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Social representations of craft food products in three European countries

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# 1           **Social representations of craft food products in three European countries**

## 3   **ABSTRACT**

4   Despite the growing interest in craft food products (CFPs), their social representation  
5   remains a conundrum. In light of social representation theory, this study aims to  
6   understand the meaning of CFPs in three different countries.

7   Data were collected in Italy, Germany and the United Kingdom from 458 interviewees  
8   between November 2018 and January 2019. Using a free word association approach,  
9   participants had to state the first four words that came into their mind using “craft food  
10   products” as inductor terms. Afterwards, interviewees had to rank the four evoked words  
11   based on their importance and rate the valence of each of them. Data were subjected to  
12   textual and prototypical analysis to identify the core and peripheral areas of the concept  
13   investigated. The occurrence of associations’ frequencies was analysed through  
14   correspondence analysis to find possible differences according to age groups.

15   Results showed that the social representation of the CFPs differs across cultures. The  
16   British saw them as *luxury foods* or *gourmet*. Germans equated them to *natural foods*  
17   relying more on institutional signals. Italians, instead, conceived of them as *genuine/*  
18   *authentic foods* in which human intervention does not alter the sensorial aspects of the  
19   ingredients. Furthermore, results showed that the mental representation of the CFPs is  
20   fragile and substantially exposed to the deceptive marketing practices known as  
21   “craftwashing”.

22   **Keywords** – Craft food products; Social representation; Word association; Italy;  
23   Germany; United Kingdom.

24   **Paper type** - Full-length articles.

## 27 **1. Introduction**

28 Craft food products, including drinks (referred to here as CFPs), have attracted  
29 widespread interest among consumers during the past few years. Notwithstanding that the  
30 term “craft” has dramatically increased in frequency in marketing materials, CFPs still  
31 lack a precise and complete definition (The School Of Artisan Food, 2018). For this  
32 reason, there is a risk that the term “craft” in the food and beverage sector may appear  
33 only to be a fad in the eyes of consumers, thus leading to confusion over the real essence  
34 of the term CFP.

35 The lack of an official “artisan” certification has prompted mass-marketing firms in the  
36 food and beverage sector to ride the wave of “craft” products by co-opting terms such as  
37 “artisan”. For instance, McDonalds introduced the “Artisan Grilled Chicken Sandwich”  
38 to keep up with fast-growing competitors like Shake Shack. Domino’s has released the  
39 “Artisan Pizza”, demonstrating that even if they are not artisans, it does not mean that  
40 they cannot make artisan pizza or personally sign the “handmade” pizza box. Moving to  
41 the drinks sector, PepsiCo released a “craft soda” sold in a glass bottle with the notation  
42 “Honor in Craft”. Large brewing organisations have purchased many small scale and  
43 independent breweries, raising the question of whether these beers can still be defined as  
44 craft beers. Grom, an Italian premium ice cream chain that Unilever bought, was banned  
45 by the Codacons (one the most active consumer associations in Italy) from using the term  
46 “artisanal” to label its products; afterwards, the company relabelled their ice-cream jars  
47 with “gelato like it used to be made”.

48 Thus, the risk is that what is labelled as “hand-crafted” is often just “*crafty* marketing”  
49 (Morgan et al., 2020), a phenomenon that relies on the use of deceptive marketing  
50 practices by industrial firms in the food and beverage sector that introduce “*craft-like*”

51 brands. These deceptive marketing practices, also known as “*craftwashing*”, have  
52 induced countries to promulgate specific regulations on CFPs to preserve local small-  
53 scale production and processing of high-quality traditional CFPs, as well as to avoid a  
54 misunderstanding of the concept of “craft” among consumers and producers.  
55 Nevertheless, previous studies suggested that the “patchwork character” of international  
56 norms regarding CFPs leads to questions of whether consumers make a conscious choice  
57 when they purchase CFPs, and what are the social constructions of meanings attached to  
58 CFPs (Rivaroli, Baldi, et al., 2020). According to Lo Monaco & Bonetto (2019), how the  
59 collective representations about food are socially constructed and what constitutes these  
60 representations are questions that have been little addressed in food market studies.  
61 Moreover, how nations’ cultures might interact with food’s social representation is a  
62 crucial question yet underexplored.

63 Many studies in the field of consumers’ behaviour and preferences focus on specific CFPs  
64 such as craft beer more than other (see, for example, Carbone & Quici, 2020; Garavaglia,  
65 2020; Garavaglia & Swinnen, 2018; Rivaroli, Lindenmeier, et al., 2020, among others),  
66 also because this beverage category is experiencing a significant growth in recent years.  
67 Among them, Garavaglia & Mussini (2020) pointed out the relevance of providing  
68 evidence on the consumer perception of “craft” food products, including but not limiting  
69 to craft beer, and extending the analysis to other countries, highlighting that this is yet an  
70 under studied issue.

71 In light of these considerations, in this study, the rank-frequency method was adopted for  
72 conducting the prototypical analysis of the social representations (referred to here as SRs)  
73 of CFPs, and conceived as a foodstuffs category in line with the Garavaglia & Mussini's  
74 (2020) suggestion. To the best of our knowledge, there is not yet a cross-national analysis

75 of the SRs of CFPs as here conceived, between European countries, and with a focus on  
76 specific age groups. Thus, considering the explorative nature of this study, it tries to fill  
77 this gap in the literature by producing knowledge to understand what is behind the term  
78 “craft food products” in Italy, Germany, and the United Kingdom and whether some  
79 generational differences exist. These three countries have been frequently used to  
80 interpret the European cross-national differences in the domain of consumers’ perceptions  
81 of foods (see, for example, Grunert et al., 2001, Onwezen et al., 2012, among others).  
82 Notably, considering that each nation has its regional specialities and culinary traditions,  
83 and that food from a specific region is a social expression of a specific area (Lupton,  
84 1994; Mason & Brown, 1999), Italy, Germany and the United Kingdom are often  
85 considered to explore the differences between northern, central and southern European or  
86 Mediterranean countries. Furthermore, the focus on specific age groups such as Boomers,  
87 Gen-Xers, Gen-Yers and GenZ-ers has been frequently used in food research to gain a  
88 finer-grained vision of the phenomenon investigated and to explore consistent patterns in  
89 values, thoughts, attitudes and behaviours among each age group members (see, for  
90 example, Fasanelli et al., 2020; Fibri & Frøst, 2020, among others). According to  
91 Mannheim (1952), cohorts have a shared memory of significant events that shape their  
92 culture, attitudes and behaviours, and these are maintained throughout the lifespan of a  
93 generation.

94 In this study, we anticipated finding within CFPs, social representation differences among  
95 Italian, German and British participants, allowing an exploration of cultural and  
96 generational differences among northern, central and southern European countries. We  
97 assume that the SR of CFPs in Italy is more based on foods’ authenticity, here conceived  
98 as genuine food reflecting the connectedness with craftsmen’s skills and local culinary

99 traditions, and as food being handmade with natural ingredients (Cohen, 1988). We  
100 suppose that this concept of CFPs is particularly pronounced in Italy as a reaction to what  
101 Fischler (1999) defines as “*The ‘McDonaldization’ of culture*” that sparked the *Slow Food*  
102 movement in the 1980s in Rome (Petrini et al., 2003). This food movement is mainly  
103 dedicated to promoting local and sustainable foodways, regional food specialities, and  
104 restaurants that support local producers. Thus, we suppose that these traits (i.e.  
105 authenticity and naturalness) are more pronounced in Italians aged above 38 who directly  
106 lived this event that shaped their culinary culture and attitudes towards food. Despite the  
107 *Slow Food* movement have gained popularity worldwide, we consider that foods’  
108 authenticity, as a central attribute of the CFPs, gives way to other aspects when we move  
109 towards other countries and cultures. Rössel et al. (2018), focusing on wine journalism  
110 evolution in Germany, refers to the food’s authenticity as an aspect discernible using  
111 criteria focused on the artisanal production techniques and where a product’s quality has  
112 to be certified by an authority. Thus, we suppose that among Germans’ Boomers and Gen-  
113 Xers, the concept of CFPs is more associated with aspects related to the artisanal  
114 production process and institutional signals that certify it, whereas the concept of CFPs’  
115 naturalness is more evident among Gen-Yers and Gen-Zers (Albertsen et al., 2020;  
116 Janssen, 2018). Referring to the United Kingdom, Kupiec & Revell (1998) revealed the  
117 importance of the uniqueness’ characteristics of artisanal cheese as a distinctive character  
118 perceived by consumers. In the same vein, Groves (2001), investigating the consumers’  
119 perception of authentic British food as reflecting the concept of homemade or handmade  
120 product, highlights the desire for individuals’ uniqueness and differentness in food  
121 choices for escaping from the meaningless of modern life. The author pointed out as the  
122 individuals’ perception of authenticity is related to the perception of the overall quality

123 and taste of the food, and for this reason the more expensive the product is, the higher the  
124 quality will be. Thus, we suppose that the British conceive the CFPs as a “gourmet” and  
125 as a delicatessen in which the costs mirror the overall quality of the artisanal product.  
126 Furthermore, the uniqueness of the CFPs offers them the opportunity to live an  
127 extraordinary culinary and taste experience.

