

Grant Agreement no. 212579

**FOCUS-BALKANS: Food Consumer Sciences in the Balkans: Frameworks,
Protocols and Networks for a better knowledge of food behaviours**

FP7 Cooperation Work Programme:
Theme 2 – Food, Agriculture and Fisheries, and Biotechnology
Activity 2 Fork to farm
FP7 KBBE 2007 2.1-02



DELIVERABLE N°1.1
Delivery of the national report for the six countries
under review

April 2009

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Deliverable lead beneficiary:
AGRIDEA, Développement de l'Agriculture et de l'Espace Rural

Project co-funded by the European Commission within the Seventh Framework Programme (2007-2013)		
Dissemination Level		
PU	Public	X
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CO	Confidential, only for members of the consortium (including the Commission Services).	

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Introduction

The overall objective of this report is to present an overview of consumer and market oriented studies in the Western Balkan Countries (WBC), to evaluate research methods used and to give an inventory of consumer attitudes and perceptions with focus on publications related to the products studied in the frame of the project ("fruit", "health claims", "organic", and "traditional/local").

The national reviews presented in this report allow gathering detailed information on the aspects mentioned in the overall objective:

- Market and consumer oriented studies;
- research methods used and consumer attitudes and perceptions with focus on publications related to the products studied in the frame of the project ("fruit", "health claims", "organic", "traditional/local");
- Missing gaps in knowledge.

The overall summary is based on the individual country reports. The individual country reports identify missing gaps in knowledge in a particular WBC country, while the overall summary places the results of each country in a wider perspective and helps in developing a conceptual framework as a basis for this project.

The set-up of the overall summary report follows the format of the individual country reports: first material and methods are presented, then the results and a synthesis of the results are outlined and finally conclusions are drawn.

It is important to acknowledge the fact that the publications listed in this report do not have to be considered as exhaustive. First, the publications review has been consequently influenced by the scientific and academic background of each of the Balkans project beneficiaries. Second, the publications list will be completed and updated along the project development and implementation. The publications review will be disseminated through the FOCUS-BALKANS website (<http://www.focus-balkans.org/?p=98>).

For a few countries, the publications found did not include the whole texts of the articles but only abstracts and for one country only the titles of some of the publications could be found. Off course, this is limiting the level of information necessary to have a complete overview in each country. This is the case for Bosnia Herzegovina and to a lesser extends for Montenegro.

1. Overall summary

Abele Kuipers, Magali Estève

1.1. Material and methods

Objective: To organise the basic data for preparing a global overview of market and consumer oriented studies and methods used for Western Balkan countries related to the concerned products.

1.1.1. Data about publications

Within the final bibliography of each country, information about number of publications (see table 1), total publications published in a language of WBC, including Slovenia, publications with both author(s) from WBC and authors from outside WBC, and year of publication are gathered as basic data (see table 2).

Table 1 : Number of publications collected by each WBC country

WBC country	Total number of publications listed in database
Bosnia-Herzegovina	20
Croatia	45
Macedonia	10
Montenegro	15
Serbia	45
Slovenia	70
Total	225

In total 224 publications have been entered in the FOCUS- BALKANS publications database. The number of publications listed per country differs widely. This surely has to do with recent history in the Balkan area, but perhaps also a bit with criteria handled to select publications. It remains difficult to precisely circumscribe the area of Food Consumer Science. So called "grey literature" is not really part of this database of publications. Including grey literature would have made it even more difficult to circumscribe the area of interest.

Table 2 : Data about origin and year of publication

WBC country	% of publications original in WBC language	% of publications with both author(s) from inside WBC and author(s) from outside WBC	% of publ. in period 2000-2009
Serbia	91	0	95
Macedonia	90	0	100
Croatia	31	2	100
Slovenia	47	11	94
Montenegro	53	0	100
Bosnia-Herzegovina	60	0	100

By far the most publications are written by authors from WBC and in the local languages. Only in Slovenia more interaction with international scientists seems to be going on: about 1 out of 10 publications has also a scientist from outside WBC and more than half of the publications is in the English language. However, in Croatia 69% of the listed publications is in English, but the international orientation is not shown by including foreign authors. In Montenegro, also 47% of the publications entered in the database is written in the English language, while all authors are from WBC background. This is a quite high percentage and asks for further explanation. More than 94 % of publications of all WBC countries entered in the database are from the most recent period (2000-2009).

1.1.2. Most used authors

The most used main authors and co-authors of the publications are listed in Table 3.

Table 3 : The 5 most listed main authors and 5 most listed co-authors, not already mentioned under the main authors, for each WBC country

Serbia	Macedonia	Croatia	Slovenia	Montenegro	Bosnia
Main authors (in order of no. of publications)					
Štrbac, M. Vlahović, B. Pavlovski, Z. Gulan, B. Radosavljević, K.	Ristevska-Jovanovska, S. Kendrovski, V. Dimitrovska, Z.. Jakovski, B. Azderski, J.	Renko, N. Radman, M. Kovačić, D. Kesić, T. Zanoli, R.	Kuhar, A. Pohar, J. Gabrijelčič-Blenkuš, M., Klopčič, M. Rogelj, I.	Đurišić, M. Jančić, D. Žižić, Lj. Mirecki, N. Đorđević, Z	Pašalić, B. Ostojić, A. Grujić, R. Radovanović, R.
Co-authors (in order of no. of publications)					
Gudelj, J. Čerović, S. Škrbić, Z. Lukić, M. Đorđević, B.	Gjorgjev, D. Spiroski I. Ribarova F. Nikolic M. Pejkovski Z.	Renko, S. Brčić – Stipčević, V. .	Kuipers, A. Juvančič, L. Raspor, P. Tacken, G. Pokorn, D.	Gvozdrenović, J. Ljajević, A. Andrić, B. Blagojević, N.Z. Lazić, V.	Stojković, S. Ljaljak, S. Marčeta-Kamenko, Nataša Nikolić, A.Bogućanin, H

As can be expected nearly all authors are from the WBC countries and from the home country. As indicated before, Slovenia is in a very modest way a bit an exception on this rule.

1.1.3. Source of publications

An inventory of the total of publications segmented in national or international papers is made. In Serbia 100% of publications are published nationally, in Macedonia 90%, in Montenegro 100%, in Slovenia 50%, in Croatia 36% and in Bosnia-Herzegovina 75% of publications is published nationally.

This is in line with the fact that by far the most publications are in the WBC country language (table 2), with Croatia and Slovenia as exceptions. Croatia is very much focussed on international media to publish in: more than one-third of the papers are published elsewhere.

