

AWARENESS OF THE VYSOČINA REGIONAL FOOD LABELS WITH CONTEXT OF THEIR MEDIA PRESENCE

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Abstract

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The article presents results of research study that focused on the recognition of the Vysočina regional labels among the consumers in the region in connection with media analysis about the topic. Research among consumers was conducted in each district of Vysočina Region (Jihlava, Žďár nad Sázavou, Třebíč, Havlíčkův Brod and Pelhřimov) by interviewing a sample of 819 respondents, selected by quota sampling methods. The research was aimed at analysing the ability of respondents to recognise and differentiate two existing regional labels VYSOČINA Regional Product®, Regional Food Vysočina Region and also nonexistent brand From Our Region Vysočina, created by authors. Data have been processed with correspondence analysis and showed that respondents connect different characteristics with the labels. Media analysis of the Vysočina regional labels revealed that media may help building awareness about the labels but they do not shape respondents' views on them. Examining the link between the frequency of different types of information in media and their potential impact on the labels' perception by consumers have shown distorted image. Stronger consensus between research and media analysis have been examined only on importance of products' origin, which can be viewed as a logical inference from the name of the labels.

Keywords: regional labels, Vysočina Region, consumer awareness, correspondence analysis, media analysis

INTRODUCTION

In the recent years we have witnessed a proliferation of regional food labelling schemes that claim to promote quality production from the respective region. This trend reflects not only market saturation with global products, but also consumers' awareness of problematic issues connected with them (Fonte, 2010; Bowen, Mutersbaugh, 2013). In addition, since the mid 1990s the EU customers have experienced several food scandals (e.g. BSE, E-Coli, Dioxin residues) that gained an intensive media coverage (Knowles, Moody, McEachern, 2007). In consequence of the public anxiety, food quality and its origin are the central issues in current food economics in EU countries (Markovina, Stewart-Knox, Rankin *et al.*, 2015), shifting the entire

food system from 'food from elsewhere' to 'food from here' (Schermer, 2015). Also Czech consumers have gradually become more critical in their food choices, with significantly higher preference of the domestic (national, as well as regional and local) food products in the past years (Skořepa *et al.*, 2009; Turčínková, Kalábová, 2011; Velčovská, Del Chiapa, 2015). To satisfy the needs of consumers, more information and strong guarantees of the food origin and quality are necessary – regional labels represent an effective solution (Mettepeningen *et al.*, 2012; Doherty, Campbell, 2012).

In the Czech Republic regional labels generally represent relatively new phenomenon and that is why they received only little attention from academic circles so far (Kašková, Chromý, 2014).

The purpose of this article is to add to that knowledge and consider regional labels from the consumers' perspective. The aim is to investigate the ability of respondents from Vysočina Region to recognise and differentiate two existing regional labels: VYSOČINA Regional Product® and Regional Food Vysočina Region and also nonexistent brand From Our Region Vysočina, created by authors. By investigating its image, our research extends the knowledge on the effect of labels in general. The context of media presence of the topic is added. Media convey cumulative messages that shape, reflect and reinforce attitudes, values, behaviours and also preoccupations (Silverblatt *et al.*, 2014). In the age of global media, local or regional media is often mentioned, but rarely carefully considered (Hutchins, Lester, 2006), by investigating media activity at the theme of regional labelling the authors want to analyse the influence of the media on awareness of the labels in Vysočina Region.

The paper first discusses regional products and regional labels, the next section is devoted to methodology of the research on awareness of Vysočina regional labels and the media coverage of the topic, followed by a discussion of the results. Conclusions and further research recommendations are presented at the end of the paper.

Regional Products and Regional Labels

Regional labelling schemes are considered to be one of several ways how to promote rural regions and support their economical, social and environmental potential (Bingen, 2012). They focus on three main target groups: consumers (inhabitants of the region and its visitors), producers (i.e. handicraftsmen, farmers, small and medium-sized enterprises) and local government institutions, including other organisations working in the region (Papadopoulos, Fonte, 2010; Čadilová, 2011). In the last few years, an increasing demand for regional products have been observed in the Czech Republic (Turčínková, Kalábová, 2011), copying the trend that was present in EU countries from the beginning of the century (e.g. Loureiro, Umberger, 2005; McEntee, 2010). Van Ittersum, Candel and Meulenberg (2003) provide a definition for a regional product as one whose quality and (or) fame can be attributed to its region of origin, important attribute is that the product is marketed using the name of the region of origin. Fonte (2010) depicts not only qualitative and geographical characteristics but also importance of historical context (tradition), it should express specificity for the respective region. Their basic characteristics include respect for environment (Ilbery, Maye, 2007), also it should contain a proportion of manual work and regional raw materials – however, these are not always required if the product express extraordinary quality (Čadilová, 2011). Customer-oriented concept of food marketing is based on value adding, producers should be able to communicate these attributes on the marketplace clearly and highlight the relevant

products' characteristics to consumers in distinctive form (Verbeke, 2005; Giovannucci *et al.*, 2010). Label in general can be defined as a graphic sign that informs customers about the compliance of the product with the production process in a corresponding certification system (Aaker, Joachimstaller, 2009).