128 On these premises, we aimed to address the following research questions: What do  
129 Italians, Germans, and the British perceive as “craft” in food and beverage products? Are  
130 the content and the structure of the SRs of CFPs the same for Italians, Germans and the  
131 British? Might specific cohort membership affect the perception of food product  
132 craftsmanship? The relevance to answering these research questions is twofold. Firstly,  
133 considering that a “craft” product is frequently conceived as something tailor-made and  
134 original, embodying the artisan’s skills and personality, and different from a standardised  
135 product, these traits might induce consumers to pay more. Thus, knowing what aspects  
136 are distinctive for consumers in recognizing the term “craft” in food and beverages is  
137 relevant for sustaining the local economies and promoting the food excellences  
138 worldwide. Second, considering the explorative nature of this study, findings could  
139 contribute to formulating specific research hypotheses that could be tested in future  
140 studies.

## 141 **2. Social representations of craft food products**

142 Exploring the SRs of CFPs is relevant for realigning the concept of “craft” and avoiding  
143 confusion over what is and is not a CFP. Considering that culture influences the SR  
144 process in the food domain (Delouvé et al., 2016; Lo Monaco & Bonetto, 2019),  
145 exploring the mental portrayal of CFPs in different countries is relevant for social  
146 psychology and marketing points of view. From a social psychology perspective, it is



147 useful to examine the impact of culture and traditions on the representation of CFPs, and  
148 how others influence the SRs of CFPs, to better explore the communicative aspects of  
149 CFPs. From a marketing viewpoint, knowing consumers' understanding of the term CFP,  
150 and the values they associate with it, can affect the likelihood of success of a CFP or the  
151 introduction of innovations in the CFP. Therefore, it is relevant to understand how the  
152 meaning of CFPs is created and the SRs that consumers with different socio-cultural  
153 background have towards them.

154 According to Höijer (2011, p. 4), there is no clear definition of what is a social  
155 representation, and Moscovici himself, who first proposed the concept of SRs in 1961,  
156 offers different meanings. Moscovici (1973, p. xiii) defines the SR as a system of values,  
157 ideas, and practices, to establish an order that will enable individuals to orientate  
158 themselves in their material and social world and make communication possible  
159 providing them with a code for social exchange. Moreover, rather than a logical and  
160 coherent thought pattern, SRs must be seen as a "network" of ideas, metaphors and  
161 images, more or less loosely tied together (Moscovici, 2000, p. 153). Moscovici (2015),  
162 conceptualised this representation system as characterised by three dimensions: the  
163 knowledge individuals have towards the object, explained by using a set of elements  
164 which are functionally articulated; the positive or negative attitude individuals have  
165 towards the object; and the field of representation where the elements are arranged and  
166 ranked. It should be noted that Moscovici uses the epithet "social" for highlighting that  
167 this representation reflects the historical, cultural and economic contexts, circumstances  
168 and practices of social groups. According to Moscovici (1981), people discuss and  
169 formulate their views in groups characterised by different traditions, compositions and  
170 information; thus, different SRs follow.

171 According to Abric (1994), the SR is a set of cognitions and beliefs collectively shared  
172 by a social group and organised around a stable central core that gives structure and  
173 meaning to the SR. The central core stands out for non-negotiable aspects that are socially  
174 associated with the object and determined by historical, ideological and sociological  
175 conditions, making it resistant to change. As pointed out by Abric (1987), these elements  
176 establish the collectively shared bases of the object of representation by embodying the  
177 meaning of the concept and serve as a framework for interpreting and categorising new  
178 information. Around the central core, the so-called “peripheral” elements are organised.  
179 Different from the elements of the central core, they are context-specific and stem from a  
180 system of cultural beliefs, reflecting the individual experiences and past histories of  
181 individuals (Moscovici, 2001). Peripheral elements act as a buffer between the central  
182 core concept and the daily reality of a social group (Lo Monaco & Guimelli, 2008),  
183 protecting the core concept from new information that potentially can penetrate or  
184 challenge it.

185 During the past decade, Moscovici’s theory of social representation has influenced  
186 researchers from different disciplines, providing a useful framework for studying the  
187 meaning of an ill-defined concept or new products. Among them, research was  
188 undertaken in food science, highlighting the relevance of this approach for investigating  
189 the interaction between SRs and culture (see, for example, Ares et al., 2020; Lo Monaco  
190 & Bonetto, 2019; Rojas-Rivas et al., 2020; Urdapilleta et al., 2021, among others).

191 Free word association (Colangelo et al., 2003) is a method that has been widely adopted  
192 in the domain of food research to explore the SRs of specific food products. This method  
193 consists of soliciting participants to spontaneously mention the first words that come to  
194 their minds by citing a term, or an object, as a prompt for eliciting ideas in their minds.

195 As pointed out by Roininen et al. (2006), this is an efficient method for gathering useful  
196 information on consumers perception of food products in revealing their mental  
197 representation. According to Abric (1994), the frequency and the evocation rank of the  
198 element generated during the free word association task are two criteria for defining an  
199 element's centrality in the SRs. By this rank-frequency method, Abric (2005) divided the  
200 SRs' canvas into four distinct zones: the central core, regrouping elements with high  
201 frequency and considered very important; the first periphery, with elements being  
202 characterised by higher frequencies and lower ranks; the second periphery, collecting  
203 elements with lower frequencies and lower ranks; and finally, the contrasting elements  
204 zone, with terms being distinguished by higher ranks and lower frequencies.

205 In the past decade, studies using this method include Guerrero et al. (2010) with  
206 traditional food products, Son et al. (2014) with rice, Rodrigues et al. (2015) with wine,  
207 Gómez-Corona et al. (2016) with craft beer, Rodrigues et al. (2017) with edible flowers,  
208 Krumreich et al. (2019) with apples, Rojas-Rivas et al. (2019) with amaranth (a Mexican  
209 seed characterised by high protein content) and Rocha et al. (2020) with herbal infusions.  
210 However, no studies have been done on the SRs of CFPs conceived as a food category to  
211 date.

### 212 **3. Method**

#### 213 3.1. Sampling

214 The current investigation was based on a non-probabilistic sampling design, and an online  
215 survey was conducted to explore the content and the structure of the SRs of CFPs in Italy,  
216 Germany, and the United Kingdom. A market research company provided access to  
217 online consumers panels in all three countries and managed the process of recruiting  
218 respondents, ensuring, as far as possible, the socio-demographic comparability. The

219 online survey occurred between November 2018 and January 2019. The experiment was  
220 conducted before the Covid-19 pandemic that may have caused people to re-evaluate their  
221 views in some way. The cover letter gave instructions on how to complete the survey, and  
222 people aged 18 years or above and resident in Italy, Germany and the United Kingdom  
223 were eligible to participate. A total of 458 valid responses were collected, and the average  
224 rate of valid responses useful for the analysis was 56.6%. The details of the participants'  
225 demographic by country are shown in Table 1. The three groups have a similar profile in  
226 terms of gender, age and occupational status, whereas a country-specific difference  
227 occurred in terms of education level.

### 228 3.2. Procedure

229 The online consumer interviews were conducted using the country's official language and  
230 lasted about five minutes. Responses that were lasted more than five minutes were  
231 discarded, thus avoiding participants who may have looked on the internet for a definition  
232 of CFPs. They included a free word association task followed by a ranking of the evoked  
233 terms. The familiarisation phase with the word association procedure was conducted  
234 using a picture containing an example of how to conduct the task, as shown in Figure 1.  
235 After this training phase, participants were asked if they had adequately understood the  
236 nature and expectations of the task. If not, the task ended, otherwise, adopting the same  
237 format that was given in the example, the study started with the following instructions:  
238 *“Write the first four words that come to mind when thinking of craft food products,*  
239 *maintaining the following order of importance associated with each affirmation. Then,*  
240 *specify whether you consider the concept expressed to be positive or negative by marking*  
241 *the corresponding check-box”*. Thus, participants were asked to write the four words that  
242 they associated with the term CFPs, to rank these four evoked words from the most

243 important (rank 1) to the least important (rank 4), and to evaluate their positive or negative  
244 valence to each word related to the inductor expression. Otherwise, the task ended.

### 245 3.3. Data analysis

#### 246 3.3.1. *Textual analysis*

247 The corpus produced by the three groups of participants was first subjected to a spelling  
248 and typing correction in the original language. Afterwards, in line with the Bécue-Bertaut  
249 et al.'s (2008) recommendations, the collected words were grouped. This step was done  
250 by deleting all connectors, auxiliary terms and adverbs, and standardising the evoked  
251 words in infinitive for verbs, singular for the nouns and masculine-singular for adjectives.  
252 In the next step, synonyms were regrouped using a thesaurus, and the terms with the  
253 higher frequency of elicitation were adopted to gather all of the associated synonyms  
254 under the same word.

