

## Food Consumption attitudes: changes and impact on retail

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**Introduction and purpose** - In 2016 28.7 million Italians eat regularly or occasionally in an ethnic restaurant. (Coldiretti 2017).

In the same Coldiretti research (2017) it emerges that 97.1% of respondents believe that health and well-being depend on what we eat.

Ethnic food can be defined as “*foods originating from a heritage and culture of an ethnic group who use their knowledge of local ingredients of plants and/or animal sources*”. (Kwon Y., 2015 p.1).

“*Superfood is a marketing term for food with supposed health benefits as a result of some part of its nutritional analysis or its overall nutrient density*”(European Food Council 2014).

Different motivations contribute to the complexity of the topic, such as the regulation of commercial activities in Italy, the different Italian business models, the technological innovation (Vona R., Sciarelli S., 2009).

The aim of this the work is precisely to describe the complexity of the phenomenon in all its nuances and attempt to identify the social and cultural motivations.

**Design/Methodology/Approach** - During the research we will use some insights obtained from the Iri Info Scan.

Furthermore, questionnaires will be administered in some sales points located in different five different districts of the city of Naples.

**Preliminary Findings** - The questionnaires administered to the owners and managers of small distributors, emerge a series of answers that confirm the advanced theoretical hypotheses and also the data obtained by the Iri info Scan company.

Respondents also added valid observations arguing that there is a need to sensitize the inhabitants of southern Italy towards a "food education" that aligns them with the inhabitants of northern Italy. 9 respondents out of 10 declare that the professional qualification of the employees is a fundamental element for their own activity.

Even if the consumers of healthy and ethnic food are not many in the city of Naples, at the same time emerges a careful and demanding profile consumer: 6 respondents out of 10 declare that their customers expect salespeople prepared and capable to satisfy their product information needs, 4 declare that their customers focus attention on leaflets and on printed information material.

**Practical Implication** - Healthy dining culture is spreading more and more in Italian cities and more and more chefs are updating themselves to offer dishes that satisfy the needs of the most attentive to the relationship between food and health.

A fundamental role has been played by the media, which in recent times attach great importance to contents concerning food culture.

**Keywords** – Large scale retail; small food retail; Healthy food; Ethnic food; Consumption

**Paper Type** – Empirical Research

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