 34. Meaning of "quality " food in focus group

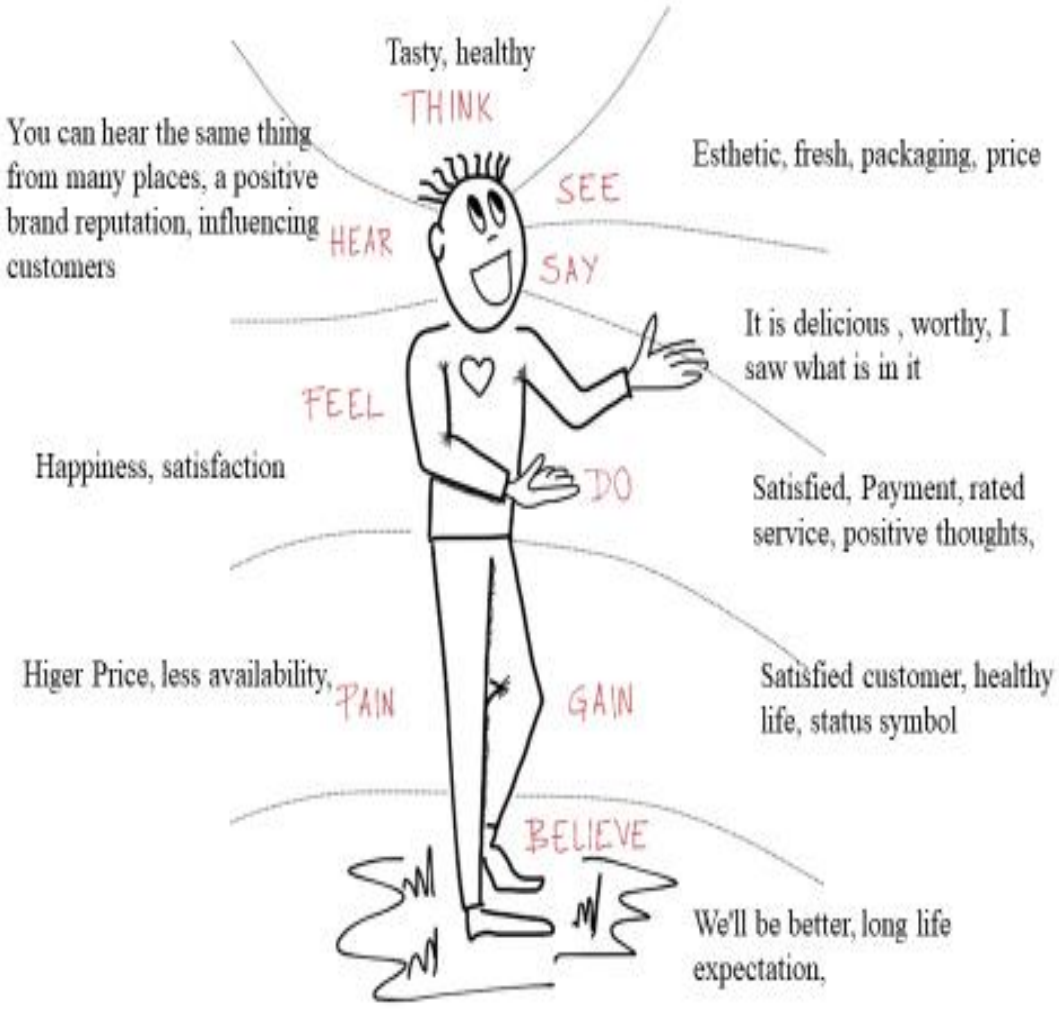


Figure 35: Word cloud of the meaning of "local " food in focus group

Figure 36: World cloud of the meaning of "quality " food in focus group

Table 38: Quantitative approach of PGI researches. Source: Feldmann and Hamm (2015)

Author	Year	Method (number of sessions)	Respondents	Country	Motivation
Zepeda and Nie	2012	Online survey	956	USA	Examine growth in organic and local foods consumption; identify characteristics and motivations of food shoppers
Zepeda and Li	2006	Mail and telephone survey	956	USA	Investigate characteristics of local food buyers and develop a definition of local food; examine factors that significantly increase the probability of purchasing local food
Zanoli et al.	2012	Face-to-face survey including choice experiment	145	Italy	Investigate consumer preferences for organic, conventional, and GM-fed beef; include intrinsic search cues and extrinsic credence cues
Zander and Hamm	2010	Face-to-face survey, including IDM (Information Display Matrix)	1192	Austria, Germany, Italy, Switzer-land and UK	Examine the relevance of additional ethical attributes of organic food for consumers' purchase decisions
Yue and Tong	2009	Face-to-face survey including a hypothetical and a non-hypothetical experiment	365	USA	Investigate consumers' WTP for organically grown and locally grown fresh produce and the market segmentation of these two types of produce
Wilkins et al.	2000	(Paper and pen)	166	USA	Conceptualize the terms 'seasonal' and 'local' in

