

Analysis and Market Prospects of a Traditional Calabrian Product¹

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1. Introduction

The strategic management of typical products is a subject of great topical interest in those countries with plenty of traditional products. Therefore, the possible strategies for quality and development offer new opportunities for producers, also in relation to the changes in consumers' tastes and preferences.

This paper proposes a study of the market possibilities of a traditional Calabrian product named 'Nduja', by researching a sample area with the aim of defining the main consumers' characteristics.

'Nduja'² is a sausage product made from the fatty parts of the pig with the addition of spicy chilli pepper and salt. It is a simple food, originating from the old needs of farmers to exploit the remaining pig meat after they had given the best parts to their landowners.

'Nduja' is presently enjoying increased success for its "strong" flavours that are traditional of Calabrian gastronomy and also because of its reputation as a healthy product that conveys positive values and that can combine its success with the territory from where it originates. Furthermore, the product has decidedly distinctive characteristics compared to traditional sausages since it is spread rather than sliced; its uses, therefore, are clearly distinguished from those of other apparently similar products.

Abstract

The exploitation of typical products is a theme of great interest, mainly because adequate marketing strategies allow these anonymous products to become known. This paper is a contribution along this direction, since it analyses the potential of a traditional product ('Nduja') using multivariate analysis techniques on a sample of consumers identified by a specific market research survey. This enabled to define the main characteristics of the consumer type of this product and to set up suitable market segmentation strategies.

Résumé

La mise en valeur des produits typiques est un sujet de grand intérêt, surtout que les stratégies de commercialisation permettent à ces produits anonymes d'être connus. Cet article analyse le potentiel d'un produit traditionnel ('Nduja') par le biais de la technique d'analyse multivariée sur un groupe de consommateurs, identifié à travers une enquête spécifique de recherche de marché. Ceci a permis de déceler les caractéristiques principales du consommateur de ce produit et de définir les stratégies appropriées de segmentation des marchés.

In its area of origin,³ 'Nduja' is produced by farming families that produce it following the same traditional techniques that were used in the past. This production is destined both for self-consumption and marketing via "short or very short circuit" distribution. Over the last years, even a number of butchers and small dressed pork factories have started to produce 'Nduja' using mechanised production lines following an increase in demand: at present it is possible to estimate a total production in Calabria between 150 and 180 tonnes per year.

Approximately half of the production of dressed pork products is destined to the Calabrian market with the other half to national markets outside the region, mainly the large metropolitan areas of Central and Northern Italy.

The commercialisation in the Calabrian market takes place via wholesalers or agents who look after its distribution to the various sales outlets, such as dressed pork factories, grocers, gastronomies, motorway restaurants, supermarkets, restaurants or via the direct producer-consumer channel (Gulisano et al, 2002).

2. The market survey in a sample area

In order to understand the main characteristics regarding the consumers' behaviour of the studied product, a specific market survey was carried out.

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¹ The present paper arises from the joint work of the authors. G. Gulisano has written paragraphs 1, 2 and 4.1, M. Platania has written 3, 4.2 and 4.3, while the conclusions are a joint work.

² 'Nduja', whose name derives from the French ("andouille" means "sausage"), seems to have been brought into Calabria by the French in the Napoleonic period (1806-1815). According to another interpretation, however, it seems that the Spanish brought it into Calabria in the sixteenth century, together with chilli pepper, and the very spicy dressed pork products used until that age in Spain.

³ The production area of 'Nduja' is located in the town of Spilinga, from where it initially originated. It is, however, in the inland provincial area of Vibo Valentia where it is possible to find the most significant production.

The research was necessary to gather consumer profiles, to verify the strength and image of the brand, to measure the acceptability of the product and its characteristics. Furthermore, it aimed to identify the position of the product also in relation to its competitors and to understand its strengths and weaknesses. Indeed the evaluation of these aspects plays a key role in the definition of development, allows to easily gather market opportunities through more accurate methods of consumer segmentation, and enables its still hidden potential to emerge.

