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Understanding the effects of origin associated with typical regional products: An empirical investigation based on identity proximity and spatial proximity in the French context

Typical regional products (TRP), such as Parma ham, Kobe beef, sherry vinegar from Xeres, and Camembert from Normandy, use their origin – referring to a restricted geographic territory – to promote a unique identity. While the literature consistently agrees that consumers develop positive evaluations for TRP, the explanatory mechanisms of such positive evaluations remain unclear. Drawing on the concepts of spatial and identity proximity, we test a model designed to explain consumers' attitude toward TRP and willingness to pay a premium price for TRP. In a quantitative empirical study, we analyze three consumer–French TRP dyads, involving 2,295 consumers. Our results outline, first, a mediating effect of identity proximity: the identity proximity to the region of origin transmits to identity proximity to TRP to reinforce consumers' attitude and willingness to pay. Second, our results highlight the absence of a moderating effect of consumers' spatial proximity to the region of origin. Our results indicate that TRP give rise above all to an identity logic.

Keywords: Typical regional product, Region of origin, Identity proximity, Spatial proximity

❖ 12h30 – Salle 103 / Comodal

❖ Participer à la réunion Zoom

<https://zoom.us/j/99935051449>

ID de réunion : 999 3505 1449

❖ Calendrier des séminaires

<https://urlz.fr/nv08>