Regional labels represent direct connection between product and its place of origin (Pike, 2011). They signal above all authenticity and genuineness, it is a sign that the product is actually produced in the region denoted by the name of the product (Van der Lans, Van Ittersum *et al.*, 2001; Bingen, 2012). By using them, food producers may exploit existing associations consumers have with the region and in that way provide their product with an specific image; combined with their unique qualities, this regional image can create a identity for these products and add them value in this way (Ilbery and Kneafsey, 2000). Hegger defines regional labelling process as a use of local resources that aims to strengthen and protect identity of regions and create synergy and coherence between economic and social activities. Ilbery and Maye (2007) view regional labelling schemes as a tool to promote sustainable forms of food production, as a process of 'reterritorialisation' or ecological localisation. Van Der Ploeg (2008) considers them as a symbol of the 'resistance' against the 'empire', referring to the global food producers. It is apparent that regional labels may be studied from various angles, one of the most important could be considered the consumers' perspective.

Apart from the genuineness, sustainability, origin and quality, regional labels may trigger associations that could influence product evaluations. During a series of focus group interviews conducted by Van Ittersum, Meulenberg *et al.* (2007), economic consequences of regional labels were reoccurring themes. Similarly, Teuber (2011) questioned German consumers' awareness and knowledge about EU geographical indications and the results showed that it was very limited. The quality warranty dimension was not as important as the economic support dimension and perceived authenticity of the product.

The issue of regional labels has interdisciplinary character, its different aspects have been studied in various scientific disciplines: from their impacts on development of rural areas (Fonte, 2010); relation to the development of rural tourism (Hall, Gössling, 2012); connection with territorial marketing (Anholt, 2010); part of the food marketing (Ilbery, Morris *et al.*, 2005; Van Ittersum, Meulenberg *et al.*, 2007) or place branding strategy (Pike, 2011). Tregear and Giraud (in Barham, Sylvander, 2011) see several reasons why a demand-side point of view of the buyers and users is particularly important: not only producers of the regional products exist on the market place and therefore rely upon consumers' choices, but also contemporary value and meaning of the regional labels are co-created by various

actors and consumers (as socially constructed phenomena).

In the Czech Republic the regional labels are relatively new trend that has been developing in the last decade (Čadilová, 2011). Outcomes of the Czech academical debates and existing studies focused on the regional development impacts (Lošťák, Kučerová, 2007), Spilková and Fialová (2013) as well as Hájková (2014) analysed regional labelling schemes in the context of rural tourism, whereas Kašková and Chromý (2014) focused on geographical aspects, sepcifically regional labels as a part of region formation process, Pavézová (2013) presented a model of regional label introduction and its development. Marketing implications had a research study of Velčovská and Del Chiapa (2015) and Velčovská (2012) who is continuously analysing the food quality labels preference in Czechia (including regional label such as Regional Food and EU labels PDO, PGI and TSG). The point of view of the customers on the regional labels remains understudied.

MATERIALS AND METHODS

Research was focused on Vysočina regional labels, the study was prompted by the need to find out the level of awareness of the labels: VYSOČINA Regional Product® and Regional Food Vysočina Region. The authors also wanted to investigate the ability of respondents from Vysočina Region to recognise and differentiate between them and if they pay attention to them – it is why authors created non existent label From Our Region Vysočina and tested it as well. Word “vysočina” means highlands, therefore the motive of the hill had been used as well as green and blue colours that are traditionally associated with Vysočina Region (and




are also present on the other two regional brands). Tab. I peresents the basic characteristics.

The research study was divided into two parts. Quantitative research was focused on awareness of Vysočina regional labels was conducted in January–March 2015 in each of the region's district, it had a quantitative design. The structure was determined in accordance with structure of Vysočina Region population, data came from the Czech Statistical Office, see Tab. II.