The sources of the total of publications, being scientific journals, conference proceedings, etc. are presented in table 4.

Table 4: Sources of publications

WBC country	Source of publications in %							
	Scientific journal	Conference proceedings	Book	PhD Thesis	Master's Thesis	Official report/document	Professional magazine	Other
Serbia	46	7	0	4,5	4,5	0	29	9
Macedonia	0	10	20	0	10	30	30	0
Croatia	64	18	0	0	9	4	0	4
Slovenia	29	30	0	1	27	7	6	0
Montenegro	21	11	3	5	5	1	22	32
Bosnia-Herzegovina	0	99	0	0,5	0,5	0	0	0

A large number of publications in the area of food consumer sciences is published in scientific journals or in proceedings of scientific meetings (53 – 99 % of publications in various countries), with exception of Macedonia who did not cite publications in scientific journals. Bosnia-Herzegovina listed nearly only conference proceedings and also Montenegro does have a considerable share of proceedings included. Slovenia entered many masters theses into the database. It seems that the involved partners in the WBC countries are most involved in writing more or less scientifically. The second largest group of publications is derived from professional magazines.

The networking going on in this project will show if these scientific oriented results will be still the same at the end of the project or that more publications emerge from market and consumer agencies and associations and from companies in the market place.

1.1.4. Methods used

Various data sets can be used in preparing a study resulting in a publication. In this inventory primary and secondary data are considered. It is also possible that in a study both kind of data are used or that a study is solely based on developing theory or vision and that no data are used. The kinds of data sets used are listed in table 5. In case of inclusion of publications without data, the sum of percentages per country does not add up till 100%.

Table 5: Use of primary or secondary data or both

WBC country	% of publications with primary data	% of publications with secondary data	% of publ. with both
Serbia	51	49	0
Macedonia	80	20	0
Croatia	11	89	0
Slovenia	91	9	0
Montenegro	50	49	1
Bosnia-Herzegovina	10	90	0

The focus on use of primary or secondary data varies per country. In Slovenia and Macedonia largely primary data are used, while for instance in Croatia this is the opposite and mostly secondary data are utilized as source.

The publications are also characterised by the method of analysis used, being a quantitative or qualitative method or both methods applied in the same paper. Sometimes no method can be identified, because of the character of the paper. In this case the percentages again do not add till 100%. We did not succeed to discover this kind of information from Bosnia-Herzegovina and Montenegro. The background for some difficulty in gathering literature data in these two countries are explained in the Introduction. The results are listed in table 6.

Table 6: Methods used: qualitative or quantitative or both

WBC country	% of publ. method quantitative	% of publ. method qualitative	% of publ. with both methods
Serbia	81	4	15
Macedonia	20	20	40
Montenegro	84	8	8
Slovenia	24	22	47
Croatia	51	25	24
Bosnia-Herzegovina	-	-	-

Most countries focus more on quantitative methods than on qualitative research. Macedonia and Slovenia think that the majority of papers do have as well a quantitative as a qualitative method. This result is somewhat curious and needs further investigation. Also the direct linkage in this exploration, which has been made in the construction of the questionnaire between

method (table 5) and type of method (table 6) may influence the results somewhat artificially.

1.1.5. Type of method used

For as well qualitative publications as quantitative publications, various type of methods are listed. For qualitative studies, information about interviews, focus groups and experiments is collected, while for quantitative studies survey's, questionnaires and on-line panel data are considered as specific type of methods. Also other type of methods, including no method could be mentioned. The overview of methods used is presented in table 7.

Table 7: Type of method used for qualitative and for quantitative research

WBC country	In case qualitative, type of method				In case quantitative, type of method			
	% inter-views	% focus groups	% exp erim ents	% other	% survey	% written questionnaires	% online panel data	% other
Serbia	91	11	0	0	64	36	0	
Macedonia	80	0	20	0	0	100	0	
Croatia	43	5	0	52	27	73	0	
Slovenia	31	33	36	0	43	57	0	
Montenegro	93	6	1	0	66	34	0	
Bosnia-Herzegovina	-	-	-	-	-	-	-	

It is remarkable that each country seems to focus on a few type of methods, with interviews and written questionnaires as by far the most popular. However, Slovenia seems to apply nearly all type of methods. Croatia surprised by indicating for qualitative research the usage of in majority "other" methods. Bosnia-Herzegovina was not able to provide this kind of methodological information.

1.1.6. Sample size

The sample sizes of the various studies vary widely as can be expected. For Croatia, sample size in the listed publications varies between 5 and 9070. In 31 researches sample size was between 98 and 1000, of which 3 larger studies with a sample of more than 1000, being studies about brand equity and student menus, and as largest a public health study. In Macedonian publications, the sample size varies between 50 and 6859 and in Montenegro sample size varies between 700 and 4000. In Macedonia the samples consisted of 2114 students in last years in primary school and first years in secondary school; 5040 households on the territory of the country; kindergarten children; people in hospitals, students living in dormitories; construction workers (6859); elderly (253); and consumers with no specific characteristics (50). In Serbia the sample sizes varied between 98 and 18000. Sample size information was available in nine cases. Out of those, in seven researches sample size was between 100 and 1000. There were two larger studies included about the health status of the population. In Slovenia, sample sizes varied between 5 and 3816. Sample size information was available in 45 articles. Out of those, in 23 articles sample size was between 5 and 100, in 11 articles sample size was between 100 and 1000 and in 11 articles between 1000 and 3816.

1.2. Results and Synthesis

1.2.1. Keywords

Objective: The content analysis should allow identifying the different domains which can be linked directly or indirectly to food consumer research and studies. Try to identify the most salient traits of food markets and food consumer perception as well as of the concepts most often used in the publications found.

The 6 most used keywords in the publications of each WBC country are listed in Table 8.

