



Northern Ireland
Assembly



The Open
University



Knowledge Exchange Seminar Series (KESS)

Exploring Consumers' Quality Perceptions of Local NI Food & Drink Produce

Miss Rachel Malcolmson

Ulster University, Ulster University Business School, Department of Hospitality & Tourism Management

1. Introduction

During the last two decades, a number of food crises have occurred within the external environment which have damaged consumer trust in the agri-food industry on a global scale (Verbeke & Ward, 2006; Grunert, 2005). In particular, a series of food scares as a result of contamination and food fraud have drastically increased consumer concern regarding food quality, authenticity and safety. Several of these high-profile incidents such as the Irish Pork crisis and the Horsemeat scandal originated in NI and the ROI, damaging the reputation of the NI agri-food industry and impacting on consumer confidence in produce at a local level (Consumer Council, 2013). Subsequently, consumer demand has increased for authentic, high quality produce with clear quality and provenance credentials (Morse, 2013; Davies & MacPherson, 2010).

Notwithstanding the identified challenges, these issues highlight new opportunities for local produce to be promoted through marketing their unique quality and provenance credentials. Consequently, this raises the important research question of what the most effective method of promoting local produce nationally and internationally might be. Research suggests that the quality of produce can be built by marketing key quality credentials such as quality assurance logos and country of origin information (Morse, 2013; Davies & MacPherson, 2010), otherwise known as extrinsic quality cues. These extrinsic cues are useful "risk relievers" (Verbeke & Ward, 2006), which inform and reassure the consumer of the integrity and authenticity of the product. (Van Wezemaal et al., 2010). However, there may be other cues which could be used to further enhance consumer perceptions of the quality of local produce. Therefore, at the centre of all of these concerns lies the focus of this research, which is to investigate how quality might be effectively utilised in to market local NI food produce.

2. Research & Industry Context

Local produce is an integral part of NI, adding considerable value to the economy. The NI food/drinks industry plays a significant role within the local economy representing an annual turnover of approximately £4.5 billion (Hood, 2015), and providing employment for approximately 92,000 people (NIFDA, 2010). In spite of the current economic climate and the decline of other local industries, the agri-food sector has continued to grow at a steady rate, providing a key source of reliable income for the NI economy throughout the recession (Agri-food Strategy Board, 2013; NIFDA, 2012). Furthermore, NI has a strong reputation as a producer of high quality, safe and wholesome food due to a rich food heritage, agricultural history and longstanding traditional farming values (Agri-food Strategy Board, 2013). Other key issues including the UK trade deficit for food and consumer demand for superior provenance credentials, have also highlighted important market opportunities for the NI food/drinks sector to expand on its export sales into

Knowledge Exchange Seminar Series 2015-16

national/international markets (Mintel, 2012; NIFDA, 2012). Thus, key growth policies outlined for NI pertain to creating innovative, value added products, establishing a consumer focused industry and marketing local produce to become export led (Agri-food Strategy Board, 2013).

Current consumer trends also provide excellent opportunities for local NI food. According to the top trends of 2013/14, consumers were increasingly interested in all things local due to a renewed pride in local/national culture and the desire for a sense of community. Consumers often have a sense of 'food patriotism,' and favour produce from their own country or local area, believing it to be of superior quality (Davies & MacPherson, 2010). Recent research conducted by Mintel (2012) also indicates that the market for artisan products in NI has increased due to the rise in consumers' interest in food provenance, supporting local producers, health, and farmers' markets (Mintel, 2012). Furthermore, research suggests that many companies are earning a positive return on their local brands (Euromonitor Passport, 2013). For instance, in Greece, local brands which emphasise their Greek provenance credentials are winning sales ahead of their imported competitors (Euromonitor Passport, 2013). Mash Direct, once limited to their domestic market in NI, have now expanded to Tesco stores across England and Scotland earning an additional return of over £750,000 per annum (Northern Ireland Assembly, 2012). A specially produced Halloween apple tart by Genesis Bakery made from NI Bramley Apples earned approximately £60,000 within just one week of sales (Northern Ireland Assembly, 2012). What is more, anticipated trends for 2016 indicate that this interest shows no sign of slowing down. However, as consumers are now more aware of claims regarding provenance and authenticity, they expect to see products with substantiated claims (Mintel, 2015).