		Survey			relation to food (by university students)
Wawrzyniak et al.	2005	Written (self-administered) survey in Berlin and Telephone survey in Poznan	990	Germany and Poland	Investigate the presumed incompatibility of consumers' attitudes and their actual behavior when purchasing regional products
Tempesta and Vecchiato	2013	Face-to-face survey including choice experiment	400	Italy	Investigate WTP, considering three attributes: origin, area of production, and rearing method
Stolzenbach et al.	2013	Blind tasting and informed tasting	183	Denmark	Examine the impact of product information and repeated exposure of local apple juice on consumer liking, sensory perception and concept associations
Stanton et al.	2012	Online survey	1218	USA	Develop a behaviorally based definition of 'locavores'; contrast locavore vs. non-locavore consumer segment; and estimate impact of local over organic production
Roosen et al.	2012	Face-to-face interviews including choice experiment	180	Germany	Explore consumer associations with local food and with organic food; evaluate the WTP
Robinson-O'Brien et al.	2009	Mail survey	2516	USA	Examine characteristics of adolescents preferring locally grown, organic, non-GMO, and/or non-processed food
Racine et al.	2013	Telephone survey	2932	USA	Examine individual characteristics associated with local purchases among North Carolina families with children; identify barriers of local food consumption
Pugliese et al.	2013	Face-to-face survey	146	Lebanon	Investigate interaction between organic and local/traditional food from the perspective of

					organic consumers
Pelletier et al.	2013	Online survey	1201	USA	Examine characteristics and dietary behavior of young adults and their associations with measures of dietary quality
Onozaka and Mc Fadden	2011	Online survey, including choice experiment	1268	USA	Analyze the differential values and interactive effects of sustainable production claims; apply three levels of differentiation: local, domestic, and imported; and elicit consumers' purchase intentions
Onken et al.	2011	Mail survey, including choice experiment	1980	USA	Determine marginal WTP for the attributes organic, natural, locally grown, and state marketing promoted; examine the influence of point of sale on WTP
Nganje et al.	2011	Written (self-administered) survey	315	USA	Investigate consumer preferences for two locally grown products; examine product attributes for which consumers are willing to pay a premium and which state governments should promote in their marketing campaigns
Mirosa and Lawson	2012	Mail survey	3556	New Zealand	Examine the characteristics of consumers who prefer to buy local food
Menapace and Raffaelli	2013	Natural Field Experiment	9865	Italy	Investigate whether information regarding locally grown fresh products affects consumer behavior in several ice cream parlours
Megicks et al.	2012	Focus group discussions and online survey	200 + 1223	England	Examine purchase intentions; identify drivers and barriers to local food buying

Martinez and Patterson	2004	Face-to-face survey, including conjoint study	360	USA	Evaluate effectiveness of the Arizona Grown brand: level of awareness, consumer preferences, and WTP for branded products
Loureiro and Umberger	2003	Face-to-face survey	243	USA	Assess WTP for a mandatory country-of-origin labeling programme. Consumer preferences and price premiums for US-labeled beef
Loureiro and Hine	2002	Face-to-face survey, including CV (Contingent Valuation)	437	USA	Assess consumer preferences for local, organic, and GMO-free potatoes; compare the effects of different attributes on consumers' WTP
Lim and Hu	2012	Online survey, including choice experiment	1013	Canada	Differentiate consumers' valuations of local food at different distances and geographical definitions; assess WTP for local food of various definitions and consumer preferences with regard to local beef
La Trobe	2001	Face-to-face survey	146	UK	Investigate consumers' reasons for attending farmers' markets and their attitudes towards food issues (GMO, local, seasonal)
Khan and Prior	2010	Face-to-face survey	148	UK	Explore consumer perceptions and trends regarding locally produced food; focus on urban attitudes and perceptions of local food
James et al.	2009	Mail survey	1521	USA	Analyze the WTP for selected product attributes in a processed fruit product; evaluate strategies for differentiating products made from Pennsylvania apples