Table 8 : Most used keywords for identifying the publication and pre-printed keywords used in abstract

Serbia	Macedonia	Croatia	Slovenia	Montenegro	Bosnia
Main Keywords					
food 24 consumption 13 organic 13 agriculture/ agricultural 13 tourism 10 production 9 nutrition / nourishment / nutritive 9 marketing 8 food with health claims 7 rural 6 quality 6 consumer 5 habits 5 health 4 fat 3 competitiveness 3 market 3	nutrition consumers behaviour health protection decision	food 24 Croatia 20 Consumer 15 market 12 marketing 10 organic 9	food 27 Slovenia 24 products 18 marketing 14 nutrition 13 consumers 12 fruit(s) 11 organic 10 habit(s) 8 food safety 7 milk 7 vegetable 6 SWOT 5 quality 5 health 5	food 12 nutrition 8 health 6 quality 3 organic 3 agriculture 7	Agricultural production market food safety food production consumer knowledge human health obesity
Most used pre-printed keywords in abstracts					
consumer 41 market* 31 attitude* 4 behavior* 2 habit* 13 nutriti* 21 taste 1 household* 4 eat* 43 food* 102 consumption* 52 fruit 26 health* 51 health claims 10 organic* 30 traditional* 3 special product* 0 functional 13 agricultur* 29	consumer* 6 market* 1 attitude* 0 behaviour* 2 habit* 1 nutriti* 4 taste* 0 household* 2 eat* 1 food* 5 consumption* 3 fruit 2 health* 5 health claims 0 organic* 1 traditional* 2 special product* 0 functional 0 agricultur* 0	consumer* 27 market* 32 attitude* 9 behavior* 6 habit* 9 nutriti* 3 taste 2 household* 2 eat* 19 food* 27 consumption* 7 fruit 4 health* 8 health claims 0 organic* 8 traditional* 6 special product* 0 functional 1 agricultur* 7	consumer* 89 market* 71 attitude* 13 behaviour* 7 habit* 20 nutriti* 38 taste 1 household* 24 eat* 9 food* 153 consumption* 22 fruit 43 health* 26 health claims 0 organic* 38 traditional* 9 special product* 6 functional 8 agricultur* 5	consumer 20 market 11 attitude 4 behaviour 2 food 54 organic 21 fruit 13 health 44 agricultur 26 health claims 8 traditional 2 consumption 27 eat 19 special product 0	

The keywords listed give quite a nice and objective impression concerning the emphasis on different topics in the various WBC countries in consideration. It should be noted that we

better do not look at the comparison of number of times a keyword is used, but at the ranking of the various keywords within a WBC country. The reason is that the number of publications differs between countries and also the abstracts are of different length.

In all countries “food” is predominantly mentioned as topic. The topics “health” and “health claims” are frequently cited in the work in Serbia and in Montenegro. “Organic” seems to be of most interest as topic in the publications in Serbia, but also in Slovenia, while it is frequently used as main keyword in Croatia, but not so much in the abstracts. The keywords indicate some focus on market and market research in Croatia. Consumer “behaviour” is as main keyword used by Macedonia and “tourism” by Serbia. “Functional” food is relatively most often used in Serbian and Slovenian papers, while “traditional” or “special products” also by Slovenia and Croatia. Montenegro cites many times the word “eat” and Bosnia-Herzegovina as only partner lists “obesity” as a keyword.

The **sources of publications**, i.e., name of journal, professional magazine, etc. in the WBC countries, which are most closely related to consumer and market studies are presented in the national reviews. As can be seen the sources listed for Serbia and Montenegro are virtually the same indicating the historical close ties. Interesting is that Croatia its international orientation, especially use of English as scientific language (see table 2; 69% of publications in English), is based on a special edition of the British Food Journal, which seems to be devoted to special group of publications.

1.2.2. Target groups

Most used target groups in the publications are:

In Bosnia: a human population of age of 40-80; fruit producers; fruit consumers, and agricultural producers.

In Croatia: consumers (in 17 out of 38 publications); tourists (6/38); producers (2 organic, 1 vegetable), and students (2/38).

In Macedonia: students in last years in primary school and first years in secondary school; households on the territory of the country; kindergarten children; people in hospitals, students living in dormitories; construction workers; elderly, and consumers with no specific characteristics.

In Montenegro: persons in agriculture; fruit producers; children; organic producers; producers of bread.

In Serbia: children; fruit producers, and agricultural producers.

In Slovenia: consumers – 29x; children / scholars – 4x; adults / citizens – 5x; organic farmers / producers – 7x; producers of special local products – 9x; farmers – 8x, and householders – 3x.

As can be seen the target groups in Macedonia are from all parts of society. In Croatia, also tourists are regularly targeted. Several countries, like Serbia and surely Montenegro, but also Slovenia give quite some attention to agricultural groups as study objects.

1.2.3. Consumer research concepts and products

The inventory of the publications listed in each combination of research concept and product group is presented in table 9.

Table 9: Publications in each combination of research concept and product group by listing main author and year

Research concept and product group															
	Individual					Environment					Product				
	<i>fruit</i>	<i>Health claims</i>	<i>organic</i>	<i>traditional</i>	<i>other</i>	<i>fruit</i>	<i>health claims</i>	<i>organic</i>	<i>traditional</i>	<i>other</i>	<i>fruit</i>	<i>health claims</i>	<i>organic</i>	<i>traditional</i>	<i>other</i>
Serbia	2	4	3	0	8	0	6	1	1	3	1	3	1	1	2
Macedonia	1	0	0	0	3	2	0	0	1	2	0	0	0	0	1
Croatia	1	2	2	2	3	0	1	4	14	1	1	0	1	10	1
Slovenia	6	6	3	4	8	2	3	4	6	8	1	12	2	3	2
Montenegro	0	0	0	0	3	0	0	1	0	2	0	1	0	1	7
Bosnia	0	0	0	0	1	0	3	1	0	8	3	1	0	1	2
Total	10	12	8	6	26	4	13	11	22	24	6	17	5	16	15
	62					74					58				

Table 9 yields very interesting information. The number of studies dealing with the research concept "individual" is limited. Of the papers available in this category, most focus is on health claimed products and fruit (by Slovenia and Serbia). The largest group of papers deals with "environment" as research concept. Within this group, traditional products and "other" products are most cited. Within the research concept "product", health claims (for Slovenia) and traditional products (for Croatia) are most popular. Fruit is rarely mentioned as topic of study with the exception under "individual" by Slovenia. Also organic products are perhaps less cited than expected. Montenegro does have a very limited number of publications covering the product groups of interest in this FOCUS-BALKANS study. It are more general health control and food oriented papers. Bosnia-Herzegovina has listed most of the publications in the research concept group "environment" - "other product". The papers seem to cover general topics, like food safety or obesity, which makes it difficult to assign it to a specific product group.

As research methods, interviews and written questionnaires are predominantly used. Large scale researches often concern studies, like monitoring of human health and influence of nutrition on health. Online panel data are in none of the countries applied as tool. To understand the choices made and focus in the various WBC countries, some remarks which are presented in the country reports help to analyse this. A few examples are given. The Serbian participant writes that "there is a strong tradition in our scientific community, devaluating qualitative methods as less scientific in their approach. Focus groups are mostly marketing and commercially oriented research tools, and in depth interviews are expensive in relation to the available research budgets". The Slovenian partner characterizes the background of the authors of the publications as follows: "According to our knowledge about authors, the majority of them was not basically educated in social sciences, psychology or marketing, but in natural sciences and their major work is focussed on food production and / or processing. They started with the research on issues from the field of food consumer science, since they realised that such data is missing, but they needed to broaden their expertise to be able to do so".