The choice of conducting a market survey on a typical product like Nduja is justified by the fact that this product is firmly established in regional culinary traditions with an increased penetration in recent years; at the same time, it shows interesting innovative characteristics, among which organoleptic traits in line with the new culinary trends of alternative products, which meet the new consumers' demands.

The research area was delimited by the city centre of Reggio Calabria, where consumers are both connoisseurs of the product and new buyers especially careful to its consumption.

Other aspects considered within the scope of the survey regard the presentation of the product and all the factors linked to it: packaging, brand identification, etc....

3. Survey characteristics

In describing the different moments relating to the development of the market survey, we will refer to the "linear model" (Zammuner, 1998).

The first phase regards the definition of the objective, which takes the form of an exploratory survey of the consumer type of the Calabrian 'Nduja'.

This type of survey is structured by asking a series of questions to subjects that consume the product.

The sampling plan envisages a random system for the choice of sales outlets, and a random-rational system to pick out consumers (those who carry out the purchase), according to the selection method of "one every ten".

As previously mentioned, the town chosen for the survey is Reggio Calabria (survey area: city centre), where 'Nduja' is a widely consumed traditional product.

With regard to the survey sites, four retail outlets and two large-scale retail trade outlets were chosen with the

aim of questioning consumers with different purchasing methods and capacities.

In order to ascertain the number of subjects to question, an estimate was made of the number of consumers per month at a high purchase frequency, on the basis of information obtained from preferential witnesses. From this number, around 4000 units, the sample was extrapolated, estimated to be equal to 5%. Therefore the number of subjects interviewed was 200.

For the interview, a specific questionnaire was set up⁴ envisaging three types of questions. A first group was directed to collect a table of information about reasons for purchasing, a second was aimed at describing the interviewee's behaviour; finally, a third group tended to define the socio-economic profile.

The interviews were carried out over a week. Interviewees were chosen as 'Nduja' consumers, and these characteristics were a discriminant to start the interview. The definition "Nduja consumer" also includes those subjects who do not regularly consume this dressed pork product.

The questionnaires were filled in during face to face interviews.

Finally, the analysis and interpretation of data, which represents the final moment of the survey, were performed by initially using descriptive statistics, necessary to have a complete picture, and subsequently by Factor Analysis⁵.

4. Results of the survey

4.1. Consumer's choices

The results of the questionnaire allow us to carry out a detailed description of the characteristic traits of 'Nduja' consumers and their main choices.

The survey carried out indicates a rather representative sample, since socio-economic conditions and social characteristics such as age, sex, etc., are distributed among all classes.

The definition of an adequate market strategy is based, inter alia, on the knowledge that the consumer possesses understanding of the product. Therefore a number of questions regarded both the area of origin and the production techniques.

Knowledge of the area of production shows a substantial level of ignorance regarding the origins of 'Nduja'.

⁴ Most of the questions in the questionnaire were "closed", that is to say without any possibility of the interviewee giving an answer not foreseen by the questionnaire. It also envisaged multiple choice answers, allowing the interviewee to choose from different possible answers, thus making it possible to measure the strength of the question. The questionnaire evolves around 20 questions on consumption and purchase habits, with a table of 19 questions about product awareness, concluding with a short table about socio-economic characteristics of the subjects interviewed.

⁵ As noted, the Factor Analysis is made up of elaborate techniques to analyse the interrelationship within a group of variables and to identify some, known as factors, which are believed to contain fundamental information about the observed structure. This methodology aims to explain the correlation between the observed variables as a function of a reduced number of non-observed factors. These factors are also known as "components", "dimensions" or "latent factors". Furthermore, the agglomeration of observations is transformed into a simple structure that is able to "inform" also as much as the initial structure (Mignami, Montanari, 1994). Of all the techniques of Multivariate Analysis, Factor Analysis is of greatest interest because of its possible application in a business sphere, particularly regarding market research (Iacobucci 1996, Cool, Henderson, 1997). It is used, within the scope of demand segmentation, to summarise a series of appraisals provided on a number of specific characteristics of the products analysed. Namely that it is possible to use this methodology to provide a concise explanation of the relationships identified by the market survey, or when it is a matter of condensing and reducing the data with the aim of losing the smallest amount of relevant information (Molteni 1993).