Although the market for local produce has grown in recent times, significant barriers still exist which ultimately prevent the consumer from purchasing local produce. Local branded food products are often more expensive than regular items making them inaccessible to many consumers (Hodges & Stevens, 2013; Pearson et al., 2011). Due to the recession many consumers now live on a tight budget seeking value for money (Euromonitor Passport, 2013; Mintel, 2012), and in a market dominated by value range products the consumer may perceive the local product to be too expensive in comparison to the competition (Hodges & Stevens, 2013; Mintel, 2012; Pearson et al., 2011). The availability of local food can often be an issue due to the seasonality of produce, crop yield, how accessible the retailer is to the consumer, and the supply of local produce available from the retailer (Mintel, 2012; Pearson et al., 2011). A further barrier would be that many consumers are simply unaware or unconcerned about the availability of local produce, perhaps as a result of a lack of information or promotion about these products (Pearson et al., 2011), or through a lack of interest on the part of the consumer.

With this in mind, it is clear that there is a need to raise the profile of local products and to engage the consumer with local brands. Research suggests that marketing strategies emphasising the unique credentials of local produce can be employed in order to attract consumers' visual attention in store to raise awareness, generate interest and differentiate from the competition (Zanoli et al., 2013; Krutulyte et al., 2009; Achilleas & Anastasios, 2008). However in order to implement a successful marketing strategy it is imperative to first gain an understanding of consumer perceptions in order to tailor the strategy to the target audience (Fotopoulos & Krystallis, 2003; Grunert, 2005). For this reason, the aim of this research will also make an important contribution to understanding consumer perceptions of the marketing cues used to promote product quality, and assist the NI agri-food industry in its promotion of local food products.

3.0 Research Methodology

A mixed methodology approach was adopted during this research as illustrated in the following table:

Research Objectives	Lit Review	Stage 1 Scoping Exercise	Stage 2 Focus Groups	Stage 3 Experimental Study
1 Systematically review the quality indicators and marketing cues used to promote local produce	✓	✓		
2 Investigate consumer perceptions towards quality indicators and marketing cues used to promote local food produce	✓		✓	✓
3 Measure and evaluate the effectiveness of key quality indicators and marketing cues used on local produce			✓	✓
4 Develop a conceptual framework of extrinsic cues for the promotion of quality in local produce, as a transferable methodology across the agri-food sector	✓	✓	✓	✓

Knowledge Exchange Seminar Series 2015-16

3.1 Stage 1: Scoping Exercise

A brief scoping exercise was conducted to identify NI produce and assess quality indicators and marketing cues. The scoping exercise consisted of two core elements. A total of 6 store visits were conducted across a variety of local retailers to gain a comprehensive view of how extrinsic quality cues are utilised in a real life, in-store setting. Industry interviews were also organised to gain further insight regarding the current challenges and opportunities for local produce in the current marketplace, and the importance of quality indicators and marketing cues. Three industry interviews were conducted with a variety of industry professionals in order to ensure that knowledge and experience of the NI food/drink industry was gained from a range of related backgrounds.