Questionnaires were completed with the help of interviewers (857) outside shops and shopping centres, 819 of them were processed (quota sampling according to gender, districts in Vysočina – Jihlava, Havlíčkův Brod, Pelhřimov, Třebíč and Žďár nad Sázavou and type of residence – city/village). The questionnaire consisted of 25 questions: apart from demographic questions and their buying decisions process, respondents were asked to answer what attribute they connect the most with a particular regional brand (actual logo was presented in the questionnaire).

Data have been processed with correspondence analysis (CA), a multivariate statistical technique that provides a means of displaying or summarising a set of data in two-dimensional graphical form (Nenadić, Greenacre, 2007). All data should be nonnegative and on the same scale for CA to be applicable, and the method treats rows and columns equivalently. It is traditionally applied to contingency tables; CA decomposes the chi-squared statistic associated with this table into orthogonal factors (Greenacre, 2007). As in principal component analysis, the idea in CA is to reduce the dimensionality of a data matrix and visualize it in a subspace of low-dimensionality, commonly two- or threedimensional (Blasius, Greenacre, 1994). The CA solution was shown by Greenacre (2007) to be neatly encapsulated in the singular-value decomposition (SVD) of a suitably

I: Vysočina Region labels basic characteristics

	<p>Label VYSOČINA Regional Product® was cretated in 2007 and is part and follows the criteria of Association of Regional Brands. First local producers of agricultural products, food and handicraft products received their certificates from the certification commission in 2008. The certified product must be made by local enterprise and produced in Vysočina, it has to fulfill standard quality criteria and it should be a regional specialty (unique relationship and tradition in Vysočina). Also the product and its packaging must be environmentally friendly. In 1. 1. 2015 there were 68 products that held VYSOČINA Regional Product® certificate (Asociace regionálních značek, 2015).</p>
	<p>Label Regional Food is a result of the project Ministry of Agriculture of the Czech Republic to support small and medium food producers. A competition for this label is held yearly (since 2010) in all 13 regions of the Czech Republic (including Vysočina Region), with exception of the capital city Prague. For a product to be able to enter the regional competition, it must be produced in one of the 13 Czech regions and from traditional raw materials. In addition, the share of domestic raw materials must total at least 70% and the main ingredient must be 100 percent domestic in origin. In 1. 1. 2015 there were 37 products that were certified with label Regional Food Vysočina Region (Ministry of Agriculture of the Czech Republic, 2015).</p>
	<p>Non-existent logo, created by authors.</p>

Source: web presentations of the Vysočina regional labels, own adjustment

II: Vysočina Region population aged 15–65+ by gender, age groups and districts

Criterion	Group	Abs. frequency	Rel. frequency
Total	Population aged 15–65	344 450	100.00
Gender	Male	176 875	51.3%
	Female	167 575	48.7%
Age	15–25 years	59 310	17.2%
	26–35 years	69 868	20.3%
	36–45 years	79 507	23.1%
	46–55 years	66 560	19.3%
	56–65 years	69 205	20.1%
	65+ years	90 271	17.7%
District	Jihlava	112 253	22%
	Havlíčkův Brod	94 856	18.6%
	Pelhřimov	72 323	14.2%
	Třebíč	112 464	22%
	Žďár nad Sázavou	118 626	23.2%

Source: Czech Statistical Office, data from 2013 (2014)

transformed matrix. To summarize the theory, first divide the $I \times J$ data matrix, denoted by N , by its grand total n to obtain the so-called correspondence matrix $P = N/n$. Let the row and column marginal totals of P be the vectors r and c respectively, that is the vectors of row and column masses, and D_r and D_c be the diagonal matrices of these matrices (Hebák *et al.*, 2007). The computational algorithm to obtain coordinates of the row and column profiles with respect to principal axes, using the SVD, is as follows:

1. Calculate the matrix of standardized residuals:

$$S = D_r^{-\frac{1}{2}} (P - rc^T) D_c^{-\frac{1}{2}}.$$

2. Calculate the SVD:

$$S = U D_\alpha V^T,$$

where

$$U^T U = V^T V = I.$$

3. Principal coordinates of rows:

$$F = D_r^{-\frac{1}{2}} U D_\alpha.$$

4. Principal coordinates of columns:

$$G = D_c^{-\frac{1}{2}} V D_\alpha.$$

5. Standard coordinates of rows:

$$X = D_r^{-\frac{1}{2}} U.$$

6. Standard coordinates of columns:

$$Y = D_c^{-\frac{1}{2}} V.$$

The total variance of the data matrix is measured by the inertia (see, e.g., Greenacre, 2007), which resembles a chi-square statistic but is calculated on relative observed and expected frequencies:

$$7. \text{ Inertia} = \phi^2 = \sum_{i=1}^I \sum_{j=1}^J \frac{(p_{ij} - r_i c_j)^2}{r_i c_j}.$$