Tab. 1. *Frequency of purchase during the last month*

	Frequency	%
Haven't bought it	120	60.0
Once every two or three months	62	31.0
Once or twice a month	15	7.5
At least once a week	3	1.5
Total	200	100.0

Tab. 2. *Consumption trends in the last year*

	Frequency	%
Remained constant	134	67.0
Diminished	53	26.5
Increased	13	6.5
Total	200	100.0

Tab. 3. *Type of consumption preferred*

	Frequency	%
Loose product	149	74.5
Packaged product	51	25.5
Total	200	100.0

Tab. 4. *Order of preference for packaged product*

Characteristic	%
Healthiness	21.0
Practicality	20.0
Taste	8.5
Safety	5.0
Quality	4.0
Price	4.0

Indeed the results show that a large part of consumers (37.5%) were unable to give an answer regarding where the product is made, while those stating to know its origins named Catanzaro (20%) and Cosenza (10%) among the areas of production, whereas some generically meant the region of Calabria as the area of production (8.5%). The exact identification of the town of origin, Spilinga, only occurred in 8% of cases.

With regard to the knowledge of production techniques, questions focussed in particular on the type of meat used: it seems that there is widespread understanding

since 67% of interviewees state that 'Nduja' is produced only with pig meat. Others (14.5%) believe that it is produced using different meats, while 14% of consumers do not know the type of meat 'Nduja' is produced with.

Consumption habits provide important information on the peculiarity of this product; this dressed pork product is chosen by the person responsible for shopping preferably once every two or three months (31%), thanks, probably, to its conservation capacity (Tab. 1). Data relating to non purchase (60%) is also striking, probably confirming the fact that it is often a present rather than a purchase, or it is perceived as a home-made product.

The analysis regarding the amount purchased merits attention in order to have a more complete picture of this aspect. With reference to the last time the interviewee purchased the product, it was found that the highest incidence for the purchase of 'Nduja' corresponded to the first two weight ranges, up to 100 grammes (54.5%) and between 100 and 300 grammes (34%). This result is also linked to the method of consumption of the product.

The quantitative trend of consumption in the last year (Tab. 2) is given as a constant of the majority of interviewed consumers (67%), even though it was noted that it has diminished for a consistent share (26.5%). Only a small number of interviewees declared an increased consumption.

Within the scope of market research, the survey also aimed to clarify the position of the studied product in relation to the types of packaging. 'Nduja' is sold loose, because of its special organoleptic characteristics; despite this, it was found that 40.5% of interviewees were aware of pre-packaged production.

It is interesting to note how such a significant percentage falls in the answers on the consumption of the product, at 25.5%, a value that is however important, also in relation to the diffusion potential of this dressed pork product. Precisely for these considerations, the main preferences supporting the choice of packaged rather than loose⁶ product were closely examined: the most valued characteristics are the healthiness of the product (21%) and the practicality of the packaging (20%) (Tables 3 and 4). The other characteristics envisaged in the questions, namely meat safety, taste, price and quality, were of little importance.

We are, however, in the presence of a product firmly rooted into traditions and habits. The packaged product is bought almost on impulse, following a mode of purchase that is present in virtually all consumers: an evident sign of this attitude is represented by the almost total absence of the brand chosen in the memory of the consumer. The purchase is probably dictated by the packaging or by the advice of the retailer.

The answers regarding when the product is consumed,

⁶ This closer investigation obviously only regarded those consumers who stated that they consumed the canned product.

highlight that it is above all consumed on special occasions and at the restaurant.

One of the most important pieces of information envisaging possible market interventions is the perception of the price and the possibility of using it as a marketing mix instrument.

The high percentage from the answers "I don't remember" (70.5%), with regard to the price, leads to the consideration that this dressed pork product is deeply rooted in the experience of the consumer, thus displaying little attention to the parameter of price as choice discriminant.