3.1.1 Key Findings

Findings from these interviews were very insightful and informed the development of the focus group methods:

Associated Company	Key Findings
Ulster Pork & Bacon Forum	<ul style="list-style-type: none"> • QA logos/schemes have the potential to add value local products, yet to date there has been little success in creating with a unified scheme for NI • Many companies legally trade under the guise of being 'local' yet have no processing facility in NI/have no produce grown in NI • Do QA logos really influence consumer purchases, or is it more what the retailer dictates to the consumer?
Asda, Senior Buying Manager for Scotland & NI	Local food categories which have the most potential for growth: <ul style="list-style-type: none"> • Bakery Produce • Craft Beers • Food for Now, Food for Later
CEO of Food NI	Local food categories which have the most potential for growth: <ul style="list-style-type: none"> • Ice cream • Goat meat • Oils e.g. rapeseed • Seaweed • Real/craft ales, ciders, beers

3.2 Stage 2: Focus groups

Consumer focus groups were undertaken in order to determine consumer perceptions of the quality indicators and marketing cues used to promote local produce. A total of 8 focus groups were undertaken (40 participants).

3.2.1 Key Findings

Theme 1 – Seeing is believing

This theme related to the visual appeal of packaging design in shaping consumer quality judgments. Results revealed how the transparency, colour and condition of product packaging had a substantial influence on consumer quality perceptions. Most interestingly, the transparent nature of packaging was important to participants, as it reassured the consumer of the contents of the packaging. This enables consumers to assess quality for themselves and thus creates the impression that the retailer or manufacturer has nothing to hide. This can be attributed to a sense of trust in food and drink items.

“I prefer packaging that has got a clear section on it, you can actually see the product before you buy it” (15531737)

“...you can see that you're not being duped in terms of quantity or serving sizes and you can see the inherent quality of the product in its simplest form.” (15498744)

Theme 2 – It's all in the name

This theme related to the reputation of the brand or retailer in shaping consumer quality perceptions. Results indicated that trust, knowledge and previous experience with the brand shaped participants' quality perceptions. In particular, the findings highlighted the power that a reputable brand name can have over consumers, in ensuring brand loyalty and repeat purchases. For instance, brand name 'Hovis' was associated with quality as it is a leading, well-established bakery brand which participants were very familiar with. Similarly, long-standing local brands such as Cookstown were considered nostalgic and the familiarity of such brands often encouraged purchases.

“...Hovis is a very reliable brand.” (15407817)

“...Hovis, cast your mind back to the Hovis lad that fell off the bike and it's an established brand...” (15531559)

“It has years of quality and is known throughout.” (18222082)

Theme 3 – Food origins & the Rise of Food Patriot

Knowledge Exchange Seminar Series 2015-16

This theme focused on how being aware of the provenance of a product might affect consumer quality judgments. Results demonstrated that knowing the origin and traceability of the ingredients was often associated with good quality. Additionally, the findings highlighted the fact that participants believed that local produce was of superior quality, for example, as a result of flavour, freshness and shrinkage.

“When it comes to meat, I always try to see where it comes from, so I definitely look for local and I try to suss out if that actually means the animal is from this country! I know they can be sneaky with their wording, has it been definitely reared in this country” (16471790)

“It says made in Britain or made in Europe you think more highly of it... Even our poorest quality item is pretty high quality.” (16375839)

“Armagh - The orchard of Ireland. Carsons cider seems of a higher quality. Good credentials - Armagh apples etc... equals good quality.” (16017672)

Theme 4 – Content is King

This theme related to the influence of ingredient and nutritional information in shaping consumer quality perceptions. Results suggested that trust in the authenticity, freshness and healthiness of the product was a major concern for many participants. Most notably, participants associated products with a shorter list of recognisable ingredients with higher quality. Furthermore, the principle ingredient, for instance meat, should be of a high percentage with bulking agents kept to a minimum. Opinion was that the higher the percentage of meat the better the quality and flavour, removing any doubt of adulteration.

“...if it was something like sausages it would be the percentage of meat to other stuff, and then is it definitely meat, is it definitely cow or pig as opposed to horse.” (16471790)

“...maybe a shorter list of ingredients, sometimes you lift maybe burgers, if you're lifting something like that, there's a whole big long list of additives, and then you start thinking actually how much of that is beef, so I think the shorter the list of ingredients, you tend to think you're getting the real deal.” (15500273)

Theme 5 – Tantalising the taste buds

This theme related to key product descriptors in shaping consumer quality judgments. Results revealed how taste expectation was important for participants. Extrinsic cues such as the flavour description promoted the quality of the ingredients, creating taste expectations in the minds of participants compelling them to try the product. For instance the wording “smoked chilli & goats cheese”, created a heightened flavour and quality expectation for participants.