The rows of the coordinate matrices in (3)–(6) above refer to the rows or columns, as the case may be, of the original table, while the columns of these matrices refer to the principal axes, or dimensions, of the solution. Notice that the row and column principal coordinates are scaled in such a way that $FD_r F^T = GD_c G^T = D_\alpha^2$, i.e. the weighted sum-of-squares of the coordinates on the k -th dimension (i.e., their inertia in the direction of this dimension) is equal to the principal inertia (or eigenvalue) α_k^2 , the square of the k -th singular value, whereas the standard coordinates have weighted sum-of-squares equal to 1: $XD_r X^T = YD_c Y^T = I$. The implementation of the algorithm follows Greenacre and Blasius (1994). The graphical representation of results from CA is commonly done with so-called symmetric maps. In that case, the row and column coordinates on each axis are scaled to have inertias equal to the principal inertia along that axis: these are the principal row and column coordinates.

There have been also contingency table constructed based on respondents' residence in districts of Vysočina – Jihlava, Havlíčkův Brod, Pelhřimov, Třebíč, Žďár nad Sázavou; Chi-square test was counted in order to confirm or disprove relation between variables.

Content analysis of media aimed to analyse the media presence of the Vysočina regional labels and occurrence of the characteristics attached to each regional label, to test whether media provide

distinctive information. The following steps of the content analysis were used (Krippendorff, 2004):

- 1. Critical analysis** (selection of the analysed texts) – the most appropriate were the texts from the media because of their role in the contemporary society (Silverblatt *et al.*, 2014).
- 2. Conceptualization** defined the basic investigated variable in the analyzed text. Such variable were Vysočina regional product and Regional food Vysočina. Newton Media (NM), company which monitors the media in the Czech Republic, provided the texts that included both defined terms. Media monitoring included texts from newspapers, journals, electronic media (internet, radio, TV) which were published between January 2007 and December 2014.

Operationalisation meant to find in the text concrete characteristics, that were connected with both Vysočina labels.

- 3. Recording unit** was the number of the operationalized terms in the analyzed texts.

- 4. Coding scheme** was elaborated using MS Excell.

To compare the quality of media coverage a parameter of media reach (GRP) was calculated by NM. This parameter presents a degree of media readers or viewers exposure to the message about both existing regional labels, it is based on the average reach of the percentage of the population over 15 years (approx. 9 million inhabitants in Czech Republic). GRP reflects the ratings of individual media, at the same time it takes into account location of the article of the article in the title. One GRP represents 90 000 probable reading/viewing posts. High value of GRP means, that the tracked message reached a broad variety of readers, viewers and listeners and this message reached them repeatedly.

Media have been categorised in 6 groups:

- 1. Regional newspapers and journals:** Jihlavské listy, Deník, Horácké noviny, Vysočina – regionální týdeník, Krajské noviny, 5plus2 dny, Mladá fronta Dnes – regionální příloha.
- 2. National newspapers:** Hospodářské noviny, Blesk, Právo and Mladá fronta Dnes.

- 3. Web servers:** prvnizpravy.cz, novinky.cz, nazeleno.cz, vitalia.cz, businessinfo.cz, novinkyvysočina.cz, parlamentnilisty.cz, denik.cz, eregal.ihned.cz; MaM.cz; maminka.cz.

- 4. Professional magazines:** Ekonom, Euro, Obchod a finance, AGRObase zpravodaj, Retail Info Plus, Beverage and Gastro, Moderní obec, Veřejná správa.

- 5. TV and radio:** Czech TV, Prima TV, Nova TV, Czech Radio.

- 6. Other:** journals specialised on wellness, healthcare, hobby and women's magazines: Xantypa, Katka, Tina, Svět ženy, Moje zdraví, Blesk Hobby.

RESULTS AND DISCUSSION

As it results from media analysis, label VYSOČINA regional product has been mentioned in 481 media texts (Tab. I), most of them were in regional newspapers (73%) and on internet servers (14.6%). Only minimum of the media presence (21%) has been devoted directly to the VYSOČINA regional product, presenting the project itself or announcing results of the certification process with mentioning what the label represents. Relatively high attention (11% of texts) gained the BIOMARKET in Třebíč, the event organised to support demand for regional, bio and fair trade products. Majority of the texts (39%) are either texts about or interviews with successful certificate holders (farmers, producers), in which the label is mentioned.