1.2.4. General content analysis

The content of the publications found, their focus and level of analysis varies from country to country. The most difficult researches were in Bosnia and Herzegovina, Montenegro and Macedonia, where very few publications were found (no more than 20 in each country). In those countries, the publications related to food are generally oriented toward food safety and nutrition, including technical aspects of food production.

In Croatia, Serbia and Slovenia, the content of the publications found is more diverse and complete, in the sense that it covers different aspects of food consumption, from food production to consumers' choice, including marketing and supply chain analysis.

As far as **products with health claims** are concerned, their analysis in the sense of the European Regulation (Regulation (EC) n° 1924/ 2006 of the European Parliament and of the council of 20 December 2008 related to nutrition and health claims made on foods defines health claims as "any claim that states, suggests or implies that a relationship exists between a food category, a food or one of its constituents and health") does not exist in Macedonia, neither in Montenegro, Croatia nor Bosnia and Herzegovina. The focus is rather on nutritional analysis of dietary habits with regards to health. In Serbia and Slovenia, the food demand and potential growth is analysed, underlying the potential of marketing and technology. One of the conclusions highlighted in Slovenia is that nutritional labelling is still far from becoming a part of common eating decision.

As far as **traditional products** are concerned, a high number of publications dealing with traditional food were found in Slovenia and Croatia, showing a general positive image of traditional products, analysing the market opportunities and the perception of traditional products. In Serbia, were 8% of the publications found related to traditional products, two points of view were adopted, either by showing how traditional food production could be a way to achieve competitive market advantages or as part of the gastronomy. In Montenegro and Bosnia, again, the food safety point of view was adopted to analyse honey quality or risk factor of traditional food consumption.

Concerning **organic products**, a lot of publications were found in Croatia, Serbia and Slovenia, with diverse points of view: agronomical/food production, consumers' choice and satisfaction, marketing. In Slovenia, the main determinants of organic food consumption found were the availability in the shops, the income, the visual attractiveness and health and environment considerations. In Montenegro and Bosnia and Herzegovina, the potential for organic agriculture and the organic production standards were examined. No publication on organic products was found in Macedonia.

Finally, **fruits products** are rarely studied, except in Serbia, which can be explained by the fact that Serbia is an important exporter of some berry fruits (raspberries for example).

1.3. Conclusions

Objective: Identifying gaps in the research methods and fields and stating of general observations.

A rather large set of 225 publications from the Western Balkan countries is gathered and systematically ordered.

Methodologically, there is in general a lack of primary data gathered (especially research with large representative samples). Moreover, a disproportion between qualitative and quantitative studies is observed in favour of quantitative. This is probably due to the perception in the Western Balkans that quantitative research is "more valuable" resulting in the fact that qualitative methods are often neglected.

It appears that the majority of the publications gathered are qua research concept "environment" oriented.

A part of the publications' contents is said to be either too general or too theoretical and therefore of limited applicability. Quite some papers give general information and conclusions like "consumers request a certain quality from the food producers" or "quality became a most important characteristic of the products within the world market" or "product quality can be achieved by implementing ISO series of standards", etc. There are not enough data on consumers' attitudes, knowledge and habits regarding food in general, and especially regarding different food types chosen for case studies. Less focus on fruit than on the other product groups is observed

There may be a perception that research in such "soft" science has a rather low "scientific value" compared to "pure" science. The "house" of scientific expertise in this field has therefore, perhaps, a poor foundation, while "the pillars behind food consumer science" are not interrelated and fastened together. This is the reason that a multidisciplinary approach is rare.

It is observed that the accessibility of the scientific work is very limited. There is also a lack of interaction with the international scientific community. This is illustrated by the fact that by far the most publications are published in the local languages and nearly all of them are written by local authors.

Some of the countries conclude that there is huge knowledge gap on food consumers' science and that should be used as a stimulation for developing the base for further research and for obtaining knowledge about this topic.

2. Theoretical approaches, methods, markets and consumer studies in Bosnia and Herzegovina

Lidija Tomic

2.1. Material and methods

2.1.1. Data about publications

Table 10: Data about publications for Bosnia and Herzegovina

Total number of publications listed in database	% of publications original in language	% of publications with both author(s) from inside WBC and author(s) from outside WBC	% of publ. in period 2000-2009
20	60	0	100

2.1.2. Most used authors

Five most used main authors:

1. Pašalić, B.
2. Sladoje, S.
3. Selak, V.
4. Radovanović, R.
5. Grujić, R.

2.1.3. Source of publications

Table 11 : Sources of publications for Bosnia and Herzegovina

% of total published national	% of total published international	% of total published in							
		Scientific journal	Conference proceedings	Book	PhD Thesis	Masters Thesis	Official report/document	Professional magazine	Other sources
75%	25%	0	99	0	0,5	0,5	0	0	0
Total 100%		Total 100%							

2.1.4. Methods used

In the paper Sladoje, Slađana, Popović, S. and Novaković, Jelena (2008) *Obesity: restriction or diet*, used methodology is measurement of body mass, mass, calculation of body mass index and ultrasound screening of liver. Obesity is defined based on body mass index.

Regarding the practicum: Pašalić, B. (2006) is devoted to the students and learners and is explaining about basic principles of fruit storage and about techniques: cool storage with the normal atmosphere (NA) and cool storage with the controlled atmosphere paying attention

to the packing and transport of fruit products and physiological diseases that are occurring during the storage of fruits and other products.

On the other hand, regarding the methods used it is very hard to elaborate as the 100% of listed literature references are polished as in proceedings summary. From proceedings, sometimes it is hard to distinguish which methodology is used in the work. None of the papers found clearly mention nor describe the methodology.

Table 12 : Methods used for Bosnia and Herzegovina

% publ. with primary data	% of publ. with secondary data	% of publ. with both		% of publ. method quantitative	% of publ. method qualitative	% of publ. both methods
10	90					
Total 100%				Total 100%		

2.1.5. Sample sizes in research used

In the paper: Sladoje, Sladana, Popović, S. and Novaković, Jelena (2008) sample size is 50 persons both sexes between 40 and 80 years.