“... the garnishes seem fancier, smoked chilli & goat cheese, that sounded like a nice touch.” (16375839)

“Mature Irish cheddar rather than cheese and onion.” (16025566)

“Name of crisps indicates taste expectations.” (15500273)

In summary, these findings have provided insight into the factors which influence participants' perceptions of food and drink product quality, and how they ultimately come to make a quality decision. Furthermore, the findings have provided an understanding of the most important extrinsic quality cues used by participants to infer product quality, and how these could be more successfully marketed in order to promote local NI produce.

3.3 Stage 3: Experimental study utilising Eye-tracking Technology

Primary results from the focus groups were investigated further through the development of an experimental study. The experimental study employed an eye-tracking device to investigate the effectiveness of extrinsic quality cues on the product packaging of a number of local and national products (Appendix 1). The overarching aim of this experiment was to discern what extrinsic quality cues consumers truly look at when making a quality purchase decision.

Eye-tracking is a method of quantitative data collection in which an eye-tracking device is used to record consumers' visual attention to particular stimuli, such as food labelling and packaging. Tracking consumers' eye movements as they observe food packaging provides valuable, real-time and reliable data regarding consumer behaviour and visual attention. The ability to accurately track consumers' eye movements has the potential to provide invaluable insight into what the consumer found 'interesting,' and apply these findings to product development (Smith, 2015; Duchowski 2007). Therefore, it was decided that availing of the eye-tracking technology would be extremely beneficial in gaining new insights for local NI produce. A total of 50 participants participated within this experiment (25 primed participants & 25 control participants).

3.3.1 Key Findings

Knowledge Exchange Seminar Series 2015-16

In-depth analysis of the experimental data is ongoing, however preliminary analysis revealed interesting results regarding the most effective extrinsic quality cues. Several key examples of which are outlined below:

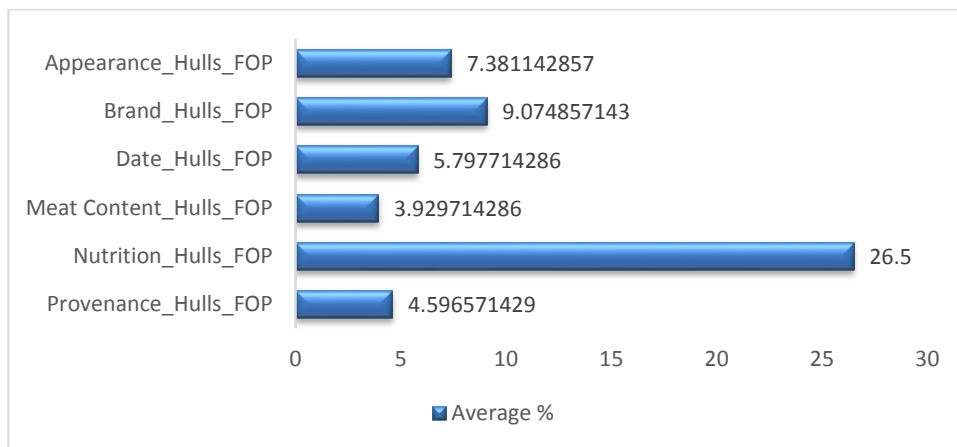
Case 1 – Hull’s of Ballymena Pork Sausages

Results for Hull’s sausages revealed that nutritional information, specifically the RDI, was the quality cue fixated upon the most. Participant comments during the playback interviews suggested that this could be attributed to concern regarding the healthiness of the product. This corresponds with previous focus group results and the influence of nutritional information in shaping consumer quality perceptions (Content is King).