Since the project's launch in 2010, label Regional Food Vysočina Region has appeared in 267 texts (Tab. IV). It is apparent that texts in regional media (61.4%), and on the web servers (16%) are the most frequent again, the difference from VYSOČINA regional product media presence is higher interest of professional magazines (14.2% compared to 2.5%). Also, more texts (42%) were presenting the project and its objectives, attaching characteristics to the label (what it represents).

Media presence of both Vysočina regional labels have risen significantly in 2013 and 2014 years,

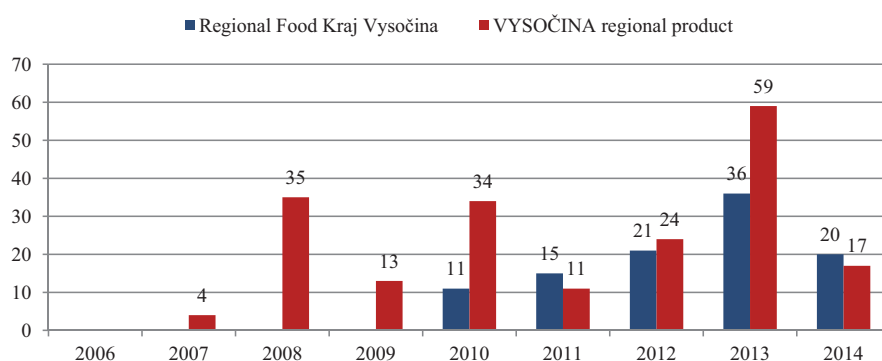
III: Absolute number of media presence of VYSOČINA regional product in 2007–2014

Year	Type of media						Total
	Regional	National	Internet	TV and radio	Professional magazines	Other	
2007	9	1	0	0	0	0	10
2008	31	4	5	9	0	0	49
2009	35	3	2	2	1	1	44
2010	59	5	6	1	2	0	73
2011	47	1	6	0	2	0	56
2012	39	1	8	3	3	1	55
2013	57	2	34	1	5	3	102
2014	74	0	9	8	0	1	92
Total	351	17	70	24	12	6	481

Source: Newton Media, own calculation

IV: Absolute number of media presence of Regional Food Vysočina Region in 2010–2014

Year	Type of media						Total
	Regional	National	Internet	TV and radio	Professional magazines	Other	
2010	30	1	2	0	7	0	40
2011	18	0	8	3	8	1	38
2012	44	0	10	0	8	0	62
2013	47	1	17	4	8	1	78
2014	25	5	6	1	7	5	49
Total	164	7	43	8	38	7	267



1: Media reach of Vysočina regional labels media presence 2006–2014
Source: Newton Media, own adjustment

the absolute number of articles and other media appearances in 2014 (before the research in the beginning of 2015) was almost twice as high for VYSOČINA regional product (97) then Regional Food Vysočina Region (53).

The comparison of media reach (GRP, Fig. 1) shows, that highest level of GRP had VYSOČINA regional product in 2013, as a result of the attention paid to then new project of distribution places certification (retailers who specialised on regional products could apply for the label). In 2014 there was a distinctive decline of GRP for both labels. Regional Food Vysočina Region reached 20 GRP, which means that in that year there was 1 800 000 probable views of the analysed message, VYSOČINA regional product reached only 17 GRP (1 530 000

probable views). One viewer/reader could have read more than article. In 2014, attention was paid to the traditional topics such as the announcements of new certificates holders and interviews with them.

Awareness about the labels may be above all positively affected by marketing communication, more detailed information about what they symbolise apart from the Vysočina origin may be provided by media. Authors have analysed total number of texts from media provided by NM about the label VYSOČINA regional product (481) and Regional Food Vysočina Region (267) and searched the characteristics that have been connected with existing labels. Characteristics have same codes as in the questionnaire that have been used in a primary research about the labels' awareness, with

V: Characteristics attached to Vysočina regional labels in media

Symbol	Characteristics
A	Quality
B	Support of tourism – authenticity signal to tourists
C	Specialty
D	Origin – the product was made in Vysočina Region
E	Environmental friendly product
F	Buying a product supports a producer (SME) from Vysočina Region
G	Traditional product from Vysočina Region
H	Product was made by using raw materials from Vysočina Region
I	Fresh products
J	Benefit for the region – promotion

Source: Own questionnaire

one exception – as premium price have not been mentioned, Characteristic B represents support of tourism. Also, Characteristic I (freshness of products) and Characteristic J (benefit for region) have been added as they have been present in the texts repeatedly (in 2011 significantly).

