

Consumers insights on GIs and Sustainability: a Systematic Literature Review

Dr Cezara Nicoara

Newcastle University, United Kingdom

Contact details: cezara.nicoara@newcastle.ac.uk

Research team: Prof Matthew Gorton, Dr Barbara Tocco, Dr Artyom Golossenko, Dr Roberta Discetti

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Much research on Geographical Indications (GIs) focuses on the supply side (producer co-operation, governance, regulation etc.) but the success of GIs also depends on the nature of consumer demand.

Important policy objectives of:

- a) Strengthening consumer demand for GIs to improve the latter's sustainability
- b) improving the promotion of GIs that are aligned with healthy and sustainable diets.

Need to understand what is known, as well as unanswered questions, relating to consumers' attention to, and engagement with, GIs, as well as factors enhancing their appeal.

The objective of this paper is to present a Systematic Literature Review (SLR) pertaining to consumers' awareness, perceptions, and demand for GIs with particular consideration of their relations with the broader goals of more sustainable and healthy diets.



Systematic Literature Review (SLR)

- Database Selection & Search Strategy:
 - Database: Scopus
 - Keywords: Geographical indications, consumer perceptions, attitudes, behaviours, sustainability, health, diet
- Screening and Selection:
 - Initial sample: n=320
 - Abstract screening focused on consumer behaviour and GIs (n=268)
 - Final sample: n=170 (as of May 14, 2024)

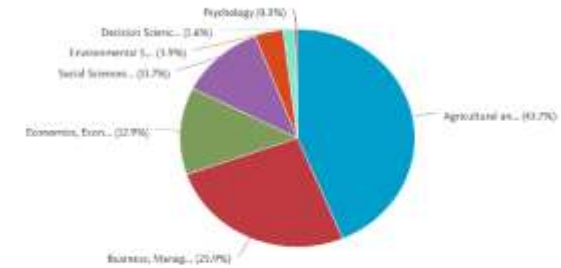
Conceptual Framework Development

- Overview of key drivers, barriers and outcomes of consumer demand for GI products.

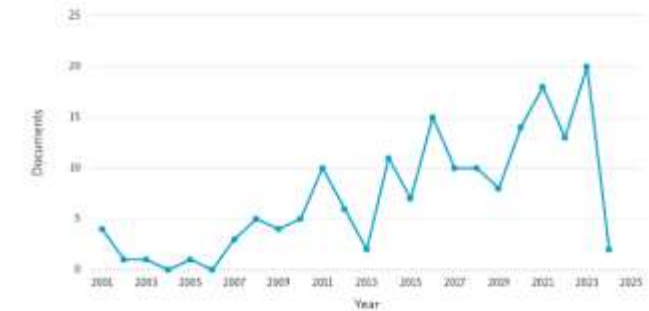
Expert Validation

- SLR insights and conceptual framework presented at the GI SMART online workshop (May 2024)

Documents by subject area

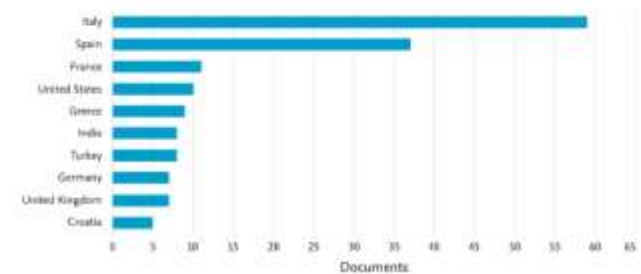


Documents by year



Documents by country or territory

Compare the document counts for up to 15 countries/territories.