Illichmann and Abdulai	2013	Mail survey, including choice experiment	1182	Germany	Examine preference heterogeneity among consumers and their WTP for organic food products; analyze gender differences
Hu et al.	2010	Online survey	1013	USA	Answer two questions: what is the greatest distance food can travel and still be accepted as local, and is 'local' equally important across food categories?
Hu et al.	2012	Mail survey	1972	USA	Estimate consumer WTP for processed food, as differentiated according to local production and a series of other value-added claims; apply different product characteristics: store-branded, regionally branded or nationally branded; 100% organic, partially organic, or non-organic; produced on small family farm; and product carrying a nutritional label
Henseleit et al.	2007	Telephone survey	3000	Germany	Identify and quantify the determining factors of consumer preferences for local food
Grebitus et al.	2011	Face-to-face survey, including a two-step questioning approach on use and knowledge of quality cues	752	Germany	Investigate consumers' actual use of 'quality labels' and 'origin information' when shopping for pork

Grebitus et al.	2013	2nd price Vickrey auction (5)	47	Germany	Quantify consumers' demand for local foods und understand the underlying reasons; investigate how consumers' WTP for food varies with the distance food traveled; and examine the impact of transportation distance on consumer preferences
Gracia et al.	2012	4th price auction (14)	155	Spain	Assess consumers' WTP for local food; identify influence of social component on food choice; reveal differences between men and women
Gracia et al.	2013	Face-to-face survey, including choice experiment	800	Spain	Analyze consumer preferences for local and organic labels; estimate consumers' WTP; and analyze whether local and organic labels are complementary or substitutional
Denver and Jensen	2014	Online survey as part of a national household panel, including choice experiment	637	Denmark	Investigate the patterns in consumer perceptions of organic and locally produced foods; examine the role of such perception in consumer preferences for organic and local foods
Dentoni et al.	2009	Online survey, including an experiment	60	USA	Find reasons for consumer preferences for local products; assess direct and indirect effects of 'locally grown' on consumer preferences for locally grown products
Darby et al.	2008	Face-to-face survey, including choice experiment	530	USA	Identify the geographical extent of 'local' and the value that consumers place on 'local' production

Cranfield et al.	2012	Online survey as part of a nation-wide panel	1139	Canada	Explore the factors associated with consumers' purchase intentions for local food; understand the underlying consumer attitudes and purchase motivations
Costanigro et al.	2011	Face-to-face survey, in-store experiment	320	USA	Disentangle the value consumers place on local and organic; elicit consumers' values and WTP
Costanigro et al.	2014	Blind sensory evaluation and Vickrey auction	109	USA	Understand how two labels (organic and local) with distinct but potentially complementary characteristics interact
Conner et al.	2010	Telephone survey	953	USA	Examine consumer perceptions and behaviors with regard to local foods and farmers' markets; identify opportunities and obstacles for local food
Cholette et al.	2013	Written (self-administered) survey	400	USA	Examine consumers' considerations of food purchases; identify WTP for food with lower ecological costs; and carry out segmentation based on purchasing preferences
Carpio and Isengildina-Massa	2009	Telephone survey	500	USA	Examine consumers' WTP for 'locally grown' food and their sociodemographic characteristics
Campbell et al.	2013	Online survey	891	Canada	Investigate consumers' understanding and perception of local and organic food related to production processes; identify consumers'

					attitudes
Burchardi et al.	2005	CAPI (Computer Assisted Personal Interviews) including CV and experimental setting	361	Germany	Examine consumers' WTP, underlying preferences for food from the own region and motives for food choice
Brown et al.	2009	Telephone and mail survey	182 + 88	UK and France	Identify the sociodemographic profiles, barriers, and motivations of local box scheme customers
Brown	2003	Mail survey	544	USA	Analyze consumer preferences for locally grown food: attitudes towards local origin of food, local vs. non-local in consumers' minds, purchase motivations when shopping for fresh fruits and vegetables; WTP for local products
Bond et al.	2008	Online survey as part of a nation-wide panel	1549	USA	Explore consumer preferences for fresh produce; determine cues that consumers use to make purchase decisions; and identify key market segments
Bernabéu et al.	2010	Survey, including choice experiment	420	Spain	Measure the influence of price, origin, type and production system on Spanish consumers' perception of and purchasing decisions for cheese
Bellows et al.	2010	Telephone survey	1201	USA	Compare attitudes towards organic, locally, US grown, and GM-free food attributes in relation to other general attitudes towards food and differentiated by gender