Tabs. VI a VII show what characteristics have appeared in connection with both existing regional labels over the years. Analysis of media texts about VYSOČINA regional product shows, that prevailing information is about the label being a signal of a product origin in Vysočina Region (Characteristic D), share of this information is nearing 30% in total. Also, connection with quality (Characteristic A) is frequent. The information about label being a signal that the product is environmental friendly (Characteristic E) – that is also one of the evaluation criteria when applying for the label – is gradually declining.

As it results from Tab. VII, regarding Regional Food Vysočina Region prevailing image in media is a quality label, moreover – connection with a quality is gradually rising (from 31% in 2010 to 38% in 2014). The information about origin in Vysočina Region (Characteristic D) and support of regional SMEs, which is the main goal of the project the label is part of (Characteristic F) is also frequent. Over the time accentuation of the label signaling a regional specialty (Characteristic C) is declining (14% in 2010, 4% in 2014). Environmental

friendliness (Characteristic E) is mentioned very rarely. Interesting fact is, that Characteristic H (share of the regional raw materials) that is also one of the evaluation criteria in the competition for the regional label, is also being mentioned only seldom.

Primary research among Vysočina Region inhabitants was conducted in January–March 2015, Tab. VIII presents the general profile of the sample population. Respondents were 49.1% of men and 50.9% of women, aged between 15 and 70, with a significant number of respondents between 15 and 25 (23%), 26 and 35 (19%), 36 and 45 (21%) (quota sampling). The most of respondents were from Jihlava (28%), Třebíč (23%) and Žďár nad Sázavou (23%) districts, 11% of them came from Havlíčkův Brod and 15% Pelhřimov districts. The structure of respondents by age and gender is corresponding with the structure of the Vysočina Region population (Tab. II). Regarding level of education, majority of people (51%) reported to have secondary school with graduation and without it (26%), 17% had a university degree.

Respondents were asked to state whether they follow information regarding regional labels in media. Majority of them (71.79%) claimed they noticed them, 19.05% have expressed strong disinterest in such type of information (Tab. IX). Such result is in line with research of Majerová *et al.* (2011, p. 43), which indicated that Vysočina Region

VI: VYSOČINA regional product – appearance of the tested characteristics in media January 2007–December 2014

Characteristics (rel. frequency)										
Year	A	B	C	D	E	F	G	H	I	J
2007	9.09	45.45	0.00	45.45	0.00	0.00	0.00	0.00	0.00	0.00
2008	19.88	4.09	5.26	21.64	15.79	7.02	12.28	4.68	0.00	9.36
2009	7.41	4.94	13.58	24.69	12.35	14.81	12.35	8.64	0.00	1.23
2010	19.42	4.85	12.62	28.16	12.14	3.88	11.17	5.83	0.00	1.94
2011	19.67	4.92	7.38	30.33	9.02	14.75	4.10	5.74	0.00	4.10
2012	29.03	0.00	8.06	35.48	3.23	8.06	16.13	0.00	0.00	0.00
2013	24.29	7.14	8.57	27.86	7.14	7.14	8.57	6.43	0.00	2.86
2014	24.82	6.38	7.80	26.24	3.55	12.06	10.64	8.51	0.00	0.00
Total rel. frequency	20.56	5.46	8.89	27.30	9.64	8.78	10.28	5.89	0.00	3.21

Source: Own research

VII: Regional Food Vysočina Region – appearance of the tested characteristics in media January 2010–December 2014

Characteristics (rel. frequency)										
Year	A	B	C	D	E	F	G	H	I	J
2010	31.65	1.27	13.92	11.39	2.53	20.25	8.86	6.33	2.53	1.27
2011	31.82	0.00	7.58	22.73	10.61	12.12	1.52	0.00	7.58	6.06
2012	30.61	0.68	7.48	21.09	1.36	12.93	12.93	10.20	2.72	0.00
2013	36.63	3.96	3.96	31.68	0.00	15.84	0.99	4.95	0.99	0.99
2014	38.46	0.00	4.62	20.00	1.54	18.46	6.15	3.08	4.62	3.08
Total rel. frequency	33.41	1.31	7.42	21.83	2.62	15.50	6.99	5.90	3.28	1.75

Source: Own research

VIII: Socio-demographic characteristics of the respondents

	Abs. frequency	Rel. frequency
Gender		
Male	418	51%
Female	401	49%
Age		
15–25 years	192	23%
26–35 years	153	19%
36–45 years	171	21%
46–55 years	124	15%
56–65 years	122	15%
66 and more	57	7%
Vysočina Region district		
Jihlava	230	28%
Havlíčkův Brod	93	11%
Pelhřimov	124	15%
Třebíč	184	23%
Žďár nad Sázavou	188	23%
Education		
Primary	46	6%
Secondary school (no graduation)	215	26%
Secondary school with graduation	420	51%
University degree	138	17%

Source: own calculation

IX: Vysočina Region inhabitants and they interest in information about regional labels in media

Do you follow information about Vysočina regional labels in media?		
	Abs. frequency	Rel. frequency
No, never	156	19.05
I have noticed this information but I do not seek them	310	37.85
I follow this information, but only occasionally	278	33.94
I actively seek this information	75	9.16
Total	819	100

Source: Own research

inhabitants show higher than average interest in news regarding the region.