Moreover, this dressed pork product, like many other typical products, does not have a uniform price:

this is confirmed by the information provided by interviewees who purchased it above all at a price varying between 22,000 and 27,000 liras/Kg (12.5%) and between 19,000 and 21,000 liras/Kg (10%).

The answers regarding alternative products for 'Nduja' are interesting, considering that a fairly consistent share considers this dressed pork product irreplaceable (19.5%), and others declare they know no other alternative products (32.5%). With regard to the possible substitutes identified (9 types of alternative products), the most popular was spicy salami (23%), followed by "sardella" (10%) and "soppressata" (6.5%).

The presence of chilli pepper among the substitutive products is significant, confirming the double character of 'Nduja': on one hand a dressed pork product and on the other a product that can be spread or a flavouring that can be used for a number of dishes. Possible "manufactured" products were virtually absent among the substitutes.

4.2 Reasons for purchase

The main objective of the survey is, as already said, to analyse all data regarding the reasons for consumption and purchase behaviour relating to 'Nduja', gathered from an investigation carried out on a sample of pur-

Tab. 5. *Extracted components, percentage of variance explained by each factor and cumulative percentages before and after Varimax rotation*

Factors	Eigenvalue			Weight of unrotated factors			Weight of rotated factors		
	Total	% variance	Cumulative % variance	Total	% variance	Cumulative % variance	Total	% variance	Cumulative % variance
1	6.238	32.831	32.831	6.238	32.831	32.831	3.030	15.945	15.945493
2	2.402	12.643	45.474	2.402	12.643	45.474	2.997	15.776	31.721525
3	1.507	7.933	53.407	1.507	7.933	53.407	2.852	15.012	46.733424
4	1.138	5.988	59.395	1.138	5.988	59.395	2.214	11.651	58.384725
5	1.045	5.498	64.893	1.045	5.498	64.893	1.237	6.508	64.893174
6	0.888	4.673	69.566						
7	0.737	3.880	73.446						
8	0.683	3.595	77.042						
9	0.652	3.434	80.476						
10	0.575	3.024	83.500						
11	0.520	2.738	86.237						
12	0.494	2.601	88.838						
13	0.407	2.143	90.982						
14	0.362	1.904	92.886						
15	0.335	1.761	94.647						
16	0.309	1.625	96.272						
17	0.274	1.442	97.714						
18	0.254	1.338	99.052						
19	0.180	0.948	100.000						

chasers familiar with this dressed pork product, whose results were processed by means of Factor Analysis.

Table 5 reports the extraction of 5 components from the correlation matrix which describe 64.8% of total variance.

The criteria for identifying the groups obtained by the elaborations is linked to the most correlated variable, the one which more than the others contributes to characterising the factor and, therefore, the one to be pointed out in the denomination of the factor (Tab. 6).

The first factor contains the questions regarding both the intrinsic characteristics of the product, such as its characteristic appearance, its spreadability and taste and the cultural reasons for purchasing the product, namely its link with the territory and tradition. We can therefore group these factors together in a single aspect named "Regionality".

The method of consumption of this dressed pork product is strongly linked to traditions. It is interesting to note how, in the definition of this component, the methodology identified a correlation between the culinary traditions of the consumer and the characteristic appearance of the product, together with its most particular spreading characteristic, almost to identify in the consumer's experience

⁷ The prices are in Italian Liras rather than in Euros, since the purchase memory is linked to the old coin.

⁸ The elaboration followed traditional procedures to identify common factors. After checking the statistical significance of the data by means of the correlation matrix, the partial correlation, the KMO measure and Bartlett's sphericity test, measurements which confirmed the quality of the data, factors were extracted from the correlation matrix using the method of the principal component. In order to fix the number of factors necessary to explain the correlation between the variables, the criteria of the eigenvalue-greater-than-one rule and the scree plot were used. These methods identified five components which, however, appeared to be unclear and described in ambiguous fashion. For this reason an orthogonal rotation using the Varimax method was applied which made for a more simple reading of the factor loadings.