Regarding the sample size it is very hard to elaborate it as the 100% of listed literature references are published as in books of abstracts. From book of abstracts sometimes it is hard to distinguish sample size used within the work.

2.2. Results and Synthesis

2.2.1. Most used keywords of the publications

- agricultural production
- market
- food safety
- food production
- consumer knowledge
- human health
- obesity

2.2.2. Sources of publications

- *Agroznanje*. Scientific professional journal of agriculture. Publisher: Faculty of Agriculture University of Banjaluka.
- Proceedings from scientific-professional congress of agronomists of Republika Srpska, published annually
- Proceedings from Scientific-expert conference in agriculture and food industry hold in Neum each year
- I Scientific Professional Congress of Students of University of Banjaluka. Book of Abstracts.
- Bibliography of Universities of Banjaluka and Sarajevo

2.2.3. Target groups

Human population of certain ages (40-80), fruit producers, fruit consumers, agricultural producers.

2.2.1. Main conclusions of publications

Search words	Number of times mentioned in main conclusions
food	14
safety	6
agriculture	3
consumer	3
health	3
obesity	2
health claim	2
market	2
quality	2
organic	1
nutrition	1
labelling	1

2.2.2. Consumer research concepts and products

Table 13 : Publications in each combination of research concept and product group by listing main author and year for Bosnia and Herzegovina

Research concept														
Individual					Environment					Product				
<i>fruit</i>	<i>health claims</i>	<i>organic</i>	<i>traditional</i>	<i>other</i>	<i>fruit</i>	<i>health claims</i>	<i>organic</i>	<i>traditional</i>	<i>other</i>	<i>fruit</i>	<i>health claims</i>	<i>organic</i>	<i>traditional</i>	<i>other</i>
				Marceta-Kamenko, N., (2004)		Grujić, R., 2002; Grujić, R., 2001; Grujić, R., 2004	Nikolić, A.(2004)		Radovanovic, 2004; Lambert, 2005; Grujic, R., 2002; Grujic, 2004; Ostojic, 2008; Sladoje, 2008; Selak, 2006; Radovanovic, 2001	Bogucin, 2005; Pasalic, 2004; Ljaljak, 2001	Šaćiragić, B. (2000)		Imamovic, 2005	Grujic, 2005; Stojkovic, 2004

2.2.3. General content analysis

One available paper: Food for food industry in Republika Srpska (Grujić, R. 1999) and one available abstract: From quality food to safe food through QM system (Grujić, R. *et al.* 2004) are assuming food. These sources are giving only general facts widely known without any serious or analytical approach to the topic. General assumption of these two sources would be that consumers are requesting food of certain quality that is depending on many factors as quality of primary agricultural production as none of contaminates in food gained through agricultural production can be removed during processing. It is also concluded that in recent times consumers become aware of food quality and are giving advantage to the quality in front of price and delivery time. Application of integrated management system (IMS) can comprise fulfilment of consumers' requests especially through application of series of standards: ISO and related.

In his practicum Pašalić, B. (2006) is paying attention to the picking, packing and storage of fruit crops. This segment is important segment of each country fruit production. Developing techniques related to the standardized storage would improve quality of fruits on market, widen offer during the whole year and finally would increase export of fresh fruits and decrease import of it. Also development of storage capacities would result in decrease of price of continental food produced in country according to the highest standards of storage. In paper about obesity Sladoje, Slađana *et al.* (2008) are telling about obesity as a most frequent illness of today and is leading problem regarding human health. Number of obese people is increasing from year to year and in Bosnia and Herzegovina obesity is becoming real epidemy with the serious consequences to the human health.

2.3. Conclusions

FOCUS BALKANS Project is a new approach to food consumer science in Bosnia and Herzegovina. Actually it can be said that this area of research was not significantly nor systematically developed in BiH. Only some institutions and some individual experts are doing partial researches as a part of their basic occupation. For example: Pašalić, B. is engaged as an expert in the area of Picking, packing and processing of fruits and Vitiš, Ostojić, A. is engaged in management and marketing aspects within agriculture sector, both at the Faculty of Agriculture Banjaluka. Selak, V. is full time professor at macroeconomics in agriculture and food industry similar as Nikolić, Aleksandra and Bogučanin, H. that are engaged in Microeconomics in agriculture and food industry all within Faculty of Agricultural and Food Sciences Sarajevo.

Expert that on first glance mostly dealt with the food consumer science Grujić, R used to be employed at the Technological Faculty University of Banjaluka. The scientific level of these papers is not sufficient enough to make conclusions out of them.

Most of references were collected from the published bibliography from the Universities Banjaluka and Sarajevo. Generally speaking found summaries and paper are not informative regarding the data asked in FOCUS BALKANS questionnaires. They are giving general information and conclusions like: consumers request certain quality from the food producers, quality became most important characteristics of product within world market, product quality can be achieved by implementing ISO series of standards or related standards etc.

Bosnia and Herzegovina will continue to search for available identified summaries or papers in whole and will be updating the literature database.

2.4. References

Fruits:

BOGUČANIN, H., SELAK, V., FALAN, V., ŠOLJIĆ. (2005): *Ekonomika proizvodnje jagodastog voća*. Title in English: Economy of production of strawberry-like fruit

LJALJAK, S. (2001) *Plum marketing in BiH*

PAŠALIĆ, B. (2004) *Picking, packing and storage of fruit crops*, Praktikum, Poljoprivredni fakultet Banjaluka, Bosna i Hercegovina - Republika Srpska

Products with health claims:

GRUJIĆ, R., MARJANOVIĆ, Ž. (2002): *Zdravstvena ispravnost hrane*, Ekosilva. Title in English: Health accuracy of food

ŠAĆIRAGIĆ, B. (2000): *Proizvodnja „zdrave“ hrane*. Title in English: Production of "healthy" food

Organic food:

NIKOLIĆ, A. (2004): *Proizvoditi hranu na organski način za domaće ili ino tržište*. Title in English: To produce food on organic way for domestic or foreign market

Traditional products:

IMAMOVIĆ, L., SARIĆ, Z., BIJELJAC, S., ALKIĆ, M., JUKIĆ-GRBAVAC, M. (2005): *Ispitivanje kvaliteta travničkog sira na sarajevskom tržištu*. Title in English: Testing of quality of Travnički cheese at Sarajevo's market

Others:

GRUJIĆ, R. (2005): *Food Labeling*, Proceedings of Final TEMPUS Seminar (Editors: R. Grujić, V.Sanchis), 105-120, Banja Luka