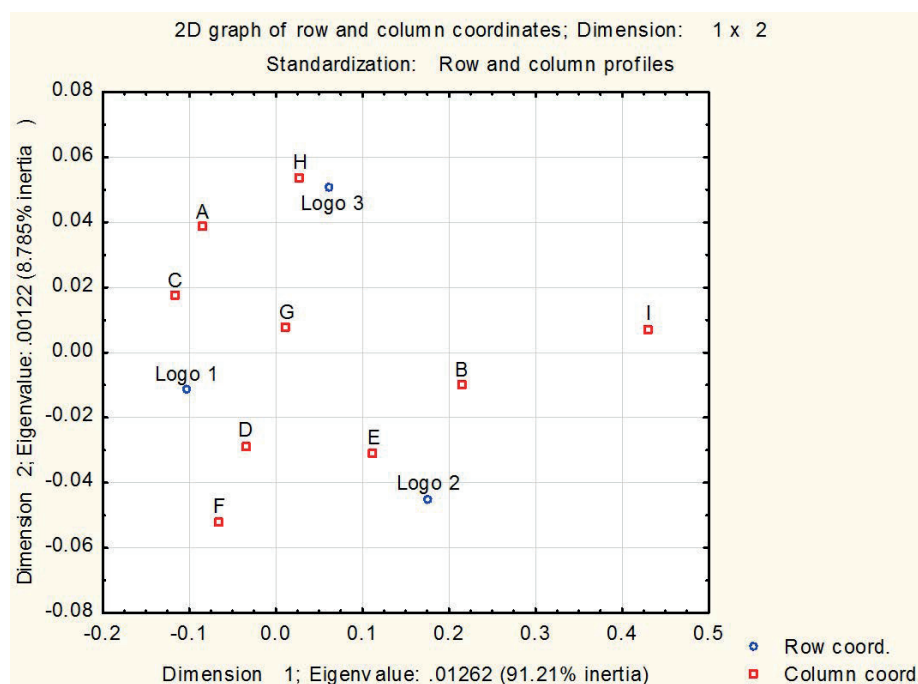
Respondents were also asked to identify logos from Tab. I. Regional Food Vysočina Region was presented the first (Logo 1) and 54% (442) people stated they have already seen it when shopping. Non-existent label (Logo 2) have been recognised by 24% (193) respondents and VYSOČINA regional product by 31% (257) respondents. For the existing labels the research indicates significant shift of awareness of the regional labels among the consumers in Vysočina Region, as in 2012 Regional Food Vysočina Region was recognised by 36% and label VYSOČINA Regional Product® by 19% of respondents (Chalupová, Rojík, Prokop, 2012). Almost quarter of the respondents (24%) claimed they recognise non-existent label – this can be considered as a sign that people generally do not pay substantial attention to the labels.

Characteristics that were tested in the questionnaire reflect the evaluation criteria and information provided by the institutions responsible for the regional labels management (Tab. X). Also price (resp. premium price – Characteristic B), have been included in the research as it is viewed as one of the most important marketing tool (Kotler, Keller, 2013) and its effect on the customer decision making have been tested repeatedly and relationship between price, perceived quality and brand name have been repeatedly identified as statistically significant (eg. Rao, Monroe, 1989). It was appropriate to examine whether consumers link higher quality that is supposed to be linked with both existing also with a higher price. Possible positive impact on consumers' health (Characteristic I) was added in order to verify that people add their own characteristics to the labels.