Tab. 6. *Variables used in factorial analysis*

It's natural
For the price
Because it's a food suitable for winter
Because chilli pepper is good for you
Because it is made from safe meats
Because it goes well with wine
It is hand-made
It is free from preservatives
For its characteristic appearance
It is a dressed pork product that can be spread
It's tasty
It's a traditional dressed pork product from my area
It's a Calabrian product
I've always eaten it
I can use it with different dishes
All the family likes it
It's easily found at sales outlets
Because it characterises the kitchen table

a link between the product, and in particular its appearance, and the tradition of typical Calabrian production.

The second factor joins together the reasons linked to "Consumption habits", since it gathers the attributes regarding consumption characteristics, namely a dressed pork product that has always been known, useful in the elaboration and presentation of dishes, that finds a certain appreciation with families and is easily available at sales outlets. A dressed pork product that therefore is part of the daily culinary routine.

The third factor regards the hand-made production of the product, the absence of preservatives, its naturalness and the safety of the meats used. We ascribe the name of "Hand-made products" to this factor, and it is not a coincidence that consumers of 'Nduja are particularly attracted by this factor. The purchase at the sales counter of hand-made products, which is often the case with this particular dressed pork product, ideally brings together those consumers who appear to be indifferent to the so-called "marketing identification", like the advice of opinion leaders, advertisements, promotions, etc.

In the presence of anonymous products without any reference to their origin or producer, the consumer's choice is made on sight or according to the principle "give me the same as last time", where the suggestion, advice and trust of the counter hand are decisive factors. This would help explain the almost complete absence of the brand memory.

The fourth factor joins the questions on consumption in the winter period, the presence of chilli pepper and suitability with wine. This factor, which can be called "Winter tastes", is linked to the image that the consumer attributes to the consumption of this dressed pork product in a particular period. It seems useful therefore to draw attention on this factor – which responds to the greater care of the consumer in comparison to the diet as-

pects – developing those initiatives aimed at correctly informing and providing elements of appraisal that can guide consumers.

The final factor regards the "price", which is an individual factor. The interpretation of this factor is probably linked to the fact that the great majority of interviewees do not remember the price, as already described in the previous paragraph. Therefore, it represents neither a discriminating variable in the choice of the product, nor an extrinsic signal of the product quality.

Therefore there are five factors identified by factor analysis which contain the different characteristics taken into account when 'Nduja' is chosen.

4.3 Consumption segments

The variety of reasons that lead consumers to purchase 'Nduja' oblige the researcher to abandon market analysis with "mass marketing" logic in favour of specific strategies. This outlook is increasingly practiced as a result of the demassification process of the last years which has subdivided markets into micro-markets, characterised by groups of individuals with different lifestyles looking for products making use of different distribution channels (Kotler 1991).

The individualisation of groups of homogenous purchasers, according to one or two variables, is the objective of the segmentation approach which breaks up the reference market into homogenous subgroups in their expectations and purchasing behaviour.

The possibility of identifying such homogeneity allows marketing operators to better concentrate their energy on the promotion of the product.

Factor Analysis lends itself to this use, allowing the weight of each component extracted from the interviewee to be graded. This has made it possible to examine groups of consumers that displayed a strong link with each of the extracted factors⁹ (Lambin 1996).

Before beginning an analysis of the segments obtained, it is necessary to point out that the values recorded by these groups of consumers are to be taken into consideration since answers show a deviation from the value calculated for the entire sample.

The first group of cases, closely linked to the component named "Regionality", gathers consumers who are connoisseurs of the product: they know the quality of the meat used in making the product as well as its area of origin, even if, in the latter case, the area is more closely linked with Vibo Valentia instead of Spilinga (Tab. 7). Despite this, they believe that the tinned product can satisfy their purchasing preferences, regarding the characteristics of healthiness and practicality. Their consumption seems to diminish during the course of the year, while their pur-

⁹ In practice after having calculated the factor scores, the 200 base questionnaires are hierarchically ordered. Subsequently only the cases showing a strong link with the extracted components were considered.