Bean and Shar	2011	Mail survey	1960	USA	Examine the similarities and differences among consumers interested in organic or local food; assess the personal and social basis of the interest in these attributes
Åsebø et al.	2007	Mail (producer) survey and face-to-face (consumer) survey	162 + 377	Norway	Examine attitudes towards local food and evaluate the potential of this newly developed marketing channel (farmers' markets) (producer and consumer survey)

Table 39: Mixed approach of GI researches, source Feldmann and Hamm (2015)

Author	Year	Method (number of sessions)	Respondents	Country	Motivation
Mixed methods approach					
Weatherell et al.	2003	Focus group discussion (6) and face-to-face survey	734	UK	Investigate consumer perceptions of food and farming: consumer priorities when choosing food, food provisioning issues, and consumer interest in local foods; insights into the 'concerned
Selfa and Qazi	2005	In depth interviews, producer survey, consumer survey	950	USA	Analyze of production and consumption networks; definition and conceptualization of local food networks, analysis of social, spatial, and quality attributes for food choices
Berlin et al.	2009	Focus groups (5), face-to-face survey, mail survey	47 + 27 + 372	USA	Focus on consumer behavior and attitudes toward organic, small-scale and locally produced foods; identify relationships between organic food buying and consumers' views of the food system
Kemp et al.	2010	Face-to-face surveys and semi-structured interviews	501 + 5 + 6	UK	Reveal the extent to which consumers have included product origin into their decision making when purchasing food
Pearson et al.	2011	Expert interviews and consumer face-to-face survey	146	UK	Profile the activities and consumers of a local food retail outlet; examine expectations in relation to local food
Wirth et al.	2011	Focus group discussions (2) and online survey (including conjoint study)	1218	USA	Quantify the relative importance of, and trade-offs between, apple search and experience attributes, credence attributes, and purchase price when buying apples; examine purchase intention
Hersleth et al.	2012	Focus group discussion (4) and online survey (including factorial survey)	34 + 292	Norway and Italy	Evaluate the importance of geographic origin for buying lamb; reveal information about comparative advantages in food production.

Table 40: Qualitative approach of PGI researches, source Feldmann and Hamm (2015)

Author	Year	Method (number of sessions)	Respondents	Country	Motivation
Qualitative approach					
Zepeda and Leviten-Reid	2004	Focus group discussion (4)	43	USA	Investigate shoppers' beliefs and behavior regarding local food; comparison of organic and conventional food shoppers
Roininen et al.	2006	Laddering and word association	55	Finland	Examine personal values, meanings and specific benefits consumers relate to local food products
Chambers et al.	2007	Focus group discussion (4)	33	UK	Identify views and behavior of consumers towards local food; consumer preferences towards local, national, and imported foods
Naspetti and Bodini	2008	Focus group discussions (4)	33	Italy	Identify consumer perceptions towards local and organic food; identify important purchase criteria and WTP; differentiate between animal and plant as well as processed and non-processed products; substitutional or complementary marketing strategies
Sirieix et al.	2008	Focus group discussions (2)	16	France	Identify French consumers perceptions of food miles
Zepeda and Deal	2009	Semi-structured interviews (content analysis)	25	USA	Understand why consumers buy organic and/or local foods; explain organic and local purchase behavior
Adams and Salois	2010	Literature review	-	-	Review to understand drivers of local food demand; focus on studies that allow comparisons between both organic and local characteristics
Adams and Adams	2011	Face-to-face survey	97	USA	Gain a deeper understanding of consumers' perceptions about local foods and barriers to local food purchases; examine consumers' geographical and qualitative understanding of local foods for fresh produce
Bingen et al.	2011	Focus group discussions (3)	3	USA	Examine the perceptions and consumer coping strategies of a small group of local food consumer 'activists'; reveal difficulties in implementing an innovation
Dunne et al.	2011	Semi-structured interviews	27	USA	Identify food retailers' opinions on marketing of local food in grocery stores
Sirieix et al.	2011	Indepth interviews	23	China	Analyze trade-offs between three types of products: locally produced organic, locally and conventionally produced, and imported organic
Wägeli and Hamm	2013	Focus group discussions (4)	4	Germany	Analyze organic consumers' understanding and perception of feed origin; examine if there is a new market segment of local organic animal products from animals raised with local feed

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