“The fat content was quite high [associated with poor quality]...You need to know what you’re eating I suppose, so it’s good to know what’s in it” (Primed Participant 10)

“I would always be looking for things with a lower fat content...so if I was actually looking to buy...and I was comparing 2 I’d be looking for one with the lower fat....probably because I used to teach a lot nutrition and would therefore be very conscious about trying to making healthier decisions.” (Primed Participant 14)

Graph 1: Hull’s Sausages Front of Pack – Average % Fixation



Brand name also received significant visual attention as a quality cue. Comments indicated that participants tend to purchase brands/products they have tried and tested, rather than risk buying an item they have never heard of. This compliments focus group findings and the influence of brand reputation in shaping quality perceptions (It’s all in the name).

“I’ve never heard of them, and they’re only in Ballymena, so I kind of thought why have I never heard of them? [Negative connotation] Although it is a local product I didn’t associate them with being local.” (Primed Participant 20)

“I know this product...once you see the name, I think with that product, if you’ve bought that product once...and you know that product it doesn’t really matter what they packaging is like cos that’s a good sausage. I know that product and I buy it. So the Hull’s it doesn’t need to stand out in the shop to me.” (Unprimed Participant 1)

Case 2 - Hilden Wheat Beer ‘Barney’s Brew’

Results for Hilden beer revealed that the descriptor ‘Barneys Brew’, received the most visual attention as a quality cue. Participant comments during the interviews suggested this could be attributed to the sense of intrigue these words created. Participants were interested to know more about Barney, thus spending more time considering the product.

“I was just trying to figure out what it was. I was trying to figure out who that man was and then I read Barney’s Brew...it did try to relate it to somewhere local so I suppose that man is from Belfast.” (Unprimed Participant 3)

Attracted to the...story behind it. It was compelling, you know it would stop you if you were looking for a craft beer (Primed Participant 24)

This result can be linked to focus group findings where participants stated they are often interested in reading personal information on packaging, such as the company history, which provides more information on the provenance of the product.

Once again, brand name was highlighted as a significant quality cue. Comments indicated that this quality cue was important in establishing familiarity with the brand, relating these results to the focus group theme ‘It’s all in the name’. Furthermore, comments revealed that many participants were aware that Hilden is a local product, raising quality

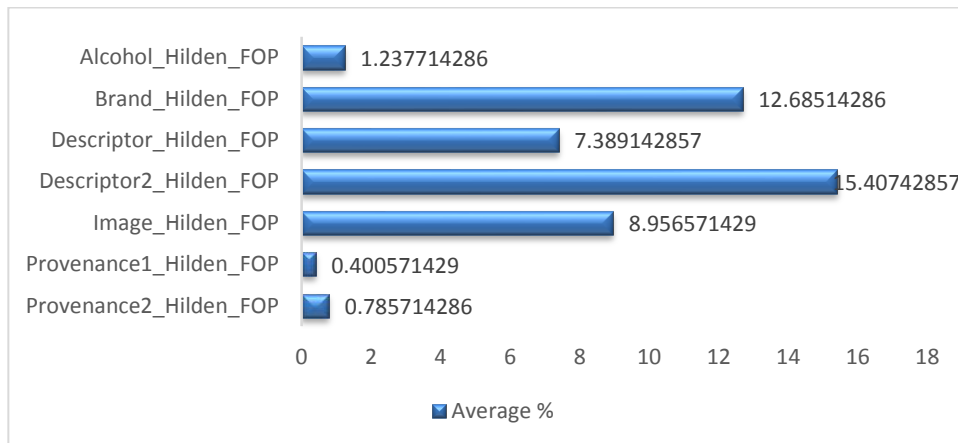
Knowledge Exchange Seminar Series 2015-16

perceptions, even for those who indicated they would not be attracted by the packaging design. This coincides with prior focus group results and the theme 'Food Origins & the Rise of the Food Patriot'.