GRUJIĆ, R. (2001): *Deklarisanje proizvoda sa aspekta nutritivnog sastava hrane i zdravstvene ispravnosti*, III Medunarodno naučno-stručno savjetovanje o mogućnosti proizvodnje zdravstveno sigurne hrane, Srebrnik. Title in English: Product declaration regarding nutritive content of food and sanitary accuracy

GRUJIĆ, R., ŠARIĆ, M., VUČIĆ, G. (2002): *Moderni pristup problemu obezbjeđenja kvaliteta i bezbjednosti namirnica*, I kongres veterinarara RS, Teslić. Title in English: Modern approach to the problem of preserving of quality and safety of food

GRUJIĆ, R., SORAK, M. (2004): *Od kvalitetne sirovine do bezbjednih namirnica primjenom QM sistema*, Savjetovanje "Proizvodnja hrane u uslovima otvorenog tržišta" Teslić, Poljoprivredni fakultet Banja Luka, Zbomik, 42-43. Title in English: From quality raw to safety food by applying QM system

GRUJIĆ, S., GRUJIĆ, R. (2004): *Influence of consumers informing about consumed food composition on their health*, Prvi kongres hiperlipoproteinejama Srbije i Crne Gore, Novi Sad

LAMBERT, L. J., SLAVICA GRUJIĆ, R. GRUJIĆ (2005): *Food Safety: Information and education of consumers*

MARČETA-KAMENKO, N., GRUJIĆ, R., GRUJIĆ, S. (2004): *Analysis of Consumers Knowledge related to Nutrition Influence on Obesity in Republica Srpska*, Prvi kongres hiperlipoproteinejama Srbije i Crne Gore, Novi Sad, Serbia

OSTOJIĆ, A. (2008): *Optimalna organizacija prometa važnijih poljoprivrednih proizvoda na području banjalučke regije*. Title in English: Optimal organization of market of important agricultural products within Banjaluka area

RADOVANOVIĆ, R., GRUJIĆ, R. (2001): *Risk analysis and critical control points (HACCP): possibility or obligation in processes of food production*, Sutomore; 51-67.

RADOVANOVIĆ, R., GRUJIĆ, R. (2004): *Standard ISO 22000:200X: Novi korak u unapređenju bezbednosti hrane*, Kvalitet (XII) 9-10, 59-62. Title in English: Standard ISO 22000:200X: New step in improvement of food safety

SELAK, V., BOGUĆANIN, H., BAJRAMOVIĆ, S., KASUPOVIĆ, S., OGNJENOVIĆ, D., NIKOLIĆ, A., KRILIĆ, A., FALAN, V. (2006): *Market as direction of future development of BiH agriculture*

SLADOJE, S., POPOVIĆ, S., NOVAKOVIĆ, J. (2008): *Obesity: restriction or diet*, First scientific professional congress of students of Republika Srpska, Book of Abstracts, 70-71

STOJKOVIĆ, S., MANDIĆ, S., GRUJIĆ, R., PEJIČIĆ, S., MARJANOVIĆ, Đ. (2004): *Zink from Food and Human Health*, The Proceedings of 6th Xenobiotic Metabolism and Toxicity Workshop of Balkan Countries, *Scr Med* 2004; 1 (Suppl), 30-31

3. Theoretical approaches, methods, markets and consumer studies in Croatia

Natasa Renko, Ante Vuletic

3.1. Material and methods

3.1.1. Data about publications

Table 14 : Data about publications for Croatia

Total number of publications listed in database	% of publications original in WBC language	% of publications with both author(s) from inside WBC and author(s) from outside WBC	% of publ. in period 2000-2009
45	31,11% in Croatian 68,89% in English	95,56% author inside WBC 4,44% author outside WBC	100%

3.1.2. Most used authors and co-authors

Table 15 : Most used authors and co-authors for Croatia

Authors	Number of publications	Co- authors	Number of publications
Renko, N.	6	Renko, S.	6
Radman, M.	3	Radman, M.	4
Kovačić, D.	3	Brčić – Stipčević, V.	3
Kesić, T.	2	Kovačić, D.	3
Zanoli, R.	2	Renko, N.	2

Note: list of co-authors does not include names mentioned in authors list

3.1.3. Source of publications

Table 16 Sources of publications for Croatia

% of total published national	% of total published international	% of total published in							
		Scientific journal	Conference proceedings	Book	PhD Thesis	Masters Thesis	Official report/document	Professional magazine	Other sources
35,56%	64,44%	64,44%	17,78%	-	-	8,89%	4,44%	-	4,44%
Total 100%		Total 100%							

3.1.4. Other sources

2 or, 4,44% of total publications listed originate from FAO study.

3.1.5. Methods used

Table 17 : Methods used for Croatia

% publ. with primary data	% of publ. with secondary data	% of publ. with both	% of publ. method quantitative	% of publ. method qualitative	% of publ. both methods

***	***	***		51,12%	24,44%	24,44%
Total 100%				Total 100%		

3.1.6. Type of method used

Table 18 :Type of methods used for qualitative and quantitative research for Croatia

In case qualitative, type of method			In case quantitative, type of method		
% interviews	% focus groups	% other	% survey	% written questionnaires	% online paneldata
42,86%	4,76%	52,38%	26,92%	73,08%	-
Total 100%			Total 100%		

3.1.7. Sample sizes

In listed publications sample size varies between 5 and 9070. Sample size information was available in nine publications. Out of those, in 86% or 31 researches sample size was between 98 and 1000. There were 3 larger studies with sample >1000 – studies about brand equity, student menus and largest, and the largest one is a public health study.

3.2. Results and Synthesis

3.2.1. Most used keywords of the publications

food	24
Croatia	20
consumer	15
market	12
marketing	10
organic	9

3.2.2. Sources of publications

List of most relevant scientific journals:

British Food Journal

Published in English, relevance with food science in Croatia mostly because of a special issue.