255 The words elicited in each country were subjected to a translation and back-translation  
256 process (Brislin, 1970; Sousa & Rojjanasrirat, 2011). The Italian and German to English  
257 was conducted by researchers involved in each country. Afterwards, back-translation was  
258 performed by a bilingual native English speaker. If the translated word matched precisely  
259 the meaning of the original word, it was kept. Otherwise, a consensual version of the  
260 translated word was considered after an iterative translation and back-translation process,  
261 keeping in mind the need to use a natural language instead of a literal translation.

262 The corpus of words was then subjected to a grouping process based on the personal  
263 interpretation of their meaning, bearing in mind the meaning of the concept that the  
264 participant wanted to express based on the co-occurrence of the other terms cited. The  
265 different semantic categories were obtained by triangulation, in which each researcher  
266 built up their classes independently. Then, after several trials, all authors shared and

267 agreed on the semantic categories used in the analysis. Following Symoneaux et al.'s  
268 (2012, p. 61) suggestions, researchers thoroughly scrutinised the ambiguous words that  
269 were difficult to regroup and decided to leave them as independent words or to regroup  
270 them, avoiding as far as possible, an over-regrouping or an over-interpretation of the  
271 terms. Finally, fourteen different categories were obtained (Table 2), and the relationship  
272 between each country and each semantic category was analysed by Pearson's chi-square  
273 test. Statistical significance was defined as a  $p$ -value less than 0.05.

### 274 *3.3.2. Conglomerate analysis*

275 A conglomerate analysis was performed to evaluate the similarities between the semantic  
276 categories adopted during the terms' coding activity based on coding data into categories  
277 or themes being studied. This conglomerate analysis had the purpose of inspecting the  
278 similarities between the SRs of CFPs of Italy, Germany and the United Kingdom and  
279 exploring the main dimensions characterising the concept of food craftsmanship. The  
280 similarities across semantic categories were done by computing the Jaccard similarity  
281 coefficient (Jaccard, 1908), representing the size of the intersection of each semantic  
282 category divided by the size of the union of relative label sets. The words' coding process  
283 and the conglomerate analysis were carried out using NVIVO 11 software (QSR  
284 International, Melbourne, Australia).

### 285 *3.3.3. Prototypical analysis of the social representation*

286 In line with Abric's (2005) suggestions, the prototypical analysis was done determining  
287 the rank-frequency cut-off points of the evoked words in each country. A cut-off point  
288 for importance was calculated by averaging the score of each evoked term obtained. The  
289 frequency cut-off point was visually determined by inspecting the frequency of  
290 occurrence of the evoked words in decreasing order. The cut-off point was chosen

291 considering the maximal difference between two successive frequencies. Thus, crossing  
292 the importance of the evoked words and their frequency, four distinct zones were  
293 identified. Zone 1, the Central core, regroups important terms frequently cited by  
294 participants. Zone 2, the first periphery, regroups the terms with the highest frequency  
295 but less important. Zone 3, collects the contrasting elements, distinguished by high  
296 importance and low frequency. Zone 4, the second periphery, collects less important and  
297 cited terms.

#### 298 *3.3.4. Polarity index*

299 The polarity index (De Rosa, 2002) of the words elicited was calculated as the ratio of  
300 the difference between positive and negative connotation each word has received and the  
301 number of times the word was evoked. According to De Rosa (2002, p.185), a value of  
302 polarity index ( $P$ ) between -1 and -0.4 indicates a word connotate negatively. If  $P$  ranges  
303 between -0.4 and +0.4 indicate a neutral connotation, whereas a word with a  $P$  between  
304 +0.4 and 1 indicates that participants gave it a positive connotation.

#### 305 *3.3.5. Correspondence analysis*

306 Differences across cohorts were tested by splitting each group (i.e. Italian, Germans and  
307 British) into three age groups (i.e. 18-37 years, 38-51 years, and above 52 years;  
308 respectively Gen-Zer and Gen-Yers, Gen-Xers, and Boomers); thus nine subsamples with  
309 similar composition in terms of age status were considered (Table 1). A cut-off point of  
310 2% of the words' elicited frequency was adopted to define the words kept in the  
311 correspondence analysis (referred to here as CA); thus, fifteen terms were considered.  
312 Finally, a 9×15 contingency table was built, in which the lines and columns were the  
313 participants of each subgroup and the most frequently elicited words, respectively.  
314 Pearson's chi-square test was adopted to verify the relationship between nationality, age

315 group, and the words considered. Statistical significance was defined as a *p*-value less  
316 than 0.05. CA was performed with STATA 14.0 (StataCorp, LLC, College Station, Texas,  
317 USA).

## 318 **4. Results**

### 319 4.1. Textual analysis

320 As mentioned previously, the textual analysis aimed to identify the words elicited by each  
321 group of participants using “craft food products” as the inductor term and investigate the  
322 differences among countries, by referring to the categories of words created after the  
323 triangulation process. The total number of words was 1,832, as each participant gave four  
324 words (Italy N=155; Germany N=153; The United Kingdom N=150), of which 17 stop-  
325 words was discarded (e.g. *none*, *nothing*, or terms that appear not congruent with the topic  
326 such as the term *bonej* which might be a standard bone measurement in a novel ImageJ  
327 plugin developed by Doube et al., 2010). Afterwards, the valid terms were regrouped into  
328 fourteen semantic categories, of which: “unique”, “hedonic aspects”, “price perception”,  
329 and “natural” were the most frequently cited (Table 2).

330 Table 2 illustrates the findings of Pearson’s chi-square test performed to compare the  
331 words evoked by each country. Italian (18.48% of evoked terms) and German (10.08%)  
332 participants reported more than the British participants (3.20%) about the perception of  
333 naturalness. In this category, the words more often used were *natural*, *authentic* and  
334 *simple*. Similarly, Italians and Germans used more words that fall in the category named  
335 “safety and health” (13.29% and 6.28%, respectively); the most common terms used in  
336 this category were *beneficial*, *healthy* and *safe*. Significant differences were found for the  
337 categories named “unique” and “production scale”, for which the British participants  
338 (22.77% and 7.08%) have identified more than Italians (11.51% and 2.76%) and Germans



339 (10.91% and 2.81%) using words such as *unique*, *different*, *original*, and *small*,  
340 *independent*, and *domestic*, respectively. For German participants, distinct differences  
341 were found for the categories labelled “production process” (12.23%), “extrinsic  
342 attribute” (11.24%) and “ethical” (9.09%) compared to Italian (3.89%, 7.13% and 5.35%)  
343 and British participants (10.12%, 7.93% and 2.19%). The words most often used for the  
344 category “production process” were *handmade*, *homemade*, and *artisan*, whereas *quality*,  
345 *fresh* and *draining* for the category named “extrinsic attributes”. Instead, *ecological*,  
346 *sustainable* and *ethical* terms are often used for the category denominated as “ethical”.

#### 347 4.2. Conglomerate analysis

348 Figure 2 illustrates the dendrograms resulting from the conglomerate analysis performed  
349 for each country to understand the relationship between the categories of elicited terms  
350 and define the main dimensions characterising the concept of food craftsmanship.

351 In a general view, the conglomerate analysis shows that the dendrograms have different  
352 structure and compositions. The first aspect is that categories are divided into different  
353 blocks across nations; two for Italy and the United Kingdom and only one for Germany.  
354 The second aspect is that the blocks have a different configuration, thus confirming cross-  
355 cultural differences in interpreting the concept of CFPs.

356 For Italians, the first block contains the categories named “local”, “ethical”, “experience”  
357 and “tradition”. This points into the direction of a sense of pride related to the cultural  
358 heritage and a sense of place as territorial anchorage of a product, with all aspects having  
359 a highly symbolic and emotional meaning, being a character of this block. According to  
360 Rivaroli et al. (2020), this aspect is one of the multifaceted characters of what the authors  
361 have named *local identity*, and that might be related to an affect-based dimension of the  
362 concept of food craftsmanship. According to Dubé & Cantin, (2000), the affective

363 component of the consumers' attitudes towards the food item pertains to the sensations,  
364 feelings and emotions one experiences in response to it.

365 The concept of the *local identity* seems dominant also among the British participants. For  
366 British participants, "tradition" and "experience" are distinctive categories of the first  
367 block. However, this dimension is enriched with other categories such as "extrinsic  
368 attributes", "content and moment of consumption", "ethical", and "safety and health".  
369 These aspects would be in line with Autio et al. (2013), who observed that interviewees  
370 linked CFPs to local foods that offer them the possibility to live a genuine and authentic  
371 food experience in specific contexts and consumption moments.