"...the fact that I know it was Hilden Brewery and I know again where they are, it's a local product [associated local with higher quality]. I know that, again because it was Hilden, I would actually associate that with quality because they do nice quality beers." (Primed Participant 14)

"Those local breweries have a great reputation...very high quality...the micro-breweries here particularly in NI have picked up in recent times...they are selling it on their heritage...It's local authentic beer" (Unprimed Participant 12)

Graph 2: Hilden Beer Front of Pack – Average % Fixation



In summary, it is evident that even at this early stage, these findings have provided some useful insights into the most effective extrinsic quality cues. Furthermore, the findings have provided an understanding of the cognitive processing behind the numbers, explaining why these cues were the most important in relation to quality. Therefore, it is anticipated that the experimental results will assist in creating a more comprehensive framework of extrinsic cues for the promotion of quality in local NI produce.

4.0 Conclusions and recommendations for the future of NI food and drink

The spotlight of interest on NI food and drink has been steadily developing, and it is now our year to shine with the launch of the NI year of Food and Drink 2016. We must capitalise on this opportunity to demonstrate that the quality of our produce can compete with the best of them. This research provides evidence that this can be achieved by using packaging design to promote quality and provenance.

Firstly, this research demonstrates how it is vital to understand the target consumer. Consumer perception of food quality is considered one of the more challenging areas of consumer research, however, understanding consumer perceptions of food quality is fundamental to the success of the agri-food industry (Cardello, 1995). In order to be successful in today's highly competitive market, it is imperative that food retailers and producers effectively interpret consumer quality expectations and incorporate this into their product, as ultimately the consumer is the final user of the product (Grunert, 2005; Hansen & Bush, 1999; Issanchou, 1996). Simply put, a product will not sell if it does not satisfy the needs and demands of the consumer, thus the consumer is key when attempting to define the concept of food quality (Hansen & Bush, 1999).

Secondly, this research highlights the power of packaging design on consumer decisions. Food and drink product packaging has the potential to entice consumers to try products they have never experienced before. During a typical shop, the average consumer encounters approximately 300 brands every minute (Beattie et al., 2010) and spends less than 10 seconds shopping in each department (Tonkin et al., 2011). Therefore, we must learn to promote NI produce more effectively on the shelves or risk being overlooked. We must make them more accessible and visible to close the gap between consumers saying they will support local and actively buying local. Further key recommendations pertain:

- To better understand the local food/drink shopper, in order to tailor marketing strategies which more effectively promote the quality of local NI produce.

Knowledge Exchange Seminar Series 2015-16

- An increase in marketing spend, to avail of the current spotlight and promote NI food and drink locally and further afield.
- To adopt and invest in innovative and exciting techniques to gather this data, such as eye-tracking technology, which does not have to be reserved solely for the benefit of large food/drink companies.
- To consult and share this knowledge and technology with SME NI agri-food companies who would not ordinarily have access to these opportunities, in order to help small food/drink businesses in NI to grow, thus encouraging the development of a more sustainable economy. Fulfilling, at least in part, key priorities as outlined in the Going for Growth Strategy and the NI Executives Programme for Government.

References

Achilleas, K. and Anastasios, S. (2008) Marketing aspects of quality assurance systems: The organic food sector case. *British Food Journal*, 110 (8), 829-839.

Agri-food Strategy Board (2013) *Going for Growth*. Belfast: DARD.

Beattie, G., McGuire, L. and Sale, L. (2010) Do we actually look at the carbon footprint of a product in the initial few seconds? An experimental analysis of unconscious eye movements. *International Journal of Environmental, Cultural, Economic and Social Sustainability*, 6 47-65.

Cardello, A.V. (1995) Food quality: Relativity, context and consumer expectations. *Food Quality and Preference*, 6 (3), 163-170.

Consumer Council (2013) *Food supply chain issues and the horsemeat scandal – the consumer view*. Belfast: The Consumer Council.

Davies, P., and MacPherson, K. (2010) *Country of Origin Labelling: A Synthesis of Research*. London: Food Standards Agency.

Duchowski, A. (2007) *Eye tracking methodology: Theory and practice*. Springer Science & Business Media.

Euromonitor Passport (2013) *Top 10 Consumer Trends for 2013*. London: Euromonitor International.

Fotopoulos, C. and Krystallis, A. (2003) Quality labels as a marketing advantage: The case of the “PDO Zagora” apples in the Greek market. *European Journal of Marketing*, 37 (10), 1350 – 1374.

Grunert, K.G. (2005) Food quality and safety: consumer perception and demand. *European Review of Agricultural Economics*, 32 (3), 369-391.

Hansen, E. and Bush, R.J. (1999) Understanding Customer Quality Requirements: Model and Application. *Industrial Marketing Management*, 28 (2), 119-130.

Hodges, A.W., Stevens, T.J. (2013) *Local Food Systems in Florida: Consumer Characteristics and Economic Impacts*. Florida: University of Florida, Food and Resource Economics Department.

Hood, J. (2015) *Northern Ireland's Agri-food Sector Goes for Growth*. Belfast: Invest Northern Ireland.
<http://www.investni.com/news/northern-irelands-agri-food-sector-goes-for-growth.html> (Accessed 04/02/16).

Issanchou, S. (1996) Consumer expectations and perceptions of meat and meat product quality. *Meat Science*, 43, Supplement 1 (0), 5-19.

Krutulyte, R., Costa, A.I. and Grunert, K.G. (2009) A cross-cultural study of cereal food quality perception. *Journal of Food Products Marketing*, 15 (3), 304-323.

MINTEL (2012) *Artisan Foods Ireland*. London: MINTEL.

MINTEL (2015) *Global Food & Drink Trends 2016*. London: MINTEL.

Morse, A. (2013) *Food safety and authenticity in the processed meat supply chain*. London: National Audit Office.

NIFDA (2010) *Value of Food & Drink Industry to Northern Ireland*. Belfast: Goldblatt McGuigan.

NIFDA (2012) *Appetite for Growth*. Belfast: Goldblatt McGuigan.

Northern Ireland Assembly (2012) *Response by Tesco Northern Ireland*. Belfast: NI Assembly.

Knowledge Exchange Seminar Series 2015-16

Pearson, D., Henryks, J., Trott, A., Jones, P., Parker, G., Dumaresq, D. and Dyball, R. (2011) Local food: understanding consumer motivations in innovative retail formats. *British Food Journal*, 113 (7), 886-899.

Smith, S.A. (2015) *Evaluating Consumer Response to Environmental Labels on Packaging using Eye-Tracking*,

Tonkin, C., Ouzts, A.D. and Duchowski, A.T. (2011) Eye tracking within the packaging design workflow: interaction with physical and virtual shelves. In: Anon. *Proceedings of the 1st Conference on Novel Gaze-Controlled Applications*. ACM, 3.

Van Wezemael, L., Verbeke, W., Kügler, J.O., de Barcellos, M.D. and Grunert, K.G. (2010) European consumers and beef safety: Perceptions, expectations and uncertainty reduction strategies. *Food Control*, 21 (6), 835-844.

Verbeke, W. and Ward, R.W. (2006) Consumer interest in information cues denoting quality, traceability and origin: An application of ordered probit models to beef labels. *Food Quality and Preference*, 17 (6), 453-467.

Zanoli, R., Scarpa, R., Napolitano, F., Piasentier, E., Naspetti, S. and Bruschi, V. (2013) Organic label as an identifier of environmentally related quality: A consumer choice experiment on beef in Italy. *Renewable Agriculture and Food Systems*, 28 (01), 70-79.

Knowledge Exchange Seminar Series 2015-16

Appendix 1: Extrinsic Quality Cue Identification & Rationale

	Extrinsic Quality Cue	Definition	Rationale		
			Literature	Scoping Exercise	Focus Groups
Meat Category	Meat Content	A declaration of the percentage of the actual constituent meat ingredient against additional ingredients. In particular bulking agents and cheap substitutes such as water and MRM which may impact on the overall quality of the product. For example, Pork (42%), Water, Rusk, Pork Fat and so on. Focus group results revealed that a high meat content is equated with a higher quality product and touches upon the concept of trust in what you are truly consuming			✓
	Brand Name	The words used to identify the company/product/range e.g. Tesco Finest, Cadbury's, Tayto. Findings from the focus groups indicate that brand name is also linked with the concept of trust, and highlights the power that a reputable brand name can have over consumers, in ensuring brand loyalty, repeat purchases, and confidence in trying new product offerings	✓	✓	✓
	Appearance of Physical Product	Specifically transparent packaging , which enables the consumer to see and assess the quality of the product for themselves. Focus group participants stated that they favour products with transparent packaging because, for instance, they feel that the producer has nothing to hide thus creating a greater sense of trust in what you are buying	?	✓	✓
	Provenance Cues	Knowledge of the origin of food and drink products. However term can also include the history, location and chronology of the company or product (Oxford English Dictionary). Key examples of provenance cues would be 'Since 1847', 'Grown and produced in the UK', and information on the family history or the production of the product	✓	✓	✓
	Key Descriptors	Concise pieces of information describing the quality product to entice consumers. For example a general product or flavour description to indicate what the product will taste like such as 'Vintage Cheddar & Onion Chutney', the method by which the product was produced such as 'Traditional', 'Home-made', 'Hand-cooked', or simple descriptive words like 'Premium', 'Original', 'Gourmet'	✓	✓	✓
	Quality Mark*	An inherent quality mark. This should include quality guarantees, statements and certifications for example QA labels/schemes/systems such as the Red Tractor Scheme, PGI logo or the EU food hygiene legislation mark for approved red, poultry, and game meat establishments	✓	✓	✓
	Date Label*	The expiration date of the product linked to the freshness and perishability of a product. The quality of food and drink products decreases over time until the product spoils and is unsuitable for human consumption. 'Use-by' and 'Best-before' labels are therefore indicators of food quality which aim to inform the consumer that either the quality of a food product is past its best, or that the food may present a safety risk if consumed	✓	✓	✓
Alcohol Category	Provenance Cues	Knowledge of the origin of food and drink products. However term can also include the history, location and chronology of the company or product (Oxford English Dictionary). Key examples of provenance cues would be 'Since 1847', 'Grown and produced in the UK', and information on the family history or the production of the product.	✓	✓	✓
	Image of Ingredients	Imagery of constituent ingredients presented on the product packaging which aim to increase perceived quality by heightening taste expectations or by emphasising the quality of the ingredients within. Findings from the focus groups suggest that participants found the image of the "crisp "and "dewy" green apple on the FOP very enticing		✓	✓
	Key Descriptors	Concise pieces of information describing the quality product to entice consumers. For example a general product or flavour description to indicate what the product will taste like such as 'Vintage Cheddar & Onion Chutney', the method by which the product was produced such as 'Traditional', 'Home-made', 'Hand-cooked', or simple descriptive words like 'Premium', 'Original', 'Gourmet'	✓	✓	✓
	Brand Name	The words used to identify the company/product/range e.g. Tesco Finest, Cadbury's, Tayto. Findings from the focus groups indicate that brand name is also linked with the concept of trust, and highlights the power that a reputable brand name can have over consumers, in ensuring brand loyalty, repeat purchases, and confidence in trying new product offerings	✓	✓	✓
	Quality Mark	An inherent quality mark. This should include quality guarantees, statements and certifications for example QA labels/schemes/systems such as the Red Tractor Scheme, PGI logo or the EU food hygiene legislation mark for approved red, poultry, and game meat establishments	✓	✓	✓