Tab. 7. Principal values characterising the consumption segment "The Experts"

Variable	Total recorded value	Segment recorded value	var. %
Knowledge of the village of production			
<i>Unknown</i>	37.5	34.4	-3.1
<i>Spilinga</i>	8.0	6.3	-1.7
<i>Vibo Valentia</i>	7.5	12.5	+ 5.0
Knowledge of the type of meat used			
<i>Only with pig meat</i>	67.0	87.5	+ 20.5
Knowledge of pre-packaged production	40.5	56.3	+ 15.8
Tinned consumption	25.5	40.6	+ 15.1
Preference of packaged product			
<i>For healthiness</i>	21.0	34.4	+ 13.4
<i>For practicality</i>	20.0	31.3	+ 11.3
Consumption of frozen dishes	21.0	31.3	+ 10.3
Circumstances of dressed pork product consumption			
<i>On particular occasions</i>	54.0	62.5	+ 8.5
<i>Occasionally at dinner</i>	27.5	34.4	+ 6.9
Quantitative trend of annual consumption			
<i>Decreased</i>	26.5	18.8	-7.7
Quantity purchased last time			
<i>Between 300 g and 1 kg</i>	5.5	12.5	+ 7.0
Age			
40-49	20.0	25.0	+ 5.0
50-59	31.3	22.0	-9.3
Income			
<i>Average-High</i>	7.5	0.0	-7.5
Education			
<i>High school</i>	53.0	68.8	+ 15.8
<i>Degree</i>	35.5	21.9	-13.6

chases are characterised by average quantities. They tend to have an average education, average income and an age between 40 and 50. For the reasons expressed above, this group is defined as "The Experts".

The second segment brings together those consumers defined "The Habit-bound". The purchase of typical products often endures because of strong family traditions, and this group gathers this type of consumer. They purchase 'Nduja' above all in the large-scale retail trade: this traditional dressed pork product is probably part of the shopping list and is bought almost on impulse (Tab. 8).

They do not know precisely the production area but rather they link it to the region or to Catanzaro area. In spite of this, they are aware of the quality of the meat used in production.

They have a shopping basket where typical production occupies a prominent position and their circumstances of consumption are not limited to special occasions, but instead consume 'Nduja' at lunch or as a snack.

Tab. 8. Principal values characterising the consumption segment "The Habit-bound"

Variables	Total recorded value	Segment recorded value	var. %
Place of purchase			
<i>large-scale retail trade</i>	50.0	77.8	+ 27.8
Knowledge of the area of production			
<i>Unknown</i>	37.5	18.5	-19.0
<i>Calabria</i>	8.5	22.2	+ 13.7
<i>Catanzaro</i>	20.0	37.0	+ 17.0
Knowledge of the type of meat			
<i>Only with pig meat</i>	67.0	85.2	+ 18.2
Frequency of purchase during last month			
<i>Once or twice</i>	7.5	25.9	+ 18.4
Consumption of typical cheeses	75.5	88.9	+ 13.4
Consumption of buffalo mozzarella	58.0	74.1	+ 16.1
Consumption of traditional dressed pork products	69.0	88.9	+ 19.9
Circumstances of dressed pork product consumption			
<i>On special occasions</i>	54.0	48.0	-6.0
<i>Occasionally at lunch</i>	11.5	18.5	+ 7.0
<i>As a snack</i>	12.5	48.1	+ 35.6
<i>At the restaurant</i>	33.0	22.2	-10.8
Quantitative trend of annual consumption			
<i>Constant</i>	67.0	81.5	+ 14.5
Quantity purchased last time			
<i>between 100 and 300 g.</i>	34.0	59.3	+ 25.3
<i>between 300 g and 1 kg</i>	5.5	11.1	+ 5.6
Purchase price			
<i>Between £. 15.000 and £. 18.000</i>	4.0	14.8	+ 10.8
<i>Don't remember</i>	70.0	59.3	-10.7
Substitute product			
<i>Salami</i>	23.0	40.7	+ 17.7
<i>Irreplaceable</i>	19.5	29.6	+ 10.1
<i>Don't know</i>	32.0	3.7	-28.3
Age			
20-29	21.5	33.3	+ 11.8
Marital status			
<i>Single</i>	32.0	44.4	+ 12.4
Income			
<i>Average</i>	20.5	29.6	+ 9.1
Education			
<i>Degree</i>	35.5	59.3	+ 23.8