X: Characteristics tested to be attached to Vysočina regional labels

Characteristics	
A	Quality
B	Premium price
C	Specialty
D	Origin – the product was made in Vysočina Region
E	Environmental friendly product
F	Buying a product supports a producer (SME) from Vysočina Region
G	Traditional product from Vysočina Region
H	Product was made by using raw materials from Vysočina Region
I	The product has positive effect on health

Source: Presentations of the labels, questionnaire



2: Correspondence analysis – characteristics that respondents in Vysočina Region connect with regional labels

Source: own calculation

XI: Contingency table – dependence of recognition (answer yes) of the regional labels and tested characteristics

Logo	Characteristics									Total
	Char. A	Char. B	Char. C	Char. D	Char. E	Char. F	Char. G	Char. H	Char. I	
Logo 1	13.25%	5.46%	12.61%	21.61%	4.90%	14.22%	12.85%	13.33%	1.77%	100%
Logo 2	10.21%	9.15%	9.15%	20.43%	6.60%	12.77%	13.19%	13.62%	4.89%	100%
Logo 3	12.57%	7.49%	11.02%	19.49%	5.51%	11.72%	13.28%	15.25%	3.67%	100%
Pearson chi-sq. test			Chi-sq. test			p				
Pearson chi-sq.			33.52215			df = 16		p = 0.00630		

Source: own calculation

Correspondence analysis (Fig. 2) presents, what different meanings, respondents who demonstrated their knowledge, attach to existing regional labels and also the non-existing one. From Our Region Vysočina (non-existing label, Logo 2) have signaled to the respondents premium price and environmental friendliness (Characteristics B

and E). VYSOČINA regional product (Label 3) was distinctive with Characteristic H, respondents connected Logo 3 with the information that the product was made by using raw materials from Vysočina Region. Regional Food Vysočina Region (Label 1) symbolises above all specialty, a traditional

product from the region and support of regional SMEs (Characteristics C, D, G, F).

As it also results from the contingency table (Tab. XI), respondents who recognised Regional Food Vysočina Region (Logo 1) and VYSOČINA regional product (Logo 3) identified labels also as symbols of quality (Characteristic A) but they did not connect these two labels with premium price (Characteristic B). On the other hand, non-existent label (Logo 2) signaled to the respondents distinctively more than existing labels premium

price and also that the labelled product is environmentally friendly (Characteristic E). Only minimum respondents indicated labels as a symbol that a product has positive effect on health.

Statistic testing with the level of $\chi^2 = 33.52$, Sig. 0.0063, $p < 0.05$ has confirmed, that the regional labels connection with specific characteristics differ, respondents have different perceptions of the regional labels depending on the selected characteristics.

CONCLUSION

Origin of food is becoming one of the key elements that influences consumers' decisions. In such context, regional labels should communicate the benefit very clearly. Policy makers have already recognised the importance of local food products as a mean to promote identity and economy of the region (Velčovská, Del Chiapa, 2015). In accordance with EU policy regional labelling schemes have a broad support, which leads to their growing number, or even inflation of labels. With more than one regional label per region it is highly important to build a label strong positioning, differentiate it and clearly communicate its „raison d'être“ (Aaker, Joachimstaller, 2004).

Our findings revealed that respondents from Vysočina claim to be aware of the regional labels, as half of them (54%) stated they have already seen Regional Food Vysočina Region logo when shopping and 31% of them recognised label VYSOČINA regional product. Interesting is, that almost quarter of the respondents (24%) claimed they have already seen non-existent label which can be considered as a sign that people generally do not pay substantial attention to the labels. Research have shown what characteristics respondents connect with both existing and also non-existing regional label. Statistical test based on contingency table proved that there is a statistical dependence, but the differences were not highly significant. Respondents connected VYSOČINA regional label and Regional Food Vysočina Region as a signal that a product has origin in Vysočina (20%), that it is a specialty, that reflects tradition in Vysočina and by buying it a consumer supports local firms (10–15%). From the marketing perspective this might be problematic, as it is recommended for the successful brand positioning to be connected with max. 2–3 distinctive brand positioning statements that would be unique and important for the target audience (Aaker, Joachimstaller, 2009). Interesting finding is, that both labels do not signal to the respondents both quality and premium price, which reflects the reality on the market as products with Vysočina regional labels have average prices. On the other hand, respondents have connected From Our Region Vysočina (nonexisting label) distinctively more with premium price and environmental friendliness. It may be a signal to the food marketers (retailers, producers) that if they place a new product on the market with label signaling origin in Vysočina, they will exploit built image of both labels but people would expect higher prices.

Examining the link between the frequency of different types of information in media and their potential impact on the labels' perception by consumers have shown distorted image. Label Regional Food Vysočina Region was linked predominantly as a quality label, primary research showed that respondents linked it the most with origin, support of local SMEs and use of local raw materials, quality is not dominant. In conclusion, the influence of media is not reflected. Stronger consensus between a research and media analysis is about importance of products origin, but this association is not necessarily the result of publicity in the media, but only a logical inference from the name of the labels.

It would be interesting to move forward with this study and test awareness and attitudes towards Vysočina regional labels on other regional markets to identify possible potential. Future research should also focus on experience of the firms that take part in the regional certification systems.

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