Perception of GIs

- Consumer preferences for authenticity, traceability, regional identification: Bytyçi et al., 2024; Užar and Filipović, 2023a; Staffolani et al., 2023; Alpeza et al., 2023; Gaspar et al., 2022; Di Vita et al., 2021; Chen, 2021; Jelić Milković et al., 2021
- Importance of brand name and reputation: Užar and Filipović, 2023; Zhe et al., 2023; Maró et al., 2023; Ballco et al., 2022

GIs as a Tool for Product Differentiation and Added Value

Including promotion of health benefits; healthier diets: Iotti et al., 2023; Alpeza et al., 2023; Savelli et al., 2022; Aytöp and Çankaya, 2022; Rivera-Toapanta et al., 2022; Narciso and Fonte, 2021; Di Vita et al., 2021; Mattas et al., 2020

Quality Attributes and Information

Importance of quality attributes including taste and sensory cues: Alpeza et al., 2023; Bimbo et al., 2023; König et al., 2022; Ballco et al., 2022; Bartoli et al., 2022; Rabadán et al., 2021; Mora et al., 2021

GI Labelling and Certification

- Positive impact of GI labelling and certification: Martínez-Falcó et al., 2024; Aytöp and Çankaya, 2022; Santeramo et al., 2020
- Interaction effects between GIs and other quality or organic labels: Papoutsis, 2023; Stiletto and Trestini, 2022

Socio-demographic Factors

Differences across consumer segments: Staffolani et al., 2023; Di Vita et al., 2023; Trentinaglia et al., 2023



Barriers to Consumer Demand for GIs

Low Consumer Awareness and Knowledge of GIs: Alagu Niranjana et al., 2023; Clemente-Villalba et al., 2021; Kos Skubic et al., 2019

Effect of information availability and asymmetry: Garavaglia and Maroz, 2014; Li et al., 2017; Teuber, 2011

Lack of understanding among consumers regarding GI benefits: Oledinma and Roper, 2021

Role of Communication: Maró et al., 2023; Savelli et al., 2021; Rabadán et al., 2021

Role of e-commerce and technology for GI products: D'souza et al., 2021; D'souza and Joshi, 2020

Pricing Concerns and Willingness to Pay

Papoutsis, 2023; Bimbo et al., 2023; König et al., 2022; Stiletto and Trestini, 2022; Ballco and Gracia, 2020

Low Safety Perception of Artisan Products

Perceived risks; low intention to purchase local GI products; absence of quality maintenance mechanisms: Bytyçi et al., 2024; Toma et al., 2023; Alagu Niranjana et al., 2023; Espejel et al., 2009

Socio-demographic Factors

Influence of socioeconomic and demographic factors including age, gender, income level, education: Alpeza et al., 2023; Trentinaglia et al., 2023; Nilgün-Doğan and Adanacioğlu, 2022; Chen, 2021; Goudis and Skuras, 2021; Kokthi et al., 2016



Contribution to Rural Development and Sustainable Production Systems: Didonna et al., 2023; Das and Dileep, 2023; Singh and Bharti, 2023; Musolino et al., 2022; Rivera-Toapanta et al., 2022; Paffarini et al., 2021; Sgroi, 2021

Preservation of traditional knowledge, recipes, and rural landscapes: Blakeney, 2017

- Environmental conservation and promotion of quality supply chains: Musolino et al., 2022; Rivera-Toapanta et al., 2022

Premium Pricing for GI Labels

- Consumers willing to pay premium prices for GI labels (PDO, PGI) over non-GI products: Staffolani et al., 2023; Papoutsis, 2023; Galletto et al., 2021; Sanjuán-López and Resano-Ezcaray, 2020; Ballco and Gracia, 2020; Leufkens, 2018
- Organic certification may command higher premiums than GI labels: Papoutsis, 2023; de-Magistris and Gracia, 2016

Enhanced Consumer Experiences and Environmentally Responsible Behaviour: Li et al., 2023

Enhanced Consumer – Producer Relationships

- Consumer trust, consumer satisfaction, consumer loyalty and repurchase intentions: Zhe et al., 2023; Fandos-Herrera, 2016