Their consumption has remained virtually unchanged compared to the last year, they prefer to purchase small portions of 'Nduja', on average at a low price, a price which is better remembered compared to other groups of consumers. The favourite substitute of this group is salami, but there are many who consider it to be irreplaceable. This group of consumers is, all things considered, quite young with an average income, a good education and above all single.

The segment of consumers linked to the "Hand-made products" component was defined as "The Boasters" (Tab. 9).

This group brings together those who assume the attitude of connoisseurs of the product, whereas they are more closely linked to the hand made image of the product than to its experience: proof of which is their igno-

Tab. 9. *Principal values characterising the consumption segment "The Boasters"*

Variables	Total recorded value	Segment recorded value	var. %
Place of purchase <i>the large-scale retail trade</i>	50.0	66.7	+ 16.7
Knowledge of the village of production <i>Cosenza</i>	10.0	22.2	+ 12.2
Knowledge of the type of meat used <i>With different meats</i>	14.5	29.6	+ 15.1
Preference of packaged product <i>For the safety of the meat</i>	5.0	11.1	+ 6.1
Consumption of wholemeal biscuits, rusks, etc.	62.5	74.1	+ 11.6
Consumption of ice cream and low calorie foodstuffs	17.5	25.9	+ 8.4
Consumption of sweeteners	19.5	29.6	+ 10.1
Consumption of dietetic milk	14.0	25.9	+ 11.9
Consumption of typical cheeses	75.5	66.7	-8.8
Consumption of home-made bread	89.5	100.0	+ 10.5
Consumption of traditional dressed pork products	69.0	77.8	+ 8.8
Consumption of fast food	32.5	48.1	+ 15.6
Circumstances of dressed pork product consumption <i>On special occasions</i>	54.0	81.5	+ 27.5
Quantitative trend of annual consumption <i>Increased</i>	6.5	11.1	+ 4.6
Purchase price <i>Less than £. 15,000</i>	2.0	0.0	-2.0
<i>Between £. 15,000 and £. 18,000</i>	4.0	0.0	-4.0
<i>Between £. 20,000 and £. 20,000</i>	12.5	14.8	+ 2.3
<i>Don't remember</i>	70.0	74.1	+ 4.1
Substitute product <i>Irreplaceable</i>	19.5	33.3	+ 13.8
Age <i>40-49</i>	20.0	29.6	+ 9.6
Income <i>Average-High</i>	7.5	22.2	+ 14.7
Education <i>High school</i>	53.0	37.0	-16.0
<i>Degree</i>	35.5	48.1	+ 12.6

range of the quality of meat used and the village where it is produced. 'Nduja for these consumers is, for the most part, an irreplaceable product and its circumstances of consumption occur preferably on particular occasions. This group is concentrated in the 40-49 age group with a good standard of education and a higher than average income which allows them to buy 'Nduja in the higher price bracket.

The variables linked to the component "Winter tastes", namely the consumption in the winter period, the presence of chilli pepper and its suitability with wine, would seem to indicate that these consumers are attracted by the consumption of 'Nduja' in a certain seasonal period, and that the product enjoys an excellent reputation.

The data from the answers show a segment of con-

sumers that are quite young and single with a below average income. Tendentially they prefer to purchase the dressed pork product at the large-scale retail trade. They do not appear to be very attentive to the historical and nutritional characteristics of 'Nduja'; they do not display adequate levels of knowledge about the characteristics of the product; their shopping basket of consumer goods shows characteristics in line with traditional tastes, with the presence of traditional dressed pork products and wine. The circumstance of consumption is linked above all to special moments. The tendency to appreciate the product ignoring its tradition leads to name this segment "The eccentrics" (Tab. 10).