372 For Germans participants, the first aspect characterising the CFPs are linked to the  
373 category "extrinsic attributes" (i.e. *quality, fresh, draining*). This category might reflect  
374 that interviewees rely on some institutional signal (e.g. third-party quality and safety  
375 schemes assurance, label information linked to the product expiration date or specific  
376 product properties) that they associate with the concept of food craftsmanship. Indeed, in  
377 line with Devos et al. (2002), trusting institutional signals involves the perception that  
378 institutions as competent, reliable and responsible towards consumers would act  
379 according to specific consumer's needs, such as finding and recognising CFPs. Thus, it  
380 is possible to assume that this aspect might reflect an institution-based dimension of  
381 CFPs' mental representation.

382 The second block of the dendrograms referred to Italians, the British and Germans  
383 participants contain two main categories: "hedonic aspects" and "unique". It is  
384 noteworthy that these categories might be related to emotions evoked during  
385 consumption, which might be considered components of an affect-based dimension of the  
386 concept of food product craftsmanship; Dubé & Cantin (2000), for example, cite the

387 hedonic tone of consumption as one of the affect-based components in response to the  
388 food item. This second block also contains categories such as “production process”,  
389 “production scale”, “intrinsic attributes”, and “price perception” for all the participants.  
390 These categories might be referred to as the positive or negative attributes and beliefs  
391 about the target and, in line with Dubé & Cantin (2000), may be related to a cognitive-  
392 based dimension of the concept of food craftsmanship.

#### 393 4.3. Prototypical analysis

394 To conduct a prototypical analysis, which aims to visually define the SRs of CFPs, we  
395 needed to determine the rank-frequency cut-off points of the evoked words in each  
396 country, and for each term, we considered its polarity index. The cut-off citation  
397 frequencies were 10 for Italy, 12 for Germany and 9 for the United Kingdom.

398 Figure 3.a illustrates the findings of the prototypical analysis referred to the Italian  
399 participants. The central core regroups important terms frequently cited by participants,  
400 reflecting a stable status of evidence helpful to interpret and categorise new information  
401 (Abric, 1987). It contains two words that refer to the semantic category named “natural”  
402 (*authentic* and *natural*) and one word that falls in the category “hedonic aspects” (*tasty*).  
403 All these words have positive connotations according to their polarity index. Instead, the  
404 first periphery contains two words with different connotations: *beneficial*, with a positive  
405 connotation, and *expensive*, with a neutral connotation. In the contrasting elements, all  
406 the terms have a positive meaning and fall into different categories. As for all other  
407 peripheral elements (identified by their low frequency and, or, low level of importance),  
408 these terms reflect particular and contextualised experiences that participants associate  
409 with the specific object they have in minds; and are susceptible to change. Among them,  
410 *quality* and *ecological* refer to the extrinsic attributes and the ethical aspects relating to

411 CFPs. In the second periphery, all words have a positive valence and refer to the hedonic  
412 aspects *attractive*, the extrinsic attribute *fresh*, and the perception of uniqueness  
413 (*different*), safety and healthiness (*safe* and *healthy*).

414 The results from German participants can be seen in Figure 3.b. The top-left cell  
415 corresponds with the social representation's central core zone and includes shared and  
416 consensual elements with positive valence. For Germans, this area includes aspects  
417 related to the production process (*handmade*), the perception of the naturalness of CFPs  
418 (*natural*) and their extrinsic attributes (*quality*). The first periphery contains only one  
419 word characterised by neutral connotation that falls in the category "price perception"  
420 (*expensive*). All the contrasting elements in the bottom-left cell of the representation has  
421 a positive connotation and includes terms that refer to ethical (*ecological*), health  
422 (*beneficial*) and extrinsic attributes (*fresh*) of the CFPs, as well as to aspects related to the  
423 concept of local (*local*), tradition (*traditional*) and uniqueness (*different*). In the bottom-  
424 right cell of the representation, all words are positive and highlight the hedonic aspects  
425 (*tasty* and *attractive*) and the ethical aspects (*sustainable*) of the CFPs.

426 For the British participants (Figure 3.c), the central core zone contains words with  
427 different polarity index. *Expensive*, which falls in the "price perception" semantic  
428 category, have a negative connotation, whereas extrinsic attributes (*quality*) and the  
429 perception of uniqueness (*unique*) have a positive connotation. Unlike other countries,  
430 the first periphery does not include secondary elements of the social representation of  
431 CFPs. In the bottom-left cell of the representation, all the contrasting elements have  
432 positive connotations. Among them, the perception of local (*local*) and uniqueness  
433 (*exclusive*) are categories more closed to the stable, shared and consensual elements that  
434 distinguish the central core concept. The bottom-right cell of Figure 3.c includes

435 secondary elements with a positive connotation that fall in the category “hedonic aspects”  
436 (*tasty*), “uniqueness” (*different*) and “production scale” (*small*).

437 In light of the conglomerate analysis results, the prototypical analysis shows that the  
438 content and the structure of the SRs of CFPs are not the same for Italians, Germans and  
439 the British. For Italians, the central core has a robust affect-based nature; in fact, all the  
440 terms (i.e. *authentic*, *tasty* and *natural*) evoke emotional responses towards the stimulus  
441 that respondents were subjected (i.e. “craft food products” as inductor terms). For  
442 Germans, the central core concept of CFPs roots in affective, cognitive and institution-  
443 based elements. The word *natural* refers to participants’ emotional responses towards the  
444 CFPs based on hedonic expectations, highlighting the affect-based nature of the SRs.  
445 Instead, the word *handmade* rather than an emotional memory based on past experiences  
446 reflects the cognitive association triggered by the inductor term towards the production  
447 process of this category of foods. Differently, the word *quality* here can be conceived as  
448 the cognitive intention of participants in interpreting the concept of CFPs using  
449 institutional signals, thus reflecting an institution-based dimension of CFPs’s mental  
450 representation. Also, for the British, the central core zone of the SRs of CFPs has  
451 affective, cognitive and institution-based roots. The term *unique* reflects participants’  
452 emotional response based on their expectation to live a memorable and unique moment  
453 of pleasure, emphasising craft food’s uniqueness as a distinctive quality that justifies its  
454 higher price. Although the word *expensive* reinforces the above mentioned, it reflects a  
455 cognitive evaluation of the product, rather than a hedonic evaluation. In addition, for the  
456 British, the term *quality* reflects the institution-based dimension that characterises the  
457 central core zone of the SRs of CFPs.

#### 458 4.4. Correspondence analysis

459 CA was performed to create an identification mapping of the concept of CFPs referred to  
460 nine groups of participants resulting from splitting each sample (i.e. Italians, Germans,  
461 the British) into three sub-samples based on the age of participants (i.e. 18-37 years, 38-  
462 51 years, and above 52 years). The chi-square test of independence showed that there was  
463 a significant association between participants' country affiliation and the named words  
464 ( $\chi^2(28, N=1,166)=342.64, p<.005$ ), confirming that differences between northern, central  
465 and European countries exist. Instead, no significant association between age groups and  
466 named words was found ( $\chi^2(28, N=1,166)= 38.24, p=.094$ ); thus, cohort membership does  
467 not significantly affect the meaning participants gave to the concept of food  
468 craftsmanship, evoking a common and shared vision of how CFPs are perceived.

469 Figure 4 shows the CA plot of the most important elicited words and groups of  
470 participants based on the first two axes associated with the inductor terms "craft food  
471 products". The first two dimensions account for 83.5% of the variability. The first axis  
472 (55.2% of inertia) captures an essential portion of information. It progressively separates  
473 Italians (in the bottom-left cell of the CA plot) from the Germans (in the top-central area  
474 of the CA plot) and the British participants (in the bottom-right cell of the CA plot), thus  
475 reflecting that the concept of food craftsmanship is country-specific. The second axis  
476 accounts for 28.3% of the variability and split Germans participants (at the top of figure  
477 4), from Italians and the British, thus highlighting commonalities.

478 Figure 5 illustrates words and age groups' projection for each dimension resulting from  
479 the CA for better interpreting the meaning of each of them. The first dimension highlights  
480 that terms such as *natural*, *beneficial* and *attractive* reflect Italians' mental representation  
481 of CFPs. Germans were more inclined to describe CFPs using terms such as *ecological*,

482 *traditional, tasty*, and have in common with the British terms such as *quality, expensive,*  
483 *local* and *handmade*. Instead, the British were more inclined than Germans to identify  
484 CFPs as *unique, homemade* and *different*. The simultaneous projection of the age groups  
485 and words for the first dimension seems to reflect the cultural manifestation of the  
486 common sense associated with the concept of CFPs in each country (Figure 5). The  
487 second dimension highlights that Germans, more than others, associate to CFPs terms  
488 such as *ecological, traditional, natural* and *quality*, whereas both Italians and the British  
489 associate terms such as *exclusive, unique, attractive, expensive, and different*. Thus, this  
490 finding seems to reflect the desired social effects linked to the purchase of CFPs; this  
491 signifies that the purchasing and consuming artisanal foodstuffs represents a factor  
492 influencing how individuals perceive others and themselves.