3.2.3. Target groups

Consumers (17/38 or 44,73%), Tourists (6/38 or 15,79%), Producers (2 organic, 1 vegetable, total 3/38 or 7,89%), Students (2/38 or 5,26%)

3.2.4. Main conclusions of publication

Search words	Number of times mentioned in main conclusions
consumer*	27
market*	32
attitude*	9

behavior*	6
habit*	9
nutriti*	3
taste	2
household*	2
eat*	19
food*	27
consumption*	7
fruit	4
health*	8
health claims	0
organic*	8
traditional*	6
special product*	0
functional	1
agricultur*	7

3.2.5. Consumer research concepts and products

Table 19 : Publications in each combination of research concept and product group by listing main author and year for Croatia

Research concept														
Individual					Environment					Product				
fruit	health claims	organic	trad	other	fruit	health claims	organic	Trad.	other	fruit	health claims	organic	trad.	other
Kovačić, D. (2002)	Pavleko vić, G. (2005) Colić-Barić, I. (2004)	Radman, M. (2005) Bošnjak, K. (2008)	Kesić, T. (2008) Markovina, J. (2004)	Renko, N. (2003) Renko, N. (2003) Renko, N. (2003)		Čolić – Barić, I. (2003)	Zanoli, R. (2005) Brčić – Stipčević, V. (2008) Ban, D. (2007) Polonijo, T. (2008)	Schultz, C. (2005) Renko, N. (2002) Anić, I. D. (2008) Anić, I.D. (2007) Mihić, M. (2005) Kraljević, Radalj, I. (2007) Vranešević, T. (2003) Kesić, T. (2007) Meler, M. (2003) Renko, N. (2003) Brčić – Stipčević, V. (2003) Tolušić, Z. (2000) Anić, I. D. (2006) Antunović, B. (2008)	Leko – Šimić, M. (2007)	Radman, M. (2006)		Karogla – Todorović, S. (2005)	Kolega, A. (2003) Kovačić, D. (2003) Ozretić – Došen, Đ. (2006) Rajh, E. (2003) Sladonja, B. (2006) Jelušić, I. (2008) Samaržija, D. (2006) Kovačić, D. (2007) Dumičić, K. (2003) Kopić, M. (2008)	Milohanović, A. (2007)

Note: publications categorized as "other" in terms of research concept are not included in this table

3.2.6. Other product groups

The paper Milohanović, A. *et al.* (2007) researches tourist's attitudes towards Istria wines.

3.2.7. General content analysis

Publications regarding **traditional and local food** make more than half (57,78%) of all publications included in the Croatian database. Such an interest for this type of food is generated mostly because of many programmes and initiatives of state, local authorities and Chamber of Commerce in this area. Also, majority of publications deals with food or consumption in terms of environment that resulted in more general, but as well more applicable, findings.

Due to general and European trends in food science, **organic food** papers are second largest group in this database. On the other hand, health claim products and, surprisingly, fruit, are not represented in research proportionally to their presence in the Croatian food market.

Category of other products includes two papers with research about attitudes towards GMO food, and one study about Istria wines.

Vast majority of publications listed used both primary and secondary research. Out of those with primary research conducted, one half was with quantitative, one quarter with qualitative and one quarter with both research methods applied. Due to its convenience and larger sample suitability, written questionnaires (in case of quantitative methods) as a research tool were used in almost 3/4 of publications with quantitative research.

With exemption of one public health study, population samples are usually limited and very specific, in terms of demographic or geographic attributes. Also, tourists as consumer group are object of research in few studies and therefore tourists can be identified as a very important (during tourist season) consumer group.

One major study under FAO sponsorship was conducted and papers with authors outside WBC are result of it.

Significant number of papers was published in a special issue of British Food Journal (editor : Renko, N. And Vignali, D.).

3.3. Conclusions

Several key missing gaps in overall publication analysis can be highlighted. Methodologically, there is a lack of primary data gathered (especially research with large representative samples). There is a disproportion between qualitative and quantitative studies (in favour of quantitative), which is probably due to perception of quantitative research as « more valuable », and the fact that qualitative methods are often neglected.

A far as content is concerned; there is a lack of data on consumers' attitudes, knowledge and habits regarding food in general, and especially regarding different food types chosen for case studies. Only one « food lifestyle » research was conducted. There are not enough research efforts in connecting food attributes, and behaviour effects (i.e. consumptions) on the other.

There is no overall or integrated approach to food consumer science. Papers dealing with the topic are usually published in economical journals. On the other hand, there are many journals that deal with food in terms of its medical, biological or technical attributes, but with no linkage to consumption. Those journals and publications were not included in this database.

Publications' contents are either too general or theoretical or too specific and therefore of limited applicability (in terms of very specific product, or very specific sample etc.)

Accessibility of scientific work is very limited and one should make significant effort in order to find those publications deep inside libraries of faculties (especially master and PHD thesis which aren't available through on-line databases).

One of the main issues is dissemination. Little attention has been paid on explanation to wider population of importance of using alternative food types such as organic or functional food and fruits. There is need to promote newly obtained useful knowledge on food.

3.4. References

Fruits:

KOVACIC, D., RADMAN, M. (2002): *Segmentation of city market customers in Croatia – Towards a marketing strategy for fruit and vegetable markets*, Die Bodenkultur

RADMAN, M. (2001): *Odrednice kupovnog ponašanja potrošača voća i povrća ; Identifikacija tržišnih segmenata na tržnicama na malo u Hrvatskoj pomoću faktorske i cluster analize*. Title in English: Determinants of behaviour of fruit and vegetables' consumers ; Identification of consumer segments in city markets in Croatia by means of factor and cluster analyses

Products with health claims:

COLIC - BARIC, I., KAJFEZ, R., SATALIC, Z. (2004): *Comparison of dietary habits in the urban and rural Croatian schoolchildren*, European Journal of Nutrition

COLIC - BARIC, I., SATALIC, Z., LUKESIC, Z. (2003): *Nutritive value of meals, dietary habits and nutritive status in Croatian university students according to gender*, International Journal of Food Sciences and Nutrition

PAVLEKOVIC, G, BRBOROVIC, O. (2005): *Empowering general practitioners in nutrition communication: individual-based nutrition communication strategies in Croatia*, European Journal of Clinical Nutrition

Organic food:

BAN, D., OPLANIĆ, M., ILAK PERŠURIĆ, A. (2007): *Proizvodnja I Trženje Rajčice Iz Konvencionalne, Održive I Ekološke Proizvodnje*, Central Europe Agriculture Journal. Title in English: Production and Marketability of Conventional, Sustainable and Organic Produced Tomatoes

BOŠNJAK, K. (2008): *Čimbenici uspješnosti plasmana ekološke hrane na hrvatskom tržištu*, Mater Thesis, available at library of University of Zagreb, Faculty of Business and Economics. Title in English: Factors that influence the success of organic food in the Republic Of Croatia

BRČIĆ-STIPČEVIĆ, V., RENKO, S., GUSZAK, I. (2008): *Organic Food Marketing Strategy In Croatia*, Economy & Business. International Scientific Publications, 2, 275-285. ISSN 1313-2555

KAROGLAN - TODOROVIĆ, S., ZNAOR, D. (2005): *The organic market in Croatia*, Proceeding of the second eifom Seminar, Brussels

POLONIJO, T. (2008): *Ekološka Hrana U Funkciji Unapređenja Turističke Ponude*. Title in English: Organic food in the function of advancement of tourism

RADMAN, M. (2005): *Consumer consumption and perception of organic products in Croatia*, British Food Journal

ZANOLI, R., JUKIC, N. (2005): *Marketing study on organic and other selected special quality*, http://www.fao.org/docs/eims/upload/229929/2005_12_doc01.pdf

Traditional products:

BRCIĆ-STIPČEVIĆ, V., RENKO, S. (2003): *Može li se konkurentnost hrvatskih maloprodavača temeljiti na izvornim hrvatskim proizvodima?*, Zbornik Ekonomskog fakulteta u Zagrebu, godina 1, broj 1, 2003. Title in English: Can The Competitiveness Of Croatian Retailers Be Based On Authentic Croatian Products?

