Consumers’ behaviour toward typical Italian dry sausages

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Abstract

This study aimed to provide information on handling and consumption habits of dry fermented sausages produced in Italy with traditional methods. Traditional sausages are considered by interviewed consumers as an important part of their habits. The habitual purchase was widespread in the considered regions and it was made often directly from the producers. Handling and consumption habits were linked with the typology of sausages and therefore to the territory. Statistical analysis allowed to identify three categories of consumers. The first included the majority of the consumers that handled, ate and stored dry sausages as ‘laid down’ by the tradition and it was named “traditionalist”. The second group was composed by “nostalgic” people because they associated the consumption of dry sausages with the tastes of the ‘olden days’. The third contained “modern consumers”: they did not buy traditional sausages regularly, and they managed the product in ‘new ways’. In conclusion, this survey has made possible to understand consumers’ behaviour and the factors influencing their choices in the purchase of traditional dry fermented sausages in the surveyed areas.

Keywords: Traditional food; Dry fermented sausage; Consumption; Consumers’ behaviour; Multiple correspondence analysis; Cluster analysis