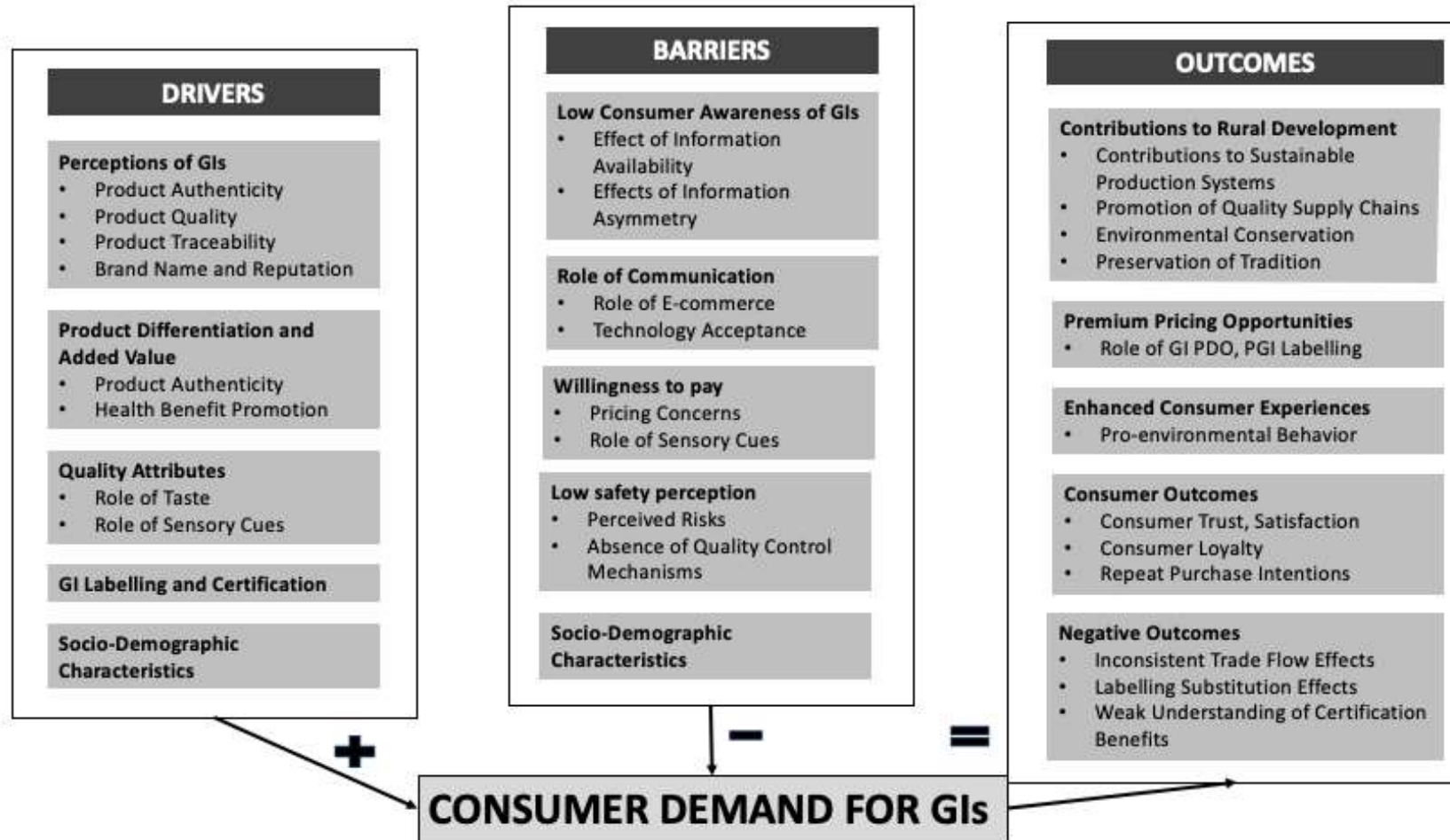


Figure 1: General Framework of State of the Art on Consumer Insights and GIs



Next Steps in 2025 regarding GI SMART consumer research

Write up of SLR as part of GI SMART conceptual framework

Pilot World Cafes (dialogues between GI producers and consumers) to generate mutual understand and improve: GI – consumer engagement, consumer awareness, and understanding of GIs

Polite cross-national survey to estimate consumers' willingness to pay for GI products. And analyse GI product choices with social, economic, ecological, nutritional and health attributes.

Pilot eye tracking research to understand consumer attention to GI logos and how it can be improved and online experiments to devise better communication and promotional strategies



Further information

Dr Cezara Nicoara

Cezara.nicoara@ncl.ac.uk



End of the presentation

Thank you for your attention



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