DUMICIC', K., RENKO, S., RENKO, N. (2003): *A case study of the Croatian beer market structure and performances*, British Food Journal

IVAN-DAMIR, A., MARKOVIC, M., VOUK, R. (2008): *Understanding Comparison Behavior of Grocery Shoppers in Croatia*, Economic Research

KOLEGA, A., KOVAČIĆ, D., RADMAN, M., MARKOVINA, J. (2003): *Export marketing of Croatian baby beef*, The 11th International Symposium Animal Science Days 2003; 23-26 September 2003 - Poreč, Croatia

KOVAČIĆ, D., MESIĆ, Z., CERJAK, M., MARKOVINA, J. (2007): *Imidž tradicijskih proizvoda Lonjskog polja na zagrebačkom tržištu*, International Symposium on Agriculture. Opatija, Croatia. 43rd Croatian and 3rd International Symposium on Agriculture. Title in English: Image of Traditional Lonjsko Polje Products on the Zagreb Market

KOVACIC, D., RADMAN, M., KOLEGA, A., MARKOVINA, J., KAROLYI, D. (2003): *Export Marketing of Slavonian Kulen: the Results of Market Research*, Agriculturae Conspectus Scientificus, Vol. 68 (2003) No. 3 (185-191)

KRALJEVIC - RADALJ, I. (2007): *Utjecaj Označavanja Zemlje Podrijetla Poljoprivredno-Prehrambenih Proizvoda Na Ponašanje Potrošača U Republici Hrvatskoj*, Magistarski rad, Ekonomski fakultet Zagreb. Title in English: Impact of Branding Country of origin agri-food products On Consumer Behavior in Croatia

MARKOVINA, J., KOVACIC, K., RADMAN, M. (2004): *Uključenost Pri Donošenju Kupovnih Odluka - Primjer Tri Prehrambena Proizvoda*, Journal of Central European Agriculture Vol 5 (2004) No 3. Title in English: Consumer Involvement In Buying Decisions – The Example Of Three Food Products In Croatia

OZRETIC-DOSEN, D., SKARE, V., KRUPKA, Z. (2007): *Assessments of country of origin and brand cues in evaluating a Croatian, western and eastern European food product*, Journal of Business Research

RADMAN, M., MESIĆ, Ž., KOVAČIĆ, D. (2006): *Geographical indications in Croatia A case study of Virovitica pepper*, Third International Congress " ; Food and Territories" ; ALTER 2006, CD proceedings

SAMARŽIJA, D., ANTUNAC, N., JASMINA H., PECINA, M. (2006): *Zaštita izvornosti sira*, Mljekarstvo. Title in English: Protected Designation of Cheese Origin

SLADONJA, B., RADULOVIC, M., BRKIĆ, K., KRAPAC, M., ŠETIĆ E. (2006): *Oznaka izvornosti i zemljopisnog podrijetla maslina i maslinovog ulja u Hrvatskoj*, Pomologia Croatica. Title in English: Consumers Preferences in Smoke-Dried Meat Products Of Osijek-Baranya County

Others:

ANIĆ, I., RADAS, S. (2007): *The Consumer In-Store Purchasing Behavior Associated With Deal-Proneness*, Croatian Economic Survey 2007

ANTUNOVIC, B. (2008): *Progressive Impacts of EU Accession on Food Safety - Croatian Views*, Communicating Integration Impact In Croatia And Ireland

CLIFFORD J. SHULTZ II, TIMOTHY J. BURKINK, GRBAC B., AND RENKO N. (2005): *When Policies and Marketing Systems Explode: An Assessment of Food Marketing in the War Ravaged Balkans and Implications for Recovery, Sustainable Peace, and Prosperity*, Journal of Public Policy & Marketing

KESIC, T., PIRI-RAJH, S. (2007): *Market segmentation on the basis of food-related lifestyles of Croatian families*, British Food Journal

KESIĆ T., PIRI-RAJH S., KESIĆ H. (2008): *Market segmentation in the Republic of Croatia according to food-related lifestyle*, Ekonomski preglod

KOPIĆ, M., CERJAK, M., MESIĆ, Ž. (2008): *Zadovoljstvo potrošača ponudom ekoloških proizvoda u Zagrebu*, 43rd Croatian and 3rd International Symposium on Agriculture. Title in English: Consumer Satisfaction with Organic Food Supply in Zagreb

LEKO-ŠIMIĆ, M., ČARAPČIĆ, H., ŠIMIĆ, D., KOVAČEVIĆ, M. (2007): *Okruženje kao determinanta potražnje za GM hranom*, zbornik radova 42. hrvatskog i 2. međunarodnog simpozija agronoma, Opatija, 2007., str. 138-141. Title in English: *Environment as the Determinant of GM Food Demand*

MELER, M., CEROVIC, Z. (2003): *Food marketing in the function of tourist product development*, British Food Journal

MIHIC, M. (2005): *Buying Behavior And Consumption As Indicators Of Consumer's Social Class: A Segmentation Analysis*, International Conference of the Faculty of Economics in Sarajevo

MILOHANOVIĆ, A., BRŠČIĆ, K. (2007): *Tourists Perceptions of Istrian Wines*, *Agriculturae Conspectus Scientificus* | Vol. 73 (2008) No. 2 (121-125)

RAJH, E., VRANESEVIC, T., TOLIC, D. (2003): *Croatian food industry – brand equity in selected product categories*, British Food Journal

RENKO, N., BRCIC-STIPCEVIC, V. (2003): *Attitudes of the Croatian population toward genetically modified food*, British Food Journal

RENKO, N., NIKOLASEVIC, S., PAVICIC, J. