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Consumers' perception of food product craftsmanship: a review of evidence

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3 **Consumers' perception of food product craftsmanship: a review of evidence**
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10 **HIGHLIGHTS**

- 11
- 12 • We reviewed 36 papers considering the consumer's perspective.
 - 13
 - 14 • We organised the findings in the context of Alphabet Theory.
 - 15
 - 16 • Attitudes are relevant predictors of craft food products.
 - 17
 - 18 • Price is consistently associated with the perception of quality.
 - 19
 - 20 • Craft food consumption is perceived as a meaningful moment of pleasure resulting from a
21 multifaceted experience.
 - 22
 - 23 • A critical discussion on the possible directions of future research is provided.
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1 Consumers' perception of food product craftsmanship: a review of evidence

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2 3 **ABSTRACT**

4 The understanding of what the consumer considers as craftsmanship is a sensitive
5 question in the food sector. Despite food label regulations on this issue having undergone
6 partial harmonisation, revealing what the consumer perceives as a craft food is a feat that
7 has yet to be achieved. Drawing upon a review of literature in the field of consumer
8 research, this investigation addresses this knowledge gap. In the light of the Alphabet
9 Theory framework, the review offers a systematic overview of the motives affecting
10 individuals' perception of food product craftsmanship, as well as of the key factors
11 affecting consumer behaviour towards craft foods. The findings provide useful insight to
12 add to the body of extant literature and to discuss the possible directions of research.
13 Moreover, the results can also have relevant importance to support legislators in designing
14 appropriate regulations on craft foods.

15
16 **Keywords** – Food and beverage; Craft foods; Consumers; Attitudes; Behaviour;
17 Alphabet Theory.

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19 **Paper type** - Review.
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22 1. Introduction

23 The term “craft ” is becoming increasingly popular along the food aisles of supermarkets,
24 in restaurants and bars, and is being aptly used by marketers to differentiate their products.
25 Cues provided by the brand are fundamental in the creation of the consumer’s judgement
26 of the quality of products (Rao & Monroe, 1988). As pointed out by the School of Artisan
27 Food (2018), to now “there is no single definition of artisan food”. Thus, the profuse use
28 of the term “craft” and the disconnection between consumer and industry definitions of
29 craft food products, including craft drinks, (referred to here as “CFPs”), is leading to much
30 confusion over the term, and to a dilution of its distinctive character.

31 During the past decade, regulation policies on CFPs have received great attention. This
32 rising interest stems from the intention to help consumers make a conscious choice, as
33 well as to preserve small-scale production and processing of high-quality traditional CFPs
34 from the so-called “craftwashing” phenomenon. This phenomenon relies on the use of
35 deceptive marketing practices by industrial firms in the food and beverage sector that
36 introduce craft-like brands. The craftwashing strategy is not applied only in the beer
37 sector (Howard, 2018); many are the fast-food chains that have tried to ride the wave of
38 the “craft” trend in order to increase their sales and attract more consumers by labelling
39 new products as “hand-crafted” (e.g., McDonald’s launched an “artisan grilled chicken”;
40 Domino’s released “Artisan Pizza”; PepsiCo released Kaleb’s Cola, a “craft soda” sold
41 in glass bottle with the notation “Honor in Craft”; Grom, an Italian ice cream chain, was
42 banned from using the term “artisanal” to label its products).

43 In addition, the adoption of regulation policies on CFPs are committed to strengthening
44 the local economy, especially in rural areas. One problem is that, besides the lack of a
45 clear definition of what CFPs are, to date, there is no international harmonisation of norms

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122
123 46 regarding it. This leads to questioning whether consumers really understand what they
124
125 47 are buying when they choose to purchase CFPs. With regards to European countries, the
126
127 48 “patchwork character” of EC law about the use of the term “craft” can produce
128
129 49 (un)intended non-conformities with the current law on food-labelling (i.e. Regulation
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131 50 (EC) No.1169/2011 - Article 7, “Fair information practices”), and this goes to the
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133 51 detriment of both craftsmen and consumers. Referring to specific EU
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135 52 countries, Italy was the first to have recently promulgated a law to define the concept of
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137 53 “craft beer” (i.e. L 154/2016 – Article 35, “Denomination of craft beer”), identifying
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139 54 which aspects of the production process are required to produce craft beer. The
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141 55 autonomous Spanish region of Galicia has proposed a legal definition of
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143 56 “artisan food” centred on the prohibition of some ingredients during the production
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145 57 process (European Commission, 2018). In 2015, the Food Safety Authority of Ireland lay
146
147 58 down rules on the use of the term “artisan” or “artisanal” or similar terms in advertising
148
149 59 of foods which meet specific criteria (Food Safety Authority of Ireland, 2016). Belgian
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151 60 authorities in 2017 adopted guidelines on the use of the term “artisanal”, identifying as
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153 61 criteria for labelling foods as “artisanal” the nature or quality of the ingredients, the
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155 62 production process, and the production at a small scale (SPF Economie, 2017). Moving
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157 63 out of Europe, in the United States, the lack of Food and Drug Administration regulation
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159 64 of the term “craft” or “artisanal” (USFDA, 2013), may induce a misalignment of the
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161 65 concept of the “craft” between consumers and producers, thus leading to confusion over
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163 66 what is and is not a CFP. As far as the Southeast Asian region of Asia, which includes 11
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165 67 countries, despite food label regulation approaches having undergone partial
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167 68 harmonisation, there is no formal definition of “craft” or “artisanal” (Kasapila &
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169 69 Shaarani, 2011). This review does not aim to provide a prescriptive definition of CFPs.
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70 Rather, it tries to fill two important research gaps in the literature. First, little attention
71 has been paid to give a systematic overview of key motives which underlie the
72 consumer's perception of craftsmanship of foods. Second, a model of the key
73 determinants of CFPs purchasing and consumption behavioural intention is not yet
74 available. This investigation fills these gaps by adopting the Alphabet Theory from
75 Zepeda and Deal (2009) as framework to analyse the recurring elements which emerged
76 from the present review of the literature regarding consumer perception of food product
77 craftsmanship.

78 **2. Theoretical framework**

79 Many theories have been adopted throughout the years to try to understand how human
80 beliefs, values, attitudes and the resulting behaviours interact with one another to shape
81 actions. The Value-Belief-Norm (VBN) Theory (Stern, Dietz, Abel, Guagnano, & Kalof,
82 1999) is a framework which was introduced to predict pro-environmental behaviour.
83 Since then, it has been applied also to describe behaviours of activism, non-activist public
84 sphere behaviours, private sphere behaviours as well as behaviours within organizations.
85 The VBN Theory is in turn based on other three theories which were also used to predict
86 environmentally conscious behaviours: the Schwartz' value Theory (Schwartz, 1994), the
87 New Ecological Paradigm (Dunlap & Van Liere, 1978) and Norm-Activation Theory
88 (Schwartz, 1977). According to the Schwartz' value Theory, actions are always supported
89 by ten basic personal values types (i.e. stimulation, self-direction, universalism,
90 benevolence, achievement, power, security, conformity, hedonism and tradition). The
91 New Ecological Paradigm framework focuses instead on measuring the degree to which
92 an individual agrees with the concept that we must limit our growth and be in balance
93 with nature in order to truly thrive as a species. Norm-Activation Theory postulates that

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243 94 moral norms are put into action when individuals become aware of the possible adverse
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245 95 consequences of their actions and take responsibility for trying to avoid them. Taking
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247 96 these three theories into consideration, the VBN Theory asserts that values are key
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249 97 elements in shaping beliefs, which affect norms, and eventually lead to certain
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251 98 behaviours. Therefore, VBN Theory can be effectively adopted to explain how personal
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253 99 attitudes are formulated.

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256 100 The Attitudes-Behaviors-Context (ABC) Theory, was introduced by Guagnano, Stern, &
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258 101 Dietz- (1995) and is a model used to explain how attitudes can result in behaviour (Hiamey
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260 102 & Hiamey, 2018); it states that, when context is neutral, attitudes are the prime
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262 103 determinants of behaviour. Contextual factors (which comprise policies, regulations,
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264 104 costs and other exogenous elements) can be either positive or negative; when they are
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266 105 particularly strong and influential, they can shadow attitudes and shape behaviour.

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269 106 In Zepeda & Deal's (2009) work, VBN Theory and ABC Theory were combined and
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271 107 enriched with other elements (namely the demographics (D), knowledge (K), information
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273 108 seeking (IS) and habit (H)) in order to obtain VBN-ABC-D-K-IS-H theory, or Alphabet
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275 109 Theory (Fig. 1). Thus, based on current consumer theories on environmental behaviour,
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277 110 the Alphabet Theory was successfully applied both in explaining consumer behaviour and
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279 111 in a literature review regarding consumers' perceptions and preferences (Feldmann &
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281 112 Hamm, 2015).

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283
284 113 In this investigation, we adopted the Alphabet Theory to systematise the motives which
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286 114 emerged from the literature review regarding consumer's perception of food product
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288 115 craftsmanship, as well as of the key factors affecting consumer behaviour towards CFPs.
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290 116 Based on the framework of the Alphabet Theory, demographic characteristics affect
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292 117 consumer's attitudes towards CFPs (i.e. values, belief and norms) that, in turn, are
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303 118 continually updated by information seeking, knowledge, and contextual factors (i.e.
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305 119 external conditions such as price, advertising). What is more, the context and attitudes
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307 120 impact consumer habits (namely a personal routine related to a specific situation) that
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309 121 finally affect consumer's behaviour.

312 122 **3. Methods**

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314 123 The review of the literature was carried out following the steps set out by Arksey and
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316 124 O'Malley (2005). First, the research questions were established. Second, relevant studies
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318 125 were identified. Third, after a screening procedure, pertinent articles were selected and
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320 126 included in the study. The process was then completed by charting the data, collating, and
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322 127 summarizing it. Finally, the findings of the review of literature were reported.

324 128 *3.1 Research questions*

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327 129 Two research questions were investigated:

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329 130 • What are the distinguishing attributes of CFPs for consumers?
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331 131 • How are these attributes implemented in consumers' purchasing and consumption
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333 132 behaviour?

334 335 133 *3.2 Selection of bibliographic sources*

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337 134 For refereed literature, Elsevier Scopus®, Web of Science™, PsycINFO®,
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339 135 PsycARTICLES®, ScienceDirect and EconPapers™ were the sources of database. The
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341 136 search strategy was defined a priori to assure transparency and replicability (Webster &
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343 137 Watson, 2002).

344 345 138 *3.3 Keywords and search strategy*

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347 139 The search strategy included the adoption of a combination of keywords. The string
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349 140 "(artisanal OR *craft* OR hand-made OR handmade OR handcrafted) AND (food OR
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351 141 beverage)" was used to focus the research on CFPs. In addition to this, the string
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363 142 “(attitudes OR behavior OR motives OR preferences OR perception OR attributes OR
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365 143 culture) AND (consumer OR consumption OR purchasing)” was run in combination to
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367 144 the above string search to find key aspects for consumers during their decision making
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369 145 process to purchase and consume CFPs. The Elsevier Scopus®, PsycINFO®, and
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371 146 PsycARTICLES®, ScienceDirect and EconPapers databases were searched in the field
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373 147 abstract, title and keywords. Instead, the Web of Science™ database was searched in the
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375 148 field topic.

378 149 *3.4 Inclusion and exclusion criteria*

380 150 The literature search was carried out in August 2018, and no cut-off criteria were applied
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382 151 to time span. Consistent with Arksey and O’Malley’s (2005) approach, inclusion and
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384 152 exclusion criteria were determined before running the literature search (Table 1). The
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386 153 search was limited to research articles and reviews written in English. An initial 284
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388 154 articles were identified, of which 120 produced by Elsevier Scopus®, 104 produced by
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390 155 Web of Science™, followed by PsycINFO® and PsycARTICLES® with 30 papers,
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392 156 ScienceDirect with 26 articles and 4 papers retrieved from the EconPapers database. The
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394 157 double counts was the second exclusion criterion, and allowed us to discard 62 papers.
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396 158 Therefore, 222 papers were finally selected for the double screening process (Fig. 2).

399 159 *3.5 Screening process*

401 160 To ensure the quality of the selected articles, a double screening process was conducted:
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403 161 a manual scanning of titles and abstracts, and a manual full-text review stage. This double
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405 162 round of screening resulted in 186 articles excluded because they did not specifically
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407 163 address the key aspects that distinguish CFPs, and/or did not focus on consumer
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409 164 behaviour. A total of 36 papers were finally considered for the review of literature on
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423 165 CFPs. To validate the above mentioned review process, authors carried out each process
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425 166 both individually and in pairs.
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427 167 *3.6 Material description and evaluation*

429 168 For a better interpretation of the aspects that determine purchasing and consumption
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432 169 behaviour regarding CFPs, the retrieved papers were described based on key data and
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434 170 attributes (Saldaña, 2013). A key data extraction form allowed for the collection of the
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436 171 following information from each of the reviewed articles: (1) author(s), (2) year of
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438 172 publication, (3) objective(s), (4) type of products, (5) country, (6) continent, (7) sample
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440 173 size and composition, (8) main research issues, (9) measurement method (Appendix A).
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442 174 Attributes were identified deductively based on the existing literature. Relevant
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444 175 information was extracted and analysed in detail by implementing a simple computer-
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446 176 assisted text analysis of the 36 reviewed studies, using the Nvivo® qualitative data
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448 177 analysis software (QRS International, Melbourne, Australia). This last step of the review
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450 178 was aimed at organizing attributes into comprehensive categories to better understand
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452 179 what lies behind the consumer's motivations to purchase and consume CFPs, thus
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454 180 revealing gaps to be explored by further research.
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457 181 **4. Results**

459 182 *4.1 Methodological approaches and research issues*

461 183 The selected articles cover a time span of 22 years (1997-2018), and more than half have
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463 184 been published in the past three years. Thus, the review reveals a growing research
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465 185 interest towards CFPs and related consumer behaviour.
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468 186 Concerning the methodological approaches adopted by the units of analysis, 17 studies
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470 187 conducted a survey and 8 studies adopted a qualitative exploratory approach (Table 2).
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472 188 Six research papers adopted a specific methodological approach (e.g. choice experiments,
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483 189 experimental auctions and experiments in the field of laboratory), whereas five papers
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485 190 used market data.
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487 191 Table 3 reveals a location profile of CFPs considered in the selected articles. The issue of
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489 192 CFPs plays a dominant role in consumer studies, both in North America (15 papers) and
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491 193 Europe (15 papers). Furthermore, it is worthy to note that research interest towards
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493 194 specific CFPs changes in relation to the geographical area. Studies on craft beer, play a
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495 195 major role in North America (11 out of 15 papers). Most of the reviewed literature focused
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497 196 on consumer preferences and socio-demographic issues (9 of the 11 articles on craft beer),
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499 197 and the survey was the most frequently adopted methodological approach (Chapman et
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501 198 al., 2018; Weber et al., 2018; Gómez-Corona et al., 2017a; Gómez-Corona et al., 2017b;
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503 199 Gómez-Corona et al., 2017c; Maciel et al., 2017; Muggah et al., 2017; Gómez-Corona et
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505 200 al., 2016a; Murray & O'Neill, 2012). Using market data, Feeney's (2017) study is the first
506
507 201 one to examine the impact of craft breweries on the urban landscape and cultural heritage.
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509 202 Instead, Murray et al.'s (2015) study focuses on the niche market potential of craft beer.
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511 203 After this alcoholic beverage, cheese is the second CFP that attracted the interest of
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513 204 researchers in North America (2 out of 15 papers). Gedikoglu & Parcel (2014) carried out
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515 205 a survey exploring consumers' preferences towards domestic and imported craft cheese.
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517 206 Instead, Waldman & Kerr (2015) conducted an experimental auction to estimate the value
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519 207 of pasteurization and age as food safety attributes in craft cheese. Muggah et al.'s (2016)
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521 208 study is the first one in North America that focuses on consumers' comparison of the
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523 209 sensory aspects of industrial bread and locally produced craft bread. Moreover, Giraud et
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525 210 al. (2005) explored consumers' willingness to pay for local CFPs.
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527 211 In studies from Europe (see Table 3), the main research subject is consumer behaviour
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529 212 towards CFPs without referring to a specific product (8 out of 15 papers). Five of these
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543 213 studies focused on the issues of the cultural meaning of food and local food by adopting
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545 214 a qualitative approach (Kuznesof et al., 1997; Tregear, 2003; Autio et al., 2013; Bessiere
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547 215 & Laurence, 2013; Schösler & de Boer, 2018). Instead, three studies conducted an
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549 216 experiment (Favalli et al., 2013; Raghoobar et al., 2017) or a survey (Kavak &
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551 217 Gumusluoglu, 2007) to explore consumer preferences and personal traits towards CFPs.
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554 218 In Europe, craft beer was addressed by three studies exploring consumer preferences
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556 219 towards this beverage (Table 3). Two of them focused on the choice of consuming craft
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558 220 beer, and the quality perception of specialty beers using a survey (Aquilani et al., 2015;
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560 221 Donadini et al., 2016). Instead, Donadini & Porretta (2017) conducted a conjoint rating
561
562 222 experiment to explore gender preferences towards craft beer. Three papers from Europe
563
564 223 focused on craft cheese. Two of them explored the motivations behind the consumer's
565
566 224 decision to buy craft cheese by using a survey (Kupiec & Revell, 1998; Rytönen et al.,
567
568 225 2018). Similarly, Di Monaco et al. (2005) conducted an experiment to test consumer
569
570 226 perceptions toward craft "pasta filata" cheese. Finally, Abouab & Gomez (2015) explored
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572 227 consumer perceptions of naturalness for "handmade" and "machine-made" grape juice.
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575 228 A cross-country analysis of CFPs consumption was carried out in four articles. Three
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577 229 papers applied a text analysis to explore the motives for CFPs consumption
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579 230 (Ariyasriwatana et al., 2016; Zevnik, 2012) and the informational content of food labels
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581 231 (Lwin, 2015). Following a similar approach, Gómez-Corona et al. (2016b) explored the
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583 232 effect of culture and consumption habits on craft beer representation amongst men in
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585 233 Mexico and France.
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588 234 Carvalho et al.'s (2018) study is apparently the first to explore the motivational factors
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590 235 for craft beer consumption in South America. Moreover, only one document explores
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603 236 consumer preferences for quality and safety attributes of artisanal fruit juices in Kenya
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605 237 (Otieno & Nyikal, 2017).

607 238 This review shows that the research interest is strongly focused on the domain of personal
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609 239 preferences towards CFPs (namely the intrinsic and extrinsic attributes), as shown in
610
611 240 Table 4. This research issue plays a major role in studies from North America (13 out of
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613 241 26 papers) and Europe (9 out of 26 papers). The cultural meaning of food is the main
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615 242 research subject in studies from Europe (5 out of 6 papers). Three of these papers explore
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617 243 the attitudes towards local CFPs (Kuznesof et al., 1997; Kupiec & Revell, 1998; Autio et
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619 244 al., 2013). In these studies CFPs are conceptualized as high-value products, for which the
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621 245 main drivers of purchasing behaviour are place of production and cultural aspects referred
622
623 246 to the home preparation and cooking methods. Along the same line, Bessiere & Laurence
624
625 247 (2013) examined tourist interest in different food cultures in four rural areas in Southwest
626
627 248 France. Schösler & de Boer (2018) examined the food philosophies of Dutch consumers,
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629 249 also focusing on the origin of food and their distance from the mainstream food culture.
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631 250 In the light of consumption geography, Feeney's (2017) study explores the cultural
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633 251 meaning of craft breweries in Pennsylvania and their importance in supporting
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635 252 consumers' desire to connect craft beer with the local area and traditions.

639 253 *4.2 Factors affecting consumers' perception of food product craftsmanship*

641 254 The Alphabet Theory was a suitable framework to summarize the main findings of the
642
643 255 studies. The adoption of this theoretical framework made it easy to highlight the key
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645 256 factors affecting consumers' perception of craftsmanship of foods, and the
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647 257 interrelationships between the determinants of CFPs consumption (Fig. 3). The review of
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649 258 36 articles led us to identify specific factors and relevant product (or process) attributes
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651 259 affecting consumer perception of craftsmanship of foods, able to affect consumers'

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663 260 intentions to purchase and consume CFPs. The factors related to individual characteristics
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665 261 of consumers are (1) “connectedness” (i.e. information seeking and knowledge), (2)
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667 262 sensory motive, (3) local identity, (4) self-identity, (5) naturalness (e.g. the use of fresh
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669 263 raw materials), and (6) price perception. These factors might be either drivers or barriers
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672 264 of consumers’ perception of product craftsmanship. Moreover, the review revealed four
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674 265 key product (or process) attributes affecting consumers’ perception of craftsmanship of
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676 266 foods: (1) price perception, (2) food processing system, (3) brand humanisation and
677
678 267 personification (i.e. the human-side traits of the brand), and (4) production scale.

680 268 *4.3 Demographics*

682 269 There is some evidence that demographic characteristics such as age, gender and income
683
684 270 may influence consumers’ attitudes and purchasing behaviour towards CFPs, although
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686 271 results are fragmented. Although demographic characteristics were not the focus of this
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688 272 investigation, some of the reviewed studies revealed significant influences through the
689
690 273 age of consumers. Middle-aged and well-educated consumers, with a higher income level,
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692 274 tend to be substantially more oriented to purchase CFPs (Carvalho et al. 2018; Weber et
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694 275 al., 2018; Murray & O’Neill, 2012; Aquilani et al., 2015; Waldman & Kerr, 2015; Giraud
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696 276 et al., 2005). What is more, the income factor seems to influence the choice of the location
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698 277 and the quantity of CFPs consumed (Carvalho et al., 2018). For example, Gómez-Corona
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700 278 et al., (2016a) mention that craft beer consumers are characterised by higher income level,
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702 279 tend to shop in specialised stores, and consume beer more frequently since craft beer has
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704 280 a higher price than commercial beer. The review did not find significant gender
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706 281 differences on consumer purchasing behaviour towards CFPs. Results by Donadini &
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708 282 Porretta (2016) show that men and women shared similar pattern of interest towards craft
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710 283 beers, nonetheless men placed more importance on price, location of brewery and where
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723 284 to buy craft beer. In the same vein, Gómez-Corona et al. (2017c) highlights that gender
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725 285 differences occur more frequently in the affective experience, as women search for
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727 286 relaxation while men seek excitement and stimulation while drinking beer.

729 287 *4.4 Information seeking and knowledge*

732 288 Zepeda and Deal (2009) explained the strong influence of information seeking and
733
734 289 knowledge on consumer attitudes. When consumers are more knowledgeable about what
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736 290 they are consuming, they have stronger attitudes and beliefs; similarly, seeking further
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738 291 information will help them to further develop their attitudes, facilitating behaviour and
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740 292 possibly even the formation of habits. What emerged from the review is that the feeling
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742 293 of connection (referred to here as “connectedness”), despite receiving little attention
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744 294 among the selected studies, was a knowledge-based element which influenced attitudes
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746 295 and consumer perception of CFPs. Kupiec & Revell (1998) report the relevance of the
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748 296 direct connection between local raw milk suppliers and producers of specialty cheese.
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750 297 Similarly, Donadini & Porretta (2017) refer to the shortness of the food supply chain as a
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752 298 distinctive motive of product craftsmanship. Thus, rather than as a closeness between
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754 299 artisan and consumers, connectedness is used as a proxy of the geographical distance
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756 300 between the artisan and the suppliers of raw materials. In addition, connectedness can be
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758 301 understood in its spatial dimension (i.e. geographic and organisational proximity), rather
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760 302 than in a social dimension (namely the reduction of number of intermediaries between
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762 303 producer and consumer). This means that procurement of raw materials, production,
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764 304 processing, and retail should occur within a defined geographical area. Donadini et al.
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766 305 (2016) report that social proximity is only sporadically cited in this field of studies,
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768 306 whereas the geographic proximity refers to the identification with a local-food system.
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770 307 The opportunity to know more about where raw materials come from creates within the
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783 308 consumer a feeling of connection with the craftsman, thus enhancing the perception of
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785 309 product craftsmanship. For example, Aquilani et al. (2015) mention that craft beer is
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787 310 perceived to be of higher quality than commercial beer due to the consumer's knowledge
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789 311 of the selected raw materials used for brewing. Similarly, Rytönen et al. (2018) refer
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791 312 that consumers generally prefer buying CFPs through short distribution chains, or even
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793 313 directly from the producer, due to the direct relationship of trust between producer and
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795 314 suppliers.

798 315 *4.5 Context*

800 316 According to Guagnano al. (2005), attitudes result in different behaviours depending
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802 317 upon the positive or negative influence of contextual factors. Elements of context which
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804 318 were identified included the price, the food processing system, the brand humanisation
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806 319 and the production scale.

809 320 *4.5.1 Price perception (Price as a proxy of quality and gourmet)*

811 321 Despite the fact that CFPs include a large range of food and beverage products which are
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813 322 sold at very different market prices, the price attribute is mainly treated in studies on craft
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815 323 beer and artisanal cheese. In particular, the reviewed studies suggest that price attribute
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817 324 is consistently associated with the perception of quality; this means that consumers judge
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819 325 the quality of the CFPs also according to their price, associating higher price with higher
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821 326 quality, and with a luxury product. In Scotland, Kupiec and Revell (1998) found that price
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823 327 and functional properties of craft cheeses are attributes less important in the consumer's
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825 328 decision-making proces. This reduced price-sensitivity is linked to the "high quality" use
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827 329 of this CFP that is deemed as gourmet, hence consumed in lesser quantities and on special
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829 330 occasions. Similarly, Di Monaco et al. (2005) confirm that in Italy the price of Provolone
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832 331 del Monaco craft cheese represents a quality indicator for consumers, especially if
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843 332 supported by adequate information about its typicality. In the same vein, Gedikoglu &
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845 333 Parcel (2014) argue that consumers are willing to pay a premium price for craft cheese,
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847 334 due to the fact that it is mainly consumed on special occasions.
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849 335 In Italy, Aquilani et al. (2015) observe that for people who have already tasted craft beer
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851 336 (namely experts), the product's quality is directly proportional to its price. Moreover,
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853 337 craft beer experts linked a lower price to a lower quality, unpleasant taste and mass-
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855 338 produced beers (Carvalho et al., 2018). Similarly, Gómez-Corona et al. (2016a) mention
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857 339 that consumers constantly compare the price of craft beer with that of industrial beer, and
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859 340 the high-level price of this alcoholic beverage justifies its consumption for special
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861 341 occasions. Donadini et al. (2016), while exploring the quality perception of specialty
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863 342 beers in Italy, Spain and Poland, observed that only Italians appear to be less sensitive to
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865 343 a price effect, and could accept a price attribution in between 2.00-10.00 Euros. However,
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867 344 it is not clear whether the perception of higher price of CFPs may positively affect the
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869 345 consumers. For example, Kupiec & Revell (1998) also found that very often the
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871 346 convenience of buying industrial cheeses, counterbalanced any negative aspects related
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873 347 to the production technology. Moreover, consumers can benefit from a wide range of
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875 348 specialty industrial cheeses along the food aisles of supermarkets, characterised by lowest
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877 349 price and continuous availability. According to Donadini & Porretta (2017), consumers
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879 350 who are not familiar with craft beers are unlikely to justify a premium price, and perceive
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881 351 price as a cost they want to minimize. In addition, Carvalho et al.'s (2018) study reveals
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883 352 that for some consumers the high price of craft beer is a hindrance to the consumption of
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885 353 this alcoholic beverage.
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887 354 Beause price can be conceptualised both as a quality cue and a cost for consumers, it can
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889 355 be considered both among contextual factors and among attitudes (Fig.3). Since an
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903 356 attitude can be considered as a tendency to judge an object with some degree of favour–
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905 357 disfavour (Eagly & Chaiken, 1998), in this context consumer’s price perception can be
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907 358 positive (high price perception) or negative (low price perception).
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909 359 *4.5.2 Food processing system (Hand-made vs Industrial-made)*

910 360 Despite modern techniques of food processing being generally safe and not altering the
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912 361 natural flavour of food, consumers express concerns about the way foods are
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914 362 manufactured, preferring handmade production modes (Abuab & Gomez, 2005). For
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916 363 example, Donadini & Porretta (2017) mention that consumers are fascinated by the fact
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918 364 that the brewer brews a beer in a way that does not require much treatment and in a natural
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920 365 way. In the same vein, Carvalho et al. (2018) report that consumers perceive craft beers
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922 366 as being produced manually, with greater care in most stages of the process, with little
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924 367 automation. Several studies highlight that in the consumer’s mind the term hand-made is
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926 368 closely linked to product craftsmanship and naturalness (Kupiec & Revell, 1998; Di
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928 369 Monaco et al., 2005; Aquilani et al., 2015). For example, Abouab & Gomez (2015) report
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930 370 that the more human contact there is during the production process, the higher is the
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932 371 consumer credence of product craftsmanship and naturalness because human processes
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934 372 are perceived as being more respectful of food integrity. The review provided a clear
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936 373 evidence that attitudes toward technology may affect individuals’ perception of product
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938 374 craftsmanship.
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941 375 *4.5.3 Brand humanisation and personification*

942 376 Despite the importance of brand, few of the reviewed studies have explored the role of
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944 377 attributing human characteristics and traits to non-human entities such as the brand of
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946 378 CFPs (referred to here “brand humanisation and personification”). Abouab and Gomez
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948 379 (2015), highlight that consumers responds positively to brands with humanlike traits; this
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963 380 seems to stimulate the consumer's sense of place and the idea of human contact during
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965 381 the food production process. Weber et al. (2018) pointed out how iconic elements such
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967 382 as humans, historical figures, agricultural elements are used with the intent of stressing
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969 383 the handmade element of food processing, whereas local connection is generally
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971 384 conveyed through labelling using the location and other graphic elements. Along this line,
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974 385 Di Monaco et al. (2005) reveal that when consumers are informed about the typicality of
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976 386 the cheeses, e.g. using "artisanal", "handmade" and "farmhouse" images, they are more
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978 387 likely to buy and eat it. Moreover, Murray & Kline (2015) observe that brand personality
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980 388 is an active component of consumers' perception of product uniqueness; by leveraging
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982 389 the human-side traits of the brand, it is possible to evoke the individual's feelings of
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984 390 belonging and the perception of handmade processing. The brand is in fact often
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986 391 presented as a personification of a company, the face with which the company wishes to
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988 392 greet new potential customers and clients. A brand is not simply a logo, it is a feeling, a
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990 393 way of life, it is what embodies company culture and gives life to the company itself. The
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992 394 brand must embody and transmit those values that are at the base of every action
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994 395 performed by the company or the entrepreneur. This means that when people come into
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996 396 contact with the brand, in whatever form that may be, they will almost feel as if they were
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998 397 meeting a person or greeting a friend. This is why, in case of a well-constructed brand,
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1000 398 consumers can feel a sense of belonging and humanity when exposed to it, and therefore
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1002 399 live the consumption of the product not as a mere action but as an emotional experience.

1006 400 *4.5.4 Production scale (Small-scale vs Large-scale)*

1008 401 The small-scale production aspect has not received a lot of consideration, although it is a
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1010 402 relevant issue considered by different authors (Autio et al., 2013; Carvalho et al., 2018;
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1012 403 Donadini & Porretta, 2017; Gómez-Corona et al., 2016a; Kupiec & Revell, 1998; Di
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1023 404 Monaco et al., 2005; Schösler & de Boer, 2018; Rytönen et al., 2018). Autio et al. (2013)
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1025 405 report that industrial mass-produced food represents a decline in quality of food,
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1027 406 especially in terms of flavour. Similarly, Carvalho et al. (2018) found that 68.4% of
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1029 407 respondents perceive craft beer distinctively as beer produced on a small-scale, although
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1031 408 not necessarily in the domestic environment. Along the same line, Donadini & Porretta
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1033 409 (2017) and Gómez-Corona et al. (2016a), relate large-scale brewery to the negative
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1035 410 impact on consumer judgement. Kupiec & Revell (1998) and Di Monaco et al. (2005),
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1037 411 refer to craft cheese as being produced in small-scale, manufactured not on a regular basis
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1039 412 but depending on the availability of raw material. Furthermore, it is worth noting that
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1041 413 Zevnik (2012), citing Campbell (2005), highlights that the consumption of mass-
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1043 414 manufactured goods is by itself considered alienating. The evidence reviewed suggests
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1045 415 that consumer perception of product craftsmanship seems to be strongly affected by the
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1047 416 belief that on a small-scale production, the artisan is putting great care in his craft,
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1049 417 therefore producing unique products of higher value.
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1051 418 *4.6 Attitudes*

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1053 419 The role of attitudes in the Alphabet Theory is accommodated through the VBN model,
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1055 420 in which values, beliefs and norms are elements that contribute to explain how attitudes
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1057 421 develop. In particular, personal values and personal norms (which are those internalized
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1059 422 obligations to act in a certain way) bring the individual to form beliefs about a certain
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1061 423 subject. In this review the sensory motive, local identity, self-identity and naturalness
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1063 424 were identified as aspects which shape consumers' attitudes towards CFPs and motivate
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1065 425 consumers to buy or not to buy them.
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1083 426 *4.6.1 Sensory motive*
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1085 427 The sensory motive is the main key factor influencing consumer perception of a food's
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1087 428 craftsmanship. Ariyasriwatana & Quiroga (2016), report that the sensory motive refers to
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1089 429 the flavour of food; a complex combination of smell, texture and taste, and visual stimuli
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1091 430 that can affect taste as well. The flavour of food has been reported to be strong influences
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1093 431 of human behaviour toward food, starting already at a very young age. We are, however,
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1095 432 capable of acquiring liking for different types of foods, and this is a demonstration that
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1097 433 flavour characteristics are not only determined by our senses (Laing & Jinks, 1996), but
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1099 434 are also influenced by attitudes, beliefs and expectations (Clark, 1998).

1100 435 Several of the examined studies mention flavour as one motive for experiencing CFPs
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1102 436 (Autio et al., 2013; Gedikoglu & Parcell, 2014; Donadini et al., 2016; Gómez-Corona et
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1104 437 al., 2016a; Donadini & Porretta, 2017; Muggah & McSweeney, 2017; Schösler & de
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1106 438 Boer, 2018). A study of craft beer shows that craft consumers seek a multisensory
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1108 439 experience, while industrial beer consumers almost exclusively focus on taste (Gómez-
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1110 440 Corona et al., 2017a). Thus, the search for living a meaningful sensory experiences stems
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1112 441 from consumers' desire to escape the standardization which characterizes the modern
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1114 442 food sector; consumers wish to live an authentic and unique moment of pleasure through
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1116 443 the food they consume. In the same vein Aquilani et al. (2015) and Carvalho et al. (2018)
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1118 444 report that consumer preferences regarding craft beers stem from a search for
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1120 445 multisensory experience, linked to the discovery of new flavours. At the same time the
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1122 446 unconventional flavour of some CFPs could be too big a deviation from consumers'
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1124 447 sensory expectations (Donadini & Porretta, 2017). Since sensory expectation is product
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1126 448 specific, attitudes towards CFPs have been considered as a central variable in several
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1128 449 studies. Donadini et al. (2006), relate the attitude toward specialty beers to the expectation
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1143 450 of various sensory characteristics of the product. Considering that attitude is a
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1145 451 psychological propensity to evaluate objects using a favour-disfavour scale, sensory
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1147 452 perception of CFPs can be positive (liking) or negative (disliking).
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1149 453 *4.6.2 Local identity*

1152 454 Several studies mentioned local identity as an important attribute of food product
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1154 455 craftsmanship. Autio et al. (2013), observed that interviewees linked CFPs to local food,
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1156 456 offering them the possibility to experience a real and authentic food experience. Kupiec
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1158 457 & Revell (1998), in a study aiming to identify and describe the determinants of consumer
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1160 458 attitudes towards craft cheeses, found that an identifiable origin of craft products and a
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1162 459 more “intimate” relationship with producers, can instil greater confidence in artisanal as
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1164 460 opposed to mass-produced industrial products. Results from two experiments by Di
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1166 461 Monaco et al. (2005), interestingly show that information about the origin of an Italian
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1168 462 artisanal pasta-filata cheese give rise to positive stereotypes and generate great
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1170 463 expectations in consumers. Therefore, the authors conclude that the term “local” is
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1172 464 associated in the consumer’s mind to the concept of “handcrafted”, having a highly
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1174 465 symbolic and emotional meaning. Favalli et al. (2013), in a study of consumers’
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1176 466 perception towards artisanal and industrial Danish sandwiches, highlight that individuals
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1178 467 recognize craft sandwiches as having a distinctive character which is typical of certain
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1180 468 local cultural heritage (nation and/or region of a nation). Similarly, Donadini et al. (2017)
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1182 469 wanted to understand how consumers conceptualize and define craft beers. Their results
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1184 470 show that consumers perceive craft beer also as an expression of the local identity, thus
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1186 471 intercepting the geographical connotation of this CFP. Likewise, Gómez-Corona et al.
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1188 472 (2016a) illustrate that Mexican consumers prefer to purchase craft Mexican beer also
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1190 473 because of their local attachment. Furthermore, the authors point out that the addition of
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1203 474 local ingredients in beers is capable of evoking the feeling of a local beer identity. Results
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1205 475 from Rytönen et al. (2018), interestingly highlight that both consumers' sense of pride
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1207 476 related to the cultural heritage and sense of place as territorial anchorage of a product, are
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1210 477 among the motivating factors behind the decision to buy local craft cheese in Jämtland
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1212 478 (Sweden). Interestingly, geographic specificity, local food traditions and artisan
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1214 479 production are cited as relevant components of food authenticity (Schösler & de Boer,
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1216 480 2018).

1218 481 *4.6.3 Self-identity*

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1220 482 The self-identity aspect is the third of the key motives influencing consumer perception
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1222 483 of food product craftsmanship, and its role in food choices has been extensively discussed.
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1224 484 According to Grubb & Grathwohl (1967), consumption choices can be considered an
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1226 485 expression of individual efforts to construct or maintain a given identity or lifestyle, and
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1229 486 a natural act originating from a clear and stable self-identity. Through food choices, the
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1231 487 consumer not only nourishes himself, but also makes a real statement about his persona.
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1233 488 In this vein, Kupiec and Revell (1998), affirm that the reinforcement and renewal of
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1235 489 consumer self-image can be repeated many times during consumption, converting
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1237 490 consumers into connoisseur-consumers. Thus, mainly due to the non-standardized
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1239 491 production process, the choice of consumers to purchase and consume CFPs might
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1241 492 represent an attempt of social recognition. Some studies mention self-identity as one
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1243 493 motive for handcrafted food consumption. Donadini & Porretta (2016), mention that
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1245 494 specialty beers offer to the consumer the possibility to reinforce their sense of identity
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1247 495 and social recognition, setting them apart from consumers of industrial beer. Similarly,
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1250 496 Gómez-Corona et al. (2016a) affirm that consumers want to differentiate themselves by
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1252 497 drinking craft beer. Additionally, Gómez-Corona et al. (2017a) observe that craft beer
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1263 498 consumption strengthens an identity process of the craft consumer, who is seeking to
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1265 499 distinguish himself from consumers of mass-produced commercial beers. Besides, the
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1267 500 authors argue that craft beer is sought for its symbolic value as an identity object, and it
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1269 501 is used as a product that can build consumer identity through a symbolic system that is
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1272 502 shared with other craft consumers. Ariyasriwatana & Quiroga (2016) report that decisions
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1274 503 we make when eating out build our sense of identity as well as reveal traits of our
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1276 504 personality to others. Likewise, Schösler & de Boerb (2018) found in a study of gourmet
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1278 505 consumers in the Netherlands, that consumption of CFPs is not only a means to establish
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1280 506 a social distinction, but it can also be understood as setting new food cultural standards
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1282 507 throughout society.

1284 508 *4.6.4 Naturalness*

1286 509 Surprisingly, the naturalness perception of CFPs has not received much consideration
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1288 510 despite this aspect being frequently considered a proxy of craftsmanship. Some papers
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1290 511 have found that the perception of product craftsmanship is related to the use of raw, fresh
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1292 512 materials, even better if associated with a specific region, thus contributing to the
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1294 513 impression of handcrafted foods as being natural and authentic (Aquilani et al., 2015;
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1296 514 Carvalho et al., 2018; Di Monaco et al., 2005; Donadini, et al., 2016; Kupiec & Revell,
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1298 515 1998; Muggah & McSweeney, 2017). Furthermore, some studies point out that
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1300 516 consumers are increasingly aware of the nutritional components of the food and beverages
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1302 517 they are buying and generally view CFPs as being healthier than their industrial
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1304 518 counterparts (Aquilani et al., 2015; Di Monaco et al., 2005; Kupiec & Revell, 1998;
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1306 519 Rytönen et al., 2018). Otieno & Nyikal (2017) found that consumers are willing to pay
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1308 520 a premium price for craft juices that do not contain additives, thus recognizing in the
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1310 521 food's naturalness a key attribute of product craftsmanship. Autio et al. (2013) show that
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1323 522 consumers strongly disliked the use of additives, emphasizing the relevance of additive-
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1325 523 free attribute of CFPs. Similarly, Donadini & Porretta (2017) reach an analogous
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1327 524 conclusion for Italian consumers that describe craft beer as an alcoholic beverage that
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1329 525 does not contain any chemical additives and is thus more natural. In the same vein,
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1332 526 Abouab & Gomez (2015) observe that handmade production increases naturalness ratings
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1334 527 among interviewees (N=133). The authors relate this result to the so-called process
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1336 528 dominance effect (Rozin, 2006), in which the humanisation of the production process
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1338 529 impacts naturalness perception. Additionally, Muggah et al. (2016) found that consumers
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1340 530 associate artisanal gluten free bread with more negative attributes, however, since they
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1342 531 perceive it as local and healthier, they continue to buy it. A reason for which people
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1344 532 consider CFPs to be more natural is that they are viewed as more respectful of food
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1346 533 integrity and nature. Conversely, in industrially-made foods, the machine contact and the
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1348 534 intrusion of technology in the production process reduce naturalness perception, with a
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1350 535 detrimental effect on the perception of product craftsmanship. Overall, evidence from the
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1352 536 reviewed studies reveals that the perception of product craftsmanship is strongly and
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1354 537 positively correlated with the perception of food naturalness. Clear evidence is that the
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1356 538 concept of naturalness derives from the use of fresh and local raw materials, without
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1358 539 additives or artificial flavorings. Moreover, low technology intrusion during the
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1360 540 production process, a high degree of human involvement, increase the consumer's
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1362 541 perception of naturalness and product craftsmanship.

1365 542 *4.7 Habit*

1368 543 Habits, as a consumer behaviour that is regularly repeated, play a fundamental role in
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1370 544 craft foods' purchasing decisions as a conciliating element between attitudes and context,
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1372 545 and behaviour (Zepeda & Deal, 2009). Carvalho et al. (2018) report that the main place
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1383 546 of consumption of craft beer is the domestic environment. Aquilani et al. (2015) observe
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1385 547 that craft beer is drunk mainly in pubs and with family members, and is more likely to be
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1387 548 consumed on special occasions. Likewise, Gómez-Corona et al., (2017c) found that in
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1389 549 Mexico City, consumers drink craft beer more frequently during special occasions or in
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1391 550 specific contexts. What is more, craft beer is not considered as an everyday product, and
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1393 551 its consumption are more oriented towards special and ritualised moments, during special
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1395 552 occasions (Gómez-Corona et al., 2016a). Another study (Gedikoglu & Parcel, 2014) on
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1397 553 US consumer from the Midwest region, revealed similar results. Consumers bought and
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1399 554 use domestic/imported artisanal cheese only for a special occasions; this finding implies
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1401 555 that consumers do not purchase artisanal cheese in big quantity or too frequently. Abouab
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1403 556 & Gomez (2015) observe that the perception of naturalness of the handmade grape juice
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1405 557 increases the purchase frequency.

1408 558 *4.8 Behaviour*

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1410 559 All the above explained constructs eventually determine consumers' purchasing
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1412 560 behaviour regarding CFPs, though we must remember that most of the reviewed studies
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1414 561 revealed that attitudes do not always translate into behaviour. The majority of the articles
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1416 562 used surveys to investigate attitudes towards CFPs, and some conducted focus groups or
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1418 563 in-depth interviews, thus trying to infer potential consumer behaviours towards
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1420 564 CFPs.

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1422 565 To analyse the consumers' behaviour towards CFPs, some studies adopted one of the
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1424 566 following experimental designs to determine the willingness-to-pay values for specific
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1426 567 CFPs: conjoint analysis, contingent valuation and choice experiment. Due the
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1428 568 hypothetical nature of these experiments, the results indicated close antecedents of
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1430 569 purchase behaviour (namely the purchase intention), rather than the real appreciation of
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1443 570 CFPs. It is noteworthy that only one of the reviewed articles analysed purchase behaviour
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1445 571 in real market scenarios using experimental auctions with real craft food sold and real
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1447 572 money paid (Waldmann & Kerr, 2015), thus eliciting the consumers' actual purchase
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1449 573 behaviour. The difficulty to compare willingness-to-pay values for different CFPs, using
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1451 574 different methods, and across different countries, lead us to avoid reporting concrete
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1453 575 values.

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1456 576 Waldmann & Kerr (2015), demonstrate that artisan cheese consumers are not willing to
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1458 577 pay more for pasteurization as a food safety attribute, but are willing to pay more for an
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1460 578 aged artisan cheese. This finding highlights the importance of the sensory motives, as
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1462 579 opposed to safety attitudes, in consumer behaviour towards CFPs. Gedikoglu & Parcel
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1464 580 (2014) found higher willingness-to-pay for domestic artisan cheese over processed cheese
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1466 581 for respondents who prefer hand-made cheese than consumers who do not have any
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1468 582 preferences. Di Monaco et al. (2005) identified that price levels of artisanal cheese
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1470 583 significantly affected the liking and the willingness-to-buy among consumers. It is
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1472 584 noteworthy that price was considered as a proxy of product quality and authenticity.
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1474 585 Kupiec & Revell (1998) affirmed that the price of artisanal cheese is less important than
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1476 586 sensory properties, even if very often the convenience derived from buying industrial
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1478 587 cheeses through multiple retailers may counterbalance any negative connotations related
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1480 588 to the use of the product technology during the production process.

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1482 589 The study by Donadini et al (2016) identified lower willingness-to-pay values for
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1484 590 specialty beers compared to industrial lager beers by consumers who are not familiar with
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1486 591 these products. The studies by Aquilani et al. (2015) and Donadini & Porretta (2017),
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1488 592 basically confirmed this result; beer drinkers, who consider quality to be important and
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1490 593 pay less attention to price, are more likely to taste craft beers. Moreover Giraud et al.
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1503 594 (2005) found that local consumers are willing to pay only a small price premium for
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1505 595 locally artisanal specialty food products. Furthermore, in a choice experiment study on
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1507 596 consumers from Kenya, higher willingness-to-pay values were found for quality and
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1509 597 safety attributes of artisanal fruit juice as compared to industrially processed fruit juices
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1512 598 (Otieno & Nyikal, 2017).

1513 **599 5. Discussion**

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1516 600 The Alphabet Theory was a suitable framework to draw a picture of the key factors
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1518 601 affecting consumers' perception of craftsmanship of foods, and how these factors are
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1520 602 implemented in their purchasing and consumption behaviour. Moreover, this framework
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1522 603 enabled an overview of the current state of knowledge and research gaps on CFPs'
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1524 604 consumption behaviour.

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1526 605 The combination of the VBN Theory with the ABC Theory describes how attitudes
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1528 606 towards CFPs are translated into behaviour, as well as the gap between consumers'
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1530 607 attitudes and their purchase behaviour. Additionally, the inclusion of knowledge in the
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1532 608 model is very useful to explain the reinforcement of attitudes, indicating that consumers
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1534 609 who take care about information referred to the food supply chain develop stronger
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1536 610 attitudes towards CFPs. Whereas, demographics generate insight into the common
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1538 611 profile of CFPs shopper (namely middle-aged and well-educated consumers, with a
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1540 612 higher income level). Despite the implementation of habits being helpful to explain the
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1542 613 consumer's behaviour, spontaneous purchase situations also need to be taken into
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1544 614 account.

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1547 615 The majority of the evidence discussed suggests that attitudes were found to be relevant
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1549 616 predictors of CFPs purchase behaviour and important motives of consumers' perception
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1551 617 of food product craftsmanship. This seems to have important practical implications for
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1563 618 public authorities, for marketers to conduct appropriate and well-informed social
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1565 619 marketing initiatives and for producers to promote their products. Moreover, this can also
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1567 620 have relevant importance to support legislators in designing appropriate regulations.
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1569 621 Values and beliefs regarding CFPs were the main aspects of the attitudes described in this
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1572 622 review. There is strong evidence suggesting that consumers link the concept of
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1574 623 craftsmanship to foods characterised by distinctive sensory characteristics, which are able
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1576 624 to satisfy their desire to experience a meaningful moment of pleasure. This implies that
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1578 625 future research should be conducted to explore more in-depth the relations amongst the
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1580 626 sensory qualities of craft/industrial foods, the food processing system (i.e. hand-made vs
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1582 627 industrial-made), and the production scale (i.e. small-scale vs large scale). Analogous
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1584 628 conclusions can be reached for the local identity motives. The sense of place as cultural
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1586 629 heritage that a food should convey to the consumer, is a relevant aspect capable of
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1588 630 increasing the perception of a product's craftsmanship. Thus, a strong geographical
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1590 631 connotation of the CFP is a key element of this factor (Bregoli, Hingley, Del Chiappa, &
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1592 632 Sodano, 2016; Michel-Villarreal, Hingley, Canavari, & Bregoli, 2019). The impact of
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1594 633 self-identity on consumer's perception of food product craftsmanship, as well as on
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1596 634 consumer's purchase behaviour towards CFPs, is another important key issue. The
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1598 635 review's findings suggest that self-identity expresses the individual's effort to distinguish
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1600 636 himself from consumers of industrial food products. Consumers perceive CFPs as
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1602 637 something which gives them the opportunity to reinforce a certain social status in the eyes
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1604 638 of the beholder (e.g. "connoisseurship", "nutritionally aware"). It is worthy to note that
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1606 639 self-identity is a multidimensional construct that should be investigated more in depth in
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1608 640 order to explore its different facets in relation to the behaviour of craft food consumption.
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1612 641 In fact, the consumption of CFPs is perceived by the craft-consumer as a meaningful
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1623 642 moment of pleasure resulting from a multifaceted experience that includes both a taste-
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1625 643 related aspect and a social aspect, such as the individual's desire to nourish his sense of
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1627 644 self as well as his desire of uniqueness and distinctiveness. Evidence which emerged from
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1629 645 the reviewed papers suggests that among the main intrinsic/extrinsic product/processing
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1631 646 attributes, food processing system and price perception are the most important aspects
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1633 647 influencing both the consumer's perception of food product craftsmanship and his
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1635 648 purchase behaviour with regard to CFPs. On the other hand, the humanlike traits of brands
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1637 649 and the scale of production received less attention.
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1640 **6. Conclusions and further areas of research**

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1642 651 The confusion over the term "craft" in the food sector, is the main cause of the so-called
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1644 652 craftwashing. This phenomenon is detrimental for artisans and consumers, and revealing
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1646 653 what the consumer perceives as CFPs is a feat which has yet to be achieved.
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1649 654 This review highlights the need to assess consumers' understanding of food product
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1651 655 craftsmanship. This is of great interest both for policy makers and marketers in order to
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1653 656 avoid confusion in the consumer's mind. Due to the multifaceted nature of food
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1655 657 craftsmanship, cross sectional studies between economics, psychology and nutritional
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1657 658 science should be conducted to better understand what lies behind the name "craft food".
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1659 659 We have identified at least four research gaps. The first gap is the lack of a systemic
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1661 660 overview of the key aspects underlying the consumer's understanding of CFPs; this brings
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1663 661 to light a troubling situation regarding how researchers and governments should tackle
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1665 662 the problem of craftwashing in the food sector, and how marketers should communicate
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1667 663 the craftsmanship of products. Research shows that consumer perception of food product
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1669 664 craftsmanship has a complex multifactorial character. The second gap we have identified
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1671 665 is the lack of structured key factors regarding purchasing and consumption of CFPs. The
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1683 666 third gap is the lack of a solid research body on consumers' preferences and willingness-
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1685 667 to-pay for CFPs in a real context market (Fig. 3). The fourth gap is the lack of studies
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1687 668 addressing the social and personal norms as characterising aspects of the consumers'
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1689 669 attitudes towards CFPs. Thus, in this review, attitudes involve only values and beliefs.
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1691 670 Furthermore, it would be of great interest to study an appropriate measure of consumer
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1693 671 perception of product craftsmanship as determinant of the individual's intention to
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1695 672 purchase and consume CFPs. This could be relevant to better understand the relationship
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1697 673 between additional attitudes, socio-demographic aspects, contextual and / or situational
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1699 674 factors, and macro-level factors.

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1701
1702 675 Despite not being exhaustive, this review may represent a first starting point for future
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1704 676 researches wishing to fill these gaps. However, our research is not without limitations.

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1706 677 Because of the difficulty in clearly delimiting the concept of CFPs, not all potential
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1708 678 sources of information may have been included in the review. Moreover, our investigation
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1710 679 adopted the Alphabet Theory as a theoretical framework, thus other theoretical
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1712 680 perspectives were not adopted and applied.

1713 1714 1715 681 **6. Recommendations**

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1717 682 Craftsmen and vendors of craft foods must ensure that the food they sell is linked with
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1719 683 the local culinary delights and traditions and that it has an authentic taste, distinguishing
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1721 684 it from mass-produced food, thus translating a simple food experience into an emotional
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1723 685 and unique experience. Moreover, sellers must be aware of how their product is viewed
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1725 686 and evaluate whether or not that corresponds to the image they are projecting at present.

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1727 687 The entire marketing process should be centred around consumer needs and wants;
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1729 688 marketers should always keep in mind the stages of the consumer decision journey and
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1731 689 consider which ones they should ameliorate to target a wider or more specific audience.
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1743 690 This review provides craftsmen and vendors of craft foods with factors that are taken into
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1745 691 consideration by consumers during their “active evaluation” phase of the decision-making
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1747 692 process to purchase CFPs. Using effective advertisements, it will be possible to reinforce
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1749 693 the consumer’s perception of craftsmanship of foods as well as attitudes towards CFPs.
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1751 694 In doing so, vendors must be aware that people buy CFPs to reinforce their sense of self
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1753 695 as “craft consumers”, and if consumer’s trust is broken, it will have serious implication
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1755 696 for the business.
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1757 697 Although this review does not aim to provide a prescriptive definition of CFPs,
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1759 698 identifying a legal definition of artisanal products is a question which should be addressed
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1761 699 by all governments, especially in those countries who have a solid tradition when it comes
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1763 700 to food and beverages. Considering the important differences in terms of culture
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1765 701 worldwide, maybe the best option would be to identify national definitions, possibly
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1767 702 based on shared and harmonised guidelines. The describing elements which should be
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1769 703 comprised in the national definitions can be extrapolated from the results of this study.
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1771 704 These indications could be extremely useful for politicians having to agree on what
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1773 705 products can effectively be labelled as “artisanal”. Moreover, it might be easier to have
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1775 706 separate definitions for each food category. Regulating artisanal products could also bring
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1777 707 to the creation of a trademark or logo, thus making these products highly recognizable
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1779 708 and giving them a strong differentiating element on the market. Moreover, having a
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1781 709 legally recognized logo would allow consumers to make a conscious choice, and it would
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1783 710 defend small-scale production and processing of high-quality traditional CFPs from the
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1785 711 so-called “craftwashing” phenomenon.
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1790 **8. Acknowledgements**

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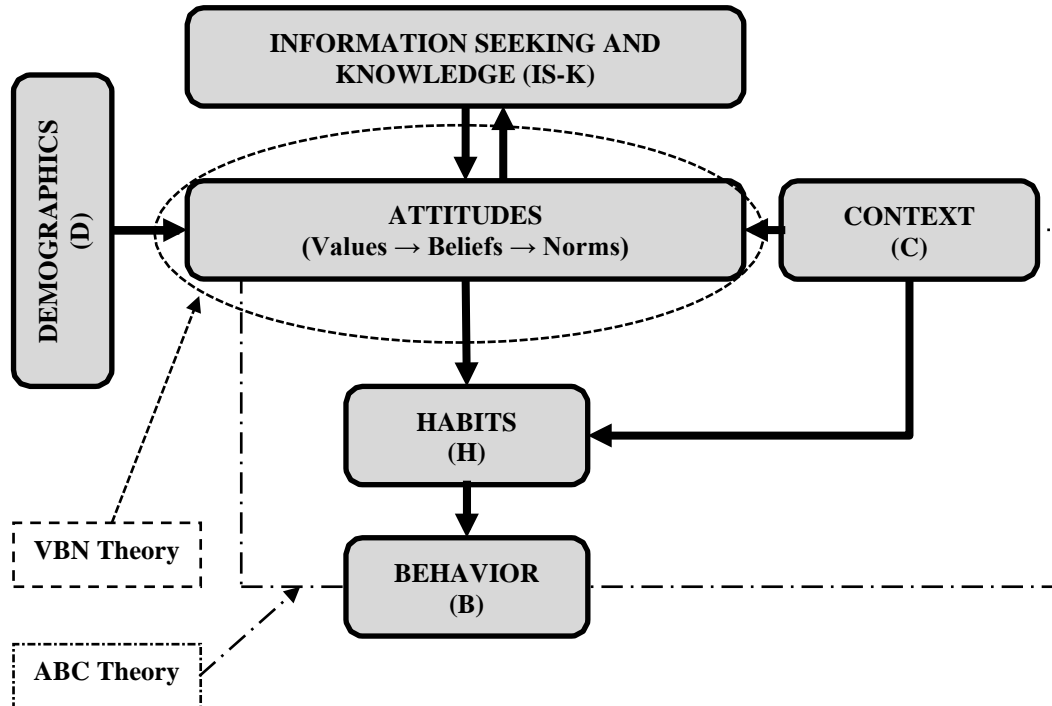
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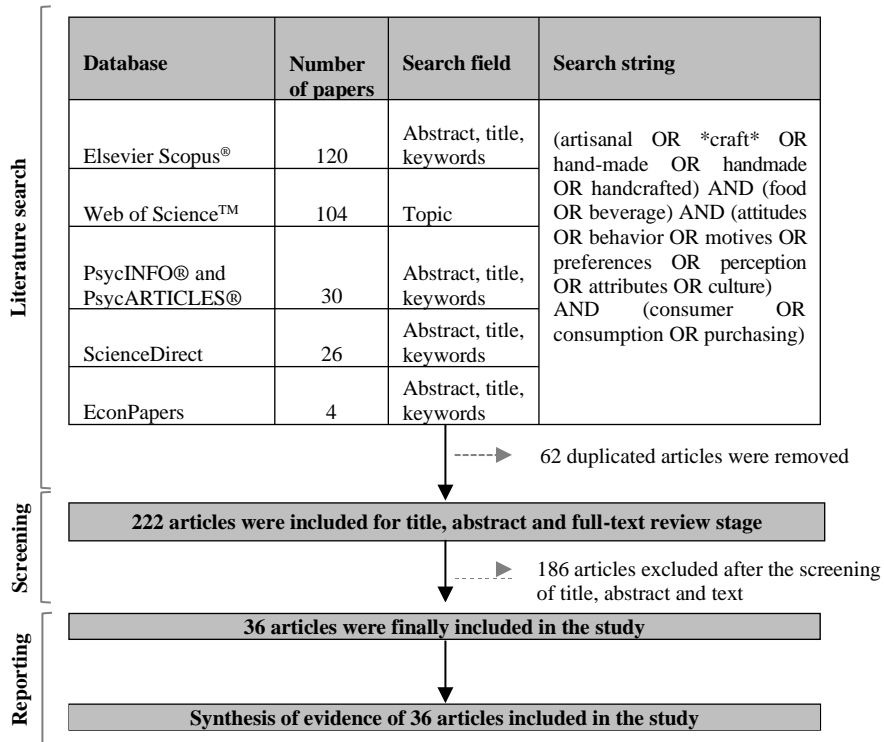
1 Consumers' perception of food product craftsmanship: a review of evidence

2 Figure 1. Alphabet Theory adapted from Zepeda and Deal (2009).



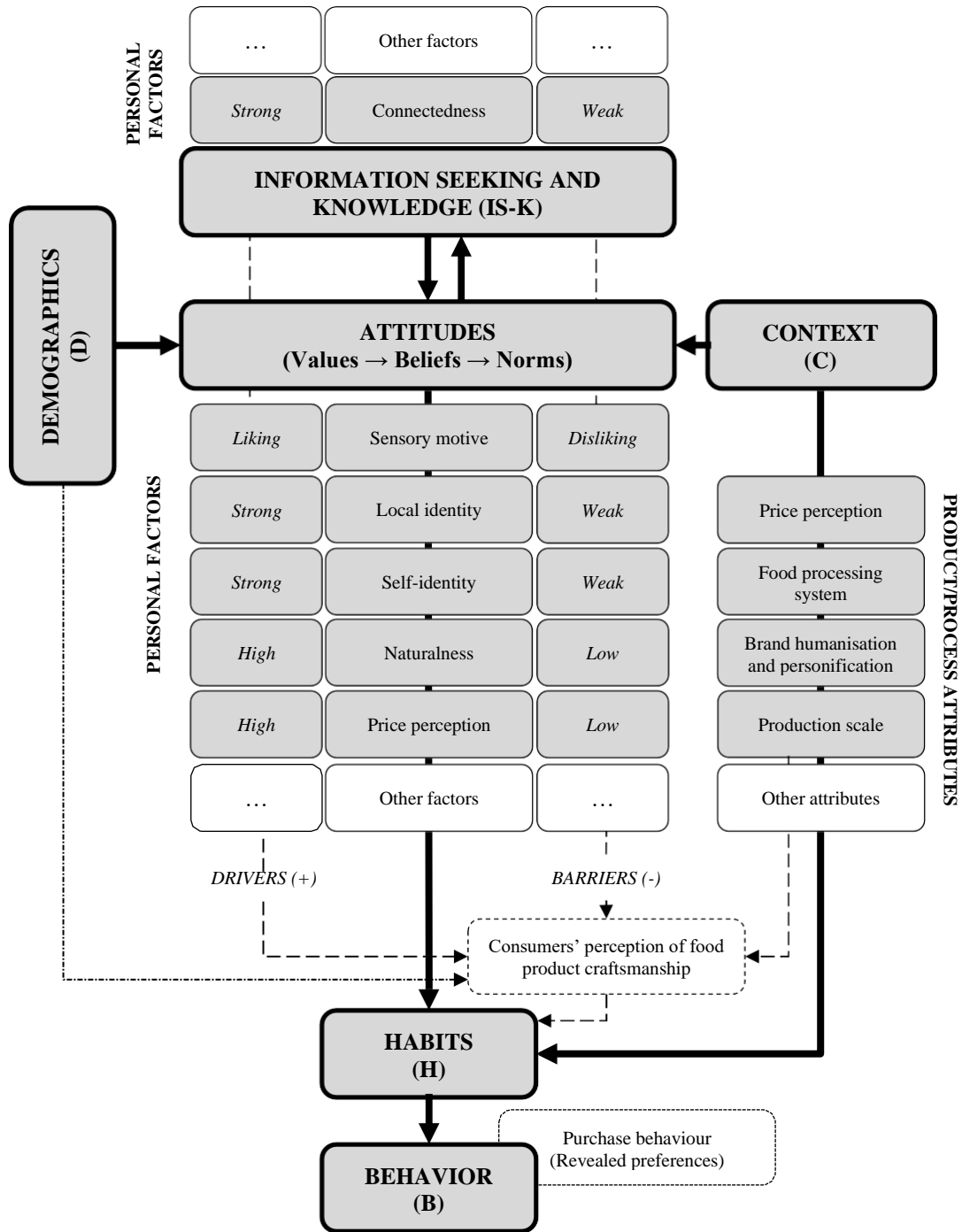
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9 **Figure 2. Flow chart and criteria of article selection process.**



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33 **Figure 3. Factors affecting consumers' perception of food product craftsmanship and consumers'**
 34 **behaviour towards craft foods.**



Note: White colour indicates areas not covered by the articles reviewed here; \rightarrow Impact of factors; -----Research gaps.

Table 1. Inclusion and exclusion criteria.

Criteria	Inclusion	Exclusion
Time span	All	None
Language	English	Other
Publication type1	Peer-reviewed	Non peer-reviewed
Publication type2	Research article and review	Other
Product considered	Food and Beverage	Other
Focus	Consumers perception	Other

Table 2. Summary of methodological approaches adopted in the selected articles.

	#	Authors
Survey	17	Aquilani, Laureti, Poponi, & Secondi (2015); Bessiere & Tibere (2013); Carvalho, Minim, Nascimento, de Castro Ferreira, & Minim (2018); Donadini, Fumi, Kordialik-Bogacka, Maggi, Lambri, & Sckokai (2016); Gedikoglu & Parcel (2014); Giraud, Bond, & Bond (2005); Gómez-Corona, Escalona-Buendía, García, Chollet, & Valentin (2016); Gómez-Corona, Chollet, Escalona-Buendía, & Valentin (2017); Kavak & Gumusluoglu (2007); Kupiec & Revell (1998); Muggah, Duizer, & McSweeney (2016); Muggah & McSweeney(2017); Murray & Kline (2015); Murray & O'Neill (2012); Otieno & Adhiambo Nykal (2017); Rytkönen, Bonow, Girard, & Tunón (2018); Weber, Lambert, Conrad, Jennings, & Mastal Adams (2018).
Qualitative explanatory	8	Schösler & de Boer (2018); Tregear (2003); Zevnik (2012); Gómez-Corona, Escalona-Buendía, Chollet, & Valentin (2017); Kuznesof, Tregear, & Moxey (1997); Autio, Collins, Wahlen, & Anttila (2013); Gómez-corona, Lelievre-desmas, Escalona-Buendía, Chollet, & Valentin (2016); Maciel, & Wallendorf (2017).
Experiments	5	Abouab & Gomez (2015); Di Monaco, Di Marzo, Cavella, & Masi (2005); Favalli, Skov, & Byrne (2013); Gómez-Corona, Valentin, Escalona-Buendía, & Chollet (2017); Raghoebar, van Kleef, & de Vet (2017).
Market data	5	Lwin (2015); Ariyasriwatana & Quiroga (2016); Feeney (2017); Donadini & Porretta (2017); Chapman, Nanney, Lellock, & Mikles-Schlutermana (2018).
Experimental auctions	1	Waldman & Kerr (2015)

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52 **Table 3. Location profile and food products of selected articles.**

	#	Food and beverage products and number of selected articles
North America	15	Beer (11); cheese (2); food in general (1); bread (1)
Europe	15	Food in general (8); beer (3); cheese (3); Grape juice (1)
Cross-Country	4	Food in general (3); beer (1)
South America	1	Beer (1)
Africa	1	Fruit juices (1)

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55 **Table 4. Main research issues and location profile of selected articles.**

	#	Location profile and number of selected articles
Personal preferences	26	North America (13); Europe (9); Cross-country (3); South America (1)
Cultural meaning of food	6	Europe (5); North America (1)
Market	2	North America (1); Europe (1)
Food labelling	1	Cross-country (1)
Quality and safety	1	Africa (1)

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