493 Although no significant association was found between age groups and the cited terms,  
494 exploring figure 4, certain words seem to distinguish some cohorts. Italians of both 18-  
495 37 and 38-51 are closer to terms that refer to the concepts of CFPs' healthiness  
496 (*beneficial*) and hedonic aspects (*taste*). The German participants of both 18-37 and 38-  
497 51 years link the CFPs with the concept of tradition (*traditional*), ethic (*ecological*), and  
498 natural (*natural*), whereas Germans over 52 years of age relate more the CFPs with the  
499 production process (*handmade*). The younger British participants (18-37 years), associate  
500 the concept of uniqueness of the CFPs (*unique, exclusive*) with the production process  
501 (*homemade*) adopted for obtaining them, whereas British participants of both 38-51 and  
502 +52 years associate the concept of uniqueness (*different*) with local (*local*). Also, looking  
503 at figure 4, the price perception of the CFPs (*expensive*) and the extrinsic attribute, such  
504 as the *quality* perception, seems to be two common aspects among Germans and the  
505 British. Overall, the CA revealed that the common sense conferred on the attribute

506 “artisanal” reflects society’s cultural aspects (Dimension 1) and individuals’ desired  
507 social effects (Dimension 2) by purchasing the CFPs. Thus, these two aspects should be  
508 considered by scholars in future researches.

## 509 **5. Discussion**

510 Prior works have documented that the SRs of CFPs remain a conundrum; Rivaroli et al.  
511 (2020), for example, in light of the patchwork character of the international norms  
512 regarding CFPs, report the relevance of an understanding of what CFPs are for consumers.  
513 Knowing that this study’s findings may not be generalised, this research wants to be the  
514 first approach to explore the building blocks of the social representations of craft food  
515 products by answering two research questions: Are the content and the structure of the  
516 SRs of CFPs the same for northern, central and Mediterranean countries? Might specific  
517 cohort membership affect the perception of food craftsmanship? A free word association  
518 and conglomerate analysis tasks were conducted to explore how cultural differences can  
519 affect the social construction of meanings attached to CFPs in three European countries.  
520 Instead, a correspondence analysis to verify whether specific cohort membership can  
521 affect the SRs of CFPs, and explore the main drivers shaping the mental representation  
522 of CFPs, was done.

523 Concerning our first research question, we observed that the content and structure of the  
524 SRs of CFPs are different for Italians, Germans, and the British; a diverse mix of  
525 categories characterised each country’s central core. This result is consistent with the idea  
526 that differences in SR content are a function of individuals’ culture and are deeply rooted  
527 in their historical background (Mouret et al., 2013).

528 In the present study, it is evident from the prototypical analysis that Italians have a  
529 stronger (central core and first periphery) representation of CFPs than Germans and the



530 British. The Italians' central core is based on the idea that CFPs are authentic, natural and  
531 tasty; thus, these perception of CFPs are well-established in their memory. This result  
532 suggests that the SRs of CFPs for Italians are anchored to the idea of *natural foods* with  
533 a distinctive *taste*. According to Rumiati & Foroni (2016), the concept of *natural food*,  
534 such as raw food, would be best characterised by sensory information (e.g. taste) rather  
535 than by functional information (e.g. context and moment of consumption or the  
536 procedures followed for its preparation). Considering that food represents a complex  
537 multi-attribute stimulus with different intensity (Hare et al., 2011), the sensorial aspects  
538 that Italians associate with CFPs should be interpreted as their idea of CFPs as food in  
539 which human intervention (e.g. cooking, aggregations and preservation procedures) does  
540 not substantially alter the sensorial attributes of the ingredients. This concept seems to be  
541 reinforced by the presence in the Italians' core zone of the term *authentic*.

542 The central core of Germans' representation includes a common element with the  
543 previous group; the idea that CFPs are *natural foods*. What differentiates the Germans  
544 from the Italians is the mental representation of CFPs as a *handmade quality* product. In  
545 line with Rumiati & Foroni (2016), these aspects point out that the mental representation  
546 of Germans participants is anchored to useful information (referred to here as third-party  
547 information about the way CFPs are produced) that characterises concept about  
548 transformed foods such as noodles, for example, due to the characteristic of being  
549 handmade. Thus, differently from Italians who emphasised food's sensorial aspects, for  
550 Germans, information about the production process and extrinsic attributes are  
551 fundamental discriminant aspects.

552 As well as for Germans, in the imagery of the British participants, CFPs are *quality* food  
553 and drink products. What is more, their concept of CFPs is anchored to the idea of a

554 *unique* and *expensive* product. For the British, the core zone has dominated by categories  
555 like “uniqueness”, “price perception”, and “extrinsic attributes”. This finding allows us  
556 to suppose that the British mental representation of the CFPs is that of *luxury food*. In line  
557 with Berry's (1994) definition of “luxury”, we must interpret these attributes as a  
558 refinement or specific quality of a need, e.g., craft beer instead of just beer, for satisfying  
559 the desire for uniqueness. According to van der Veen (2003), there are no specific *luxury*  
560 *foods*, but this designation depends on a place, time and society. For example, in complex  
561 societies, the need for uniqueness and exclusivity can be gained by emphasising the  
562 *quality* of food and its *price*, as in the case of the British participants. Focusing on the  
563 peripheral zones of the three SRs, the first periphery, which protects and consolidates the  
564 central system, is practically empty. This aspect suggests that the mental representation  
565 of CFPs is fragile and substantially exposed to the influence of all the aspects of the  
566 second periphery and contrasting elements’ zone; this means that in the absence of a clear  
567 and shared definition of CFPs, these participants are particularly exposed to possible  
568 deceptive marketing practices known as “*craftwashing*”.

569 Moreover, the contrasting-element zone indicates a small group of participants with  
570 different representation from most members. Mainly, terms such as *traditional*, *local* and  
571 *homemade* are terms with a positive connotation that populate the contrasting-element  
572 zone of the SRs of CFPs in the three European countries. This aspect highlights some  
573 participants historicised more than others regarding food craftsmanship through *local*,  
574 *traditional* and *homemade* production. Thus, these interviewees conceptualise more than  
575 other the CFPs as food rooted in their personal and social histories, pointing out as the  
576 meaning associated with CFPs is also connected to the local food heritage and food  
577 traditions. In line with Lo Monaco & Bonetto (2019), these findings confirm that the way

578 participants represent now the CFPs is deeply anchored in the meaning attributed to this  
579 foods' category in the past.

580 Conglomerate analysis performed for evaluating similarities between Italian, German and  
581 British participants confirms the existence of cross-cultural differences in interpreting the  
582 concept of CFPs because dendrograms have different structure and composition.  
583 Furthermore, findings highlight that affective, cognitive and institutional aspects shape  
584 the participants' mental representation of what is conceived as food craftsmanship. As  
585 has been reported by Gentile et al. (2007), individuals' experience is activated by  
586 sensorial and emotional aspects (i.e. affective dimension), and those cognitive aspects  
587 that involve the mental aspects associated with information processes (i.e. cognitive  
588 dimension). Moreover, the same authors stated as the affective dimension linked to the  
589 concept of food craftsmanship is not only shaped by the emotions rooted in their sense of  
590 identity raised by the CFPs participants have in their minds, but also by the hedonic  
591 aspects related to them and the positive connotation associated to the desirability of the  
592 CFPs (i.e. uniqueness). What is more, individuals' perception of food craftsmanship is  
593 also rooted in the elaboration of information related to the production process, the  
594 intrinsic attributes of the CFPs, the scale of production and the price of the CFPs they  
595 have in mind (i.e. cognitive dimension). According to Bachmann & Inkpen (2011),  
596 institution-based trust relates to a bundle of formal and informal rules that positively  
597 influence how people evaluate the risks during the purchasing process. In line with the  
598 authors, we found that individuals rely on institutional signals to define what CFPs are  
599 and the meaning of "artisanal" in the food sector.

600 Concerning our second research question, we observed a different shared vision of CFPs  
601 in each country; in fact, the perception of food's craftsmanship in our study was unrelated

602 to age groups. We found that the common understanding of the concept “artisanal” in the  
603 food sector is rooted in each country’s cultural traditions. This finding extends those of  
604 Lo Monaco & Bonetto (2019), confirming that national cultural and culinary heritage  
605 influences the present social representation of CFPs; thus, the way to represent CFPs is  
606 never disconnected from previous meaning attributed to it. Furthermore, this study  
607 confirms that food consumption is essential not only for nourishing oneself but fulfils the  
608 social function to reinforce our identity. Thus, CFPs’ choice is a signifier of group culture  
609 and social identity (Lo Monaco & Bonetto, 2019, p.476), representing a key factor  
610 influencing how individuals perceive others and themselves. In this light, foods and food  
611 choices contribute to the definition of groups’ and cultural identities.