The final extracted component, named "price", is made up of the price variable, and is not open to valid interpretations. Indeed it shows conflicting values with a number of answers. The only descriptive variable subject to possible consideration regards the data on prices gathered from the consumption segment, which in part help explain the

Tab. 10. *Principal values characterising the consumption segment "The Eccentrics"*

Variables	Total recorded value	Segment recorded value	var. %
Place of purchase <i>large-scale retail trade</i>	50.0	63.0	+ 13.0
Knowledge of the village of production <i>Unknown</i>	37.5	44.4	+ 6.9
Frequency of purchase during last month <i>Haven't bought it</i>	60.0	66.7	+ 6.7
Knowledge of pre-packaged products	40.5	37.0	-3.5
Preference of packaged product <i>For the quality</i>	4.5	11.1	+ 6.6
Consumption of ice cream and low calorie foodstuffs	17.5	7.4	-10.1
Consumption of dietetic milk	14.0	7.4	-6.6
Consumption of traditional dressed pork products	69.0	74.1	+ 5.1
Consumption of wine	75.5	85.2	+ 9.7
Circumstances of dressed pork product consumption <i>On special occasions</i>	54.0	63.0	+ 9.0
<i>Occasionally at lunch</i>	11.5	3.7	-7.8
Quantity purchased last time <i>Less than 100 g.</i>	54.5	63.0	+ 8.5
Substitute product <i>Salami</i>	23.0	37.0	+ 14.0
<i>Don't know</i>	32.0	18.5	-13.5
Age <i>20-29</i>	21.5	33.3	+ 11.8
Marital status <i>Single</i>	32.0	48.1	+ 16.1
Income <i>Low</i>	8.5	18.5	+ 10.0
<i>Average-low</i>	19.5	25.9	+ 6.4
Education <i>High school</i>	53.0	66.7	+ 13.7

extraction procedure of the Factor Analysis. Indeed these data display a marked tendency towards prices between 19,000 and 21,000 liras. These data combined with income (average) and age (tendentially advanced) seem to favour an explanation of the extracted factor in terms of inexpensiveness, namely that the product represents, for this segment, an appreciable quality-price binomial. Unfortunately the other variables used in the description of the previous consumption segments are unable to support the above-mentioned interpretations. For this reason this segment is not taken into consideration.

5. Concluding remarks

Italian tradition boasts many typical products that have considerable possibilities of development able to satisfy the increasing demands of the modern consumer.

Exploitation strategies of these products and the implementation of effective branding policies may represent an adequate strategy for a consumer whose role is in constant evolution, with important consequences on marketing strategies.

Managing typical production in a marketing perspective means focussing attention on quality, meant as an answer to the needs and expectations of the consumer of differentiated products with a high historical-cultural content.

The characteristics which form the basis of the choices of the 'Nduja' are identified via factor analysis, whose use appeared to be a good instrument to thoroughly examine knowledge of consumer preferences. Consumers choose this dressed pork product not only for habits linked to family tradition, but also because they appreciate its intrinsic characteristics and its cultural tradition both in relation to its origin and method of production.

Moreover, the special methodology adopted allowed the main characteristics of homogenous groups of consumers to be studied more closely; this will permit the

adoption of adequate strategies for the exploitation of this product. It shall be pointed out that even though it was treated at the same level as a dressed pork product, 'Nduja' undoubtedly has different characteristics, able to adequately compete with more modern products: first of all, the fact that it can be spread, makes it characteristic and similar to younger products and secondly that it can be kept over time. Finally, this traditional product is an integral part of the Calabrian cuisine, not only as an independent food, but also as a useful addition or flavouring to various typical dishes.

All these elements of important knowledge represent the first step in starting a marketing strategy, to exploit a product that could relaunch the economy of disadvantaged areas.

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