## 612 **6. Conclusions**

613 This study unveils the role of SR in the formation of beliefs about CFP. Findings reveal  
614 that the SRs of CFPs differs between northern, central and Mediterranean European  
615 countries. In the United Kingdom, CFPs are conceived as *luxury* or *gourmet food*; the  
616 price is perceived as an index of the overall quality of the food craftsmanship, and the  
617 attribute “luxury” mirrors the consumer’s expectation of living a unique and  
618 extraordinary culinary and taste experience. For Germans, CFPs are equated with *natural*  
619 *foods* in which the authenticity of the food’s craftsmanship and the food’s naturalness  
620 attributes are certified by an authority. Instead, in Italy, CFPs are conceived of as *genuine*  
621 *foods* reflecting the connectedness with craftsmen’s skills and local culinary traditions, in  
622 which human intervention does not substantially alter the ingredients’ sensorial  
623 properties.

624 In sum, this study shows that the SRs of CFPs are shaped by culture and shared across  
625 age groups within each country, highlighting that SR constructs appear to be universal

626 and anchored in the meaning attached to CFPs in the past. Moreover, this research  
627 underscores the importance of considering the complex interaction between food products  
628 and cultural identity, that is, the way food choice and consumption may represent  
629 important signals influencing the way individuals perceive others and themselves.

630 This study has limitations that result in avenues for future research. First, the findings  
631 need to be confirmed and validated based on larger and more representative samples for  
632 each country. Second, future research is needed to verify if these results can be  
633 generalised to other European countries. Although our research suggests that free word  
634 association and the prototypical analysis are a practical approach to gather information  
635 about consumers' perception of CFPs, therefore and third, the development of  
636 standardised measurement instruments for assessing the perception of food craftsmanship  
637 could be of interest for future research in the field of consumers behaviour. Finally,  
638 developing a scale for artisanal food choice motivation that captures the interrelationships  
639 between cultural identity and food choices could help explore consumers' perceptions  
640 about "artisanal" food.

641 Findings from this study are not without policy implications. The use of the term "craft"  
642 is continuously rising and is being used by food and beverage marketers to differentiate  
643 their products. Thus, the profuse use of the term "craft", the disconnection between  
644 consumer and industry definitions of craft food products, and the lack of a shared  
645 understanding of craft food concept may lead to consumer confusion. This study shows  
646 that the SRs of CFPs is fragile, and individuals are therefore exposed to deceptive  
647 marketing practices known as "craftwashing". This study does not aim at providing a  
648 prescriptive CFP definition; instead, it emphasizes that a legal definition of "artisanal

649 food” that considers differing cultural identities is a question that national ministries of  
650 consumer affairs should address.

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### 859 **Declaration of Competing Interest**

860 The authors declare that they have no known competing financial interests or personal  
861 relationships that could have appeared to influence the work reported in this paper.

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## Social representations of craft food products in three European countries

### Tables and Figures

**Table 1. Demographic characteristics of the participants by country.**

		Country		
		Italy (N=155)	Germany (N=153)	United Kingdom (N=150)
Gender, % ( $p=0.128$ ) <sup>a</sup>	Male	48.39	49.02	38.67
	Female	51.61	50.98	61.33
Age, % (N) ( $p=0.176$ ) <sup>a</sup>	18-37 years	35.48 (55)	28.76 (44)	36.00 (54)
	38-51 years	44.52 (69)	41.83 (64)	45.33 (68)
	≥52 years	20.00 (31)	29.41 (45)	18.67 (28)
Education level, % ( $p=0.001$ ) <sup>a</sup>	University	36.77	28.10	32.67
	High school	48.39	30.72	60.67
	Middle School	14.19	40.52	5.33
	Primary school	0.65	0.00	0.67
	None	0.00	0.65	0.67
Occupational status, % ( $p=0.076$ ) <sup>a</sup>	Student	7.73	5.23	6.00
	Unemployed	8.39	11.11	10.66
	Looking for work	9.68	1.96	6.67
	Employed	67.10	66.01	66.00
	Retired	7.10	15.69	10.67

Notes. <sup>a</sup> Significance level of Pearson's Chi-square test. A  $p$ -value  $<0.05$  indicates statistical significance.

Categories	Example of words used by participants	Country			<i>p</i> -value
		Italy	Germany	United Kingdom	
Hedonic aspects	<i>Tasty, attractive, exclusive</i>	18.80	15.87	19.90	0.260
Natural	<i>Natural, authentic, simple</i>	18.48	10.08	3.20	<b>0.000</b>
Safety and health	<i>Beneficial, healthy, safe</i>	13.29	6.28	1.52	<b>0.000</b>
Unique	<i>Unique, different, original</i>	11.51	10.91	22.77	<b>0.000</b>
Price perception	<i>Expensive, cheap, value</i>	10.21	12.07	14.84	0.120
Extrinsic attributes	<i>Quality, fresh, draining</i>	7.13	11.24	7.93	<b>0.040</b>
Ethical	<i>Ecological, sustainable, ethical</i>	5.35	9.09	2.19	<b>0.000</b>
Local	<i>Local, national, origin</i>	4.70	4.13	5.40	0.650
Production process	<i>Handmade, homemade, artisan</i>	3.89	12.23	10.12	<b>0.000</b>
Tradition	<i>Traditional, experience, skillful</i>	2.92	3.47	2.36	0.498
Production scale	<i>Small, independent, domestic</i>	2.76	2.81	7.08	<b>0.000</b>
Intrinsic attributes	<i>Bitter, color, delicate</i>	0.81	0.66	1.18	0.646
Experience	<i>Food, personal, refreshing</i>	0.15	1.16	0.84	0.091
Context and moment of consumption	<i>Brewhouse, foreign</i>	0.00	0.00	0.67	<b>0.018</b>
Total		100.00	100.00	100.00	

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865 Fig 1. The example used during the training phase of participants

Write the first four keywords that come into mind when thinking of **DESIGNER CLOTHING**, maintaining the following order of importance associated with each affirmation.

1	EXPENSIVE		
2	EXCLUSIVE		
3	CUSTOM MADE		
4	HARD TO WEAR		

Specify whether you consider the concept expressed to be positive 😊 or negative 😞, by marking the corresponding check-box.

1	EXPENSIVE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2	EXCLUSIVE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3	CUSTOM MADE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4	HARD TO WEAR	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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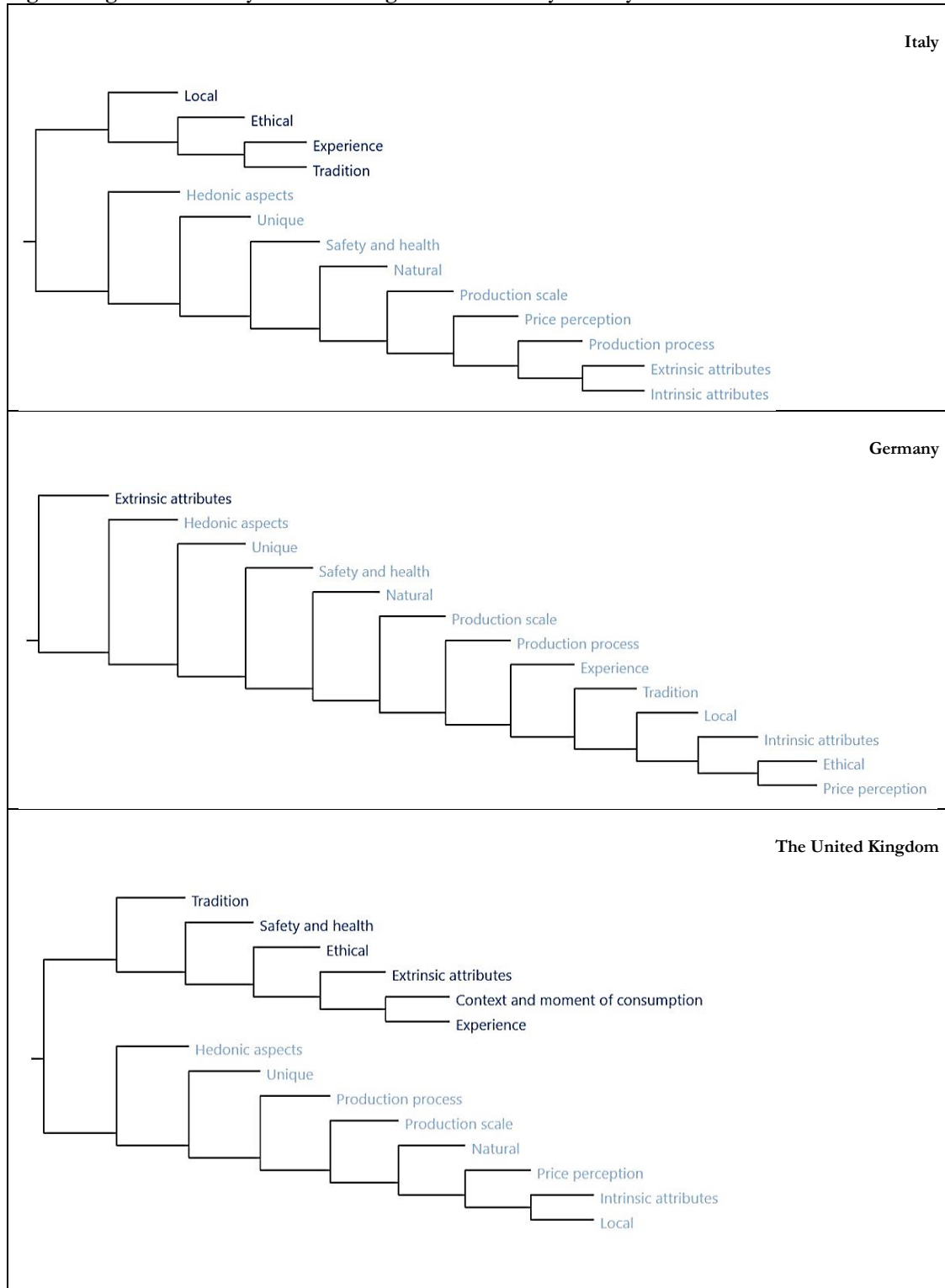
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**Fig 2. Conglomerate analysis of the categories of words by country**



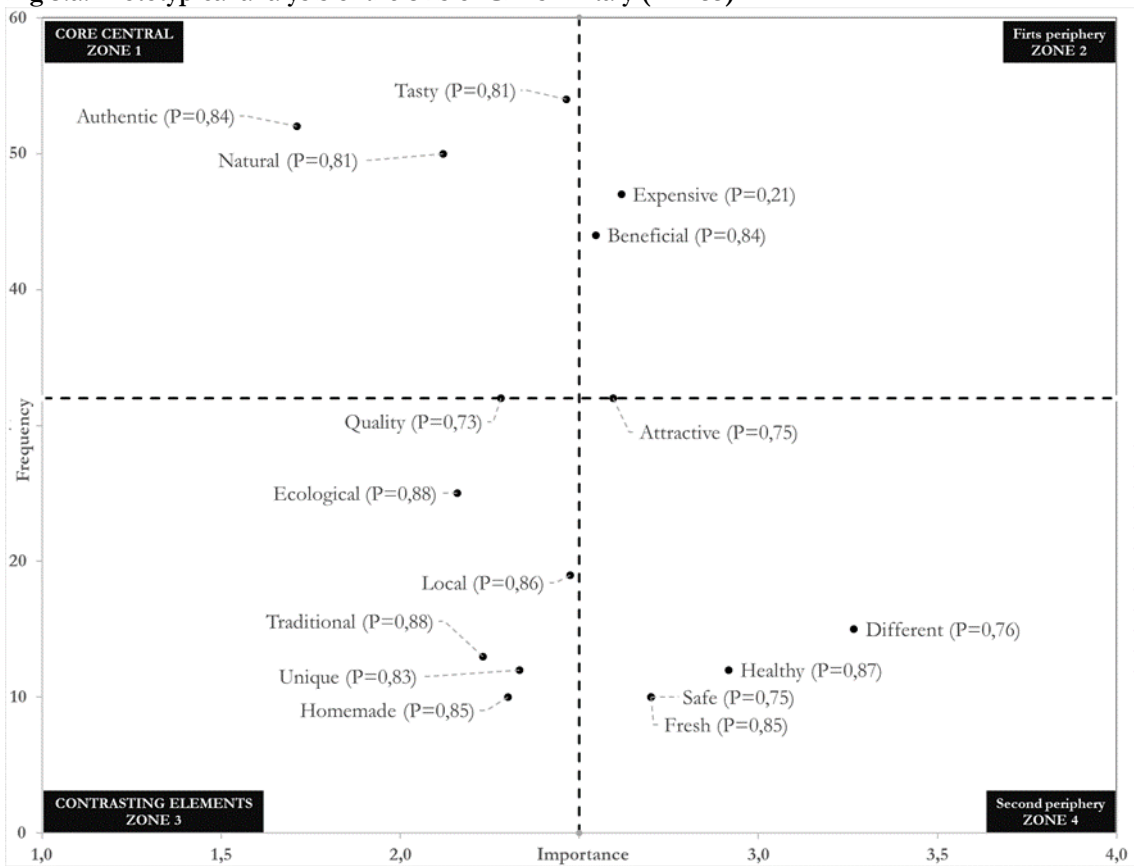
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Notes. Categories with the same colour are characterised by higher similarity based on a Jaccard index. The web version of this article can provide the interpretation of the colour in this figure.

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877 Fig 3.a. Prototypical analysis of the SRs of CFPs in Italy (n= 155)

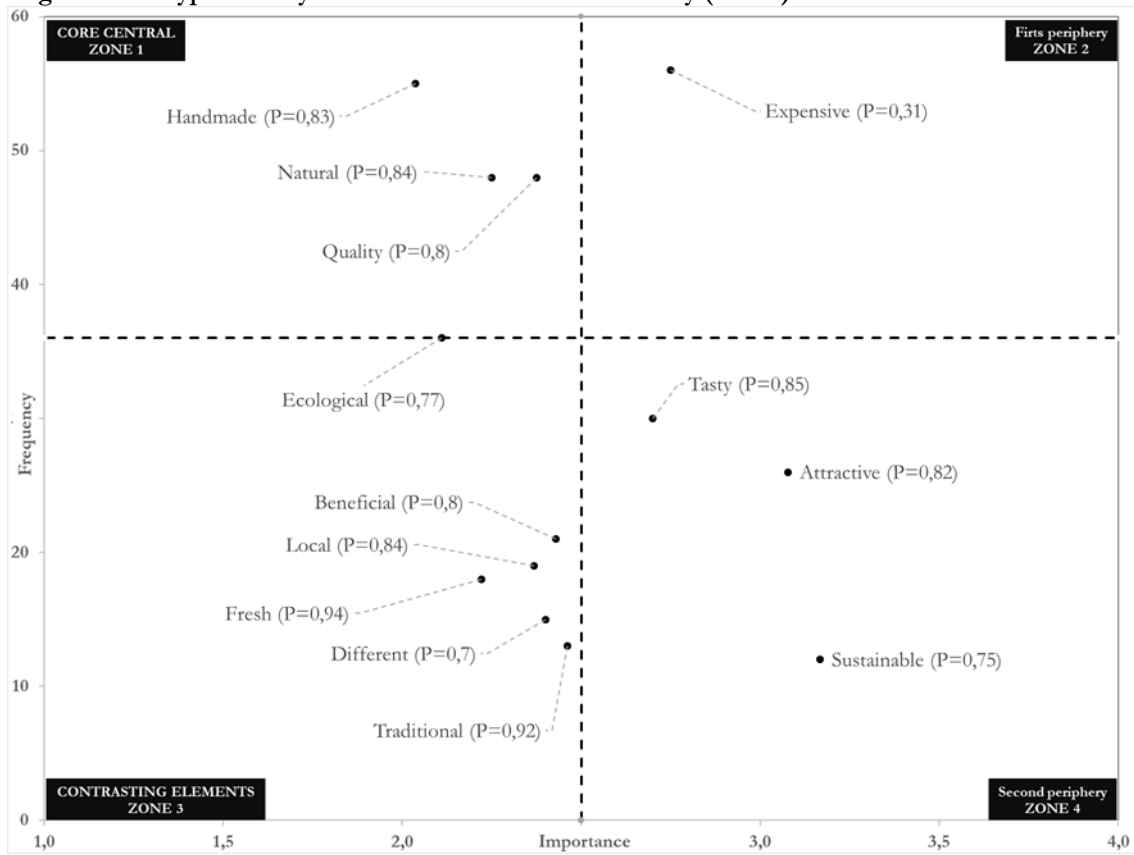


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879 Notes. P=Polarity index;  $-1 \leq P \leq -0.4$  negatively connotation;  $-0.4 \leq P \leq 0.4$  neutral connotation;  $0.4 \leq P \leq 1$  positive connotation (De Rosa,  
880 2002)

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882 Fig 3.b. Prototypical analysis of the SRs of CFPs in Germany (n=153)

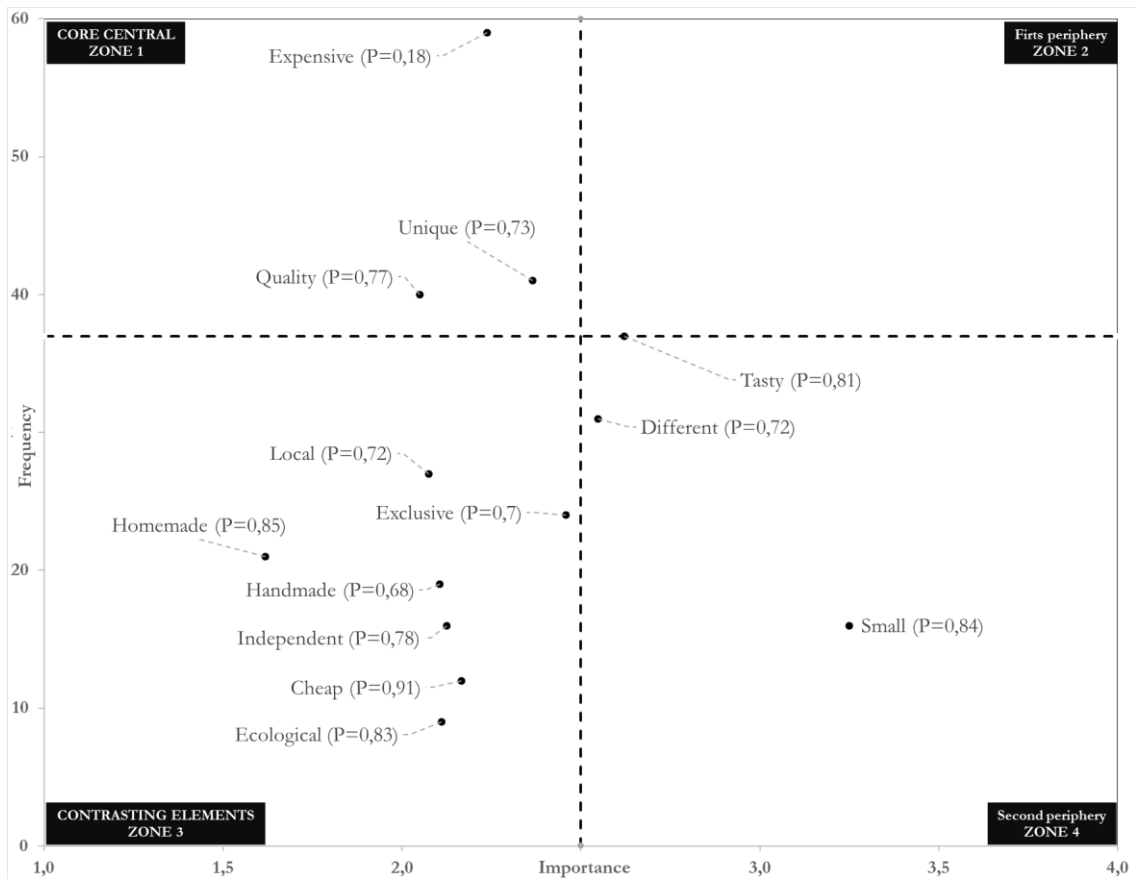


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884 Notes. P=Polarity index;  $-1 \leq P \leq -0.4$  negatively connotation;  $-0.4 \leq P \leq 0.4$  neutral connotation;  $0.4 \leq P \leq 1$  positive connotation (De Rosa,  
885 2002)

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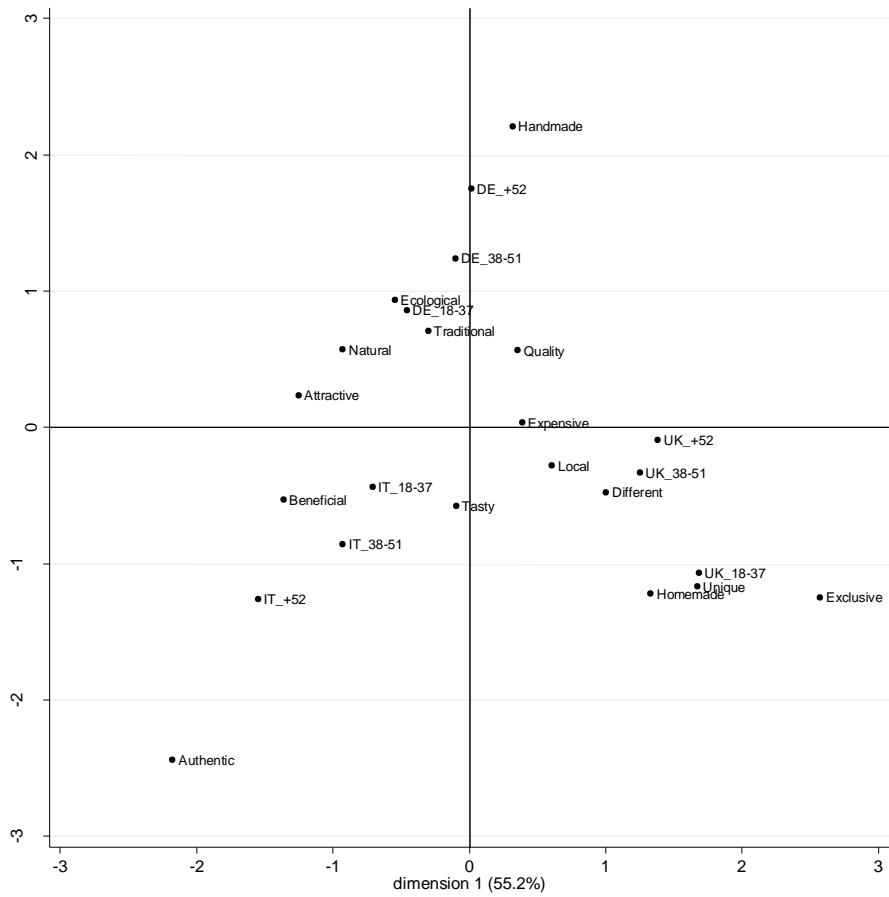
887 Fig 3.c. Prototypical analysis of the SRs of CFPs in the United Kingdom (n=150)



888 Notes. P=Polarity index;  $-1 \leq P \leq -0.5$  negatively connotation;  $-0.4 \leq P \leq 0.4$  neutral connotation;  $0.4 \leq P \leq 1$  positive connotation (De Rosa,  
 889 2002)  
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893 Fig 4. Correspondence analysis of words and age groups of participants.

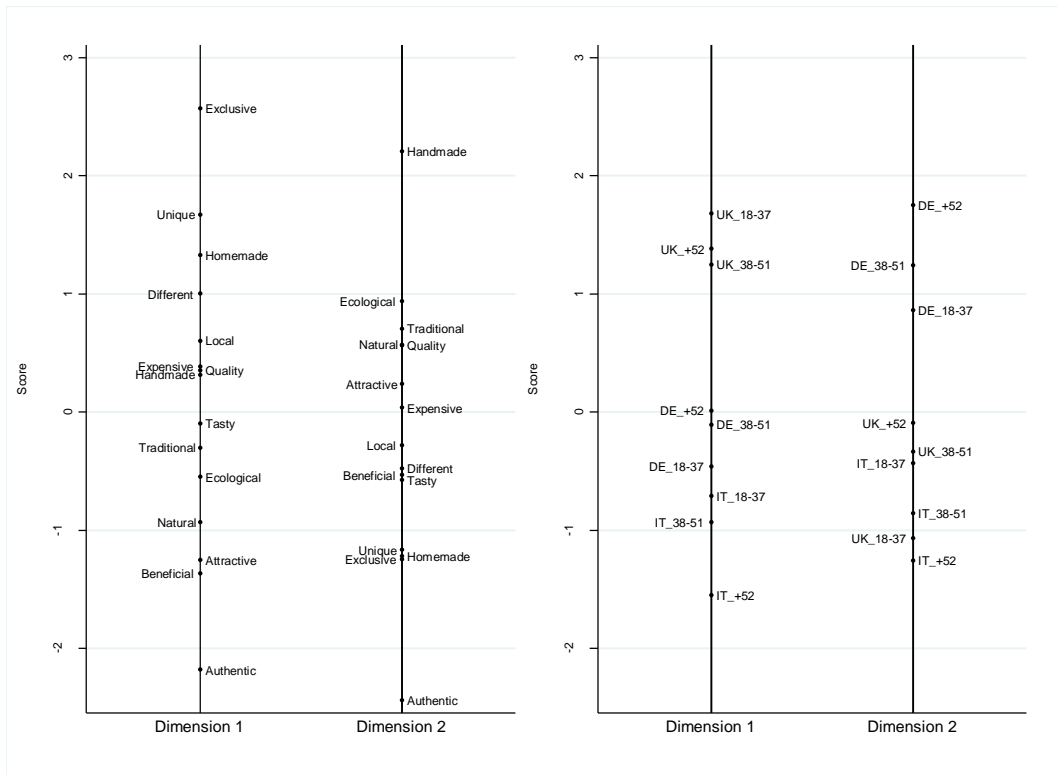


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911 Fig 5. CA dimension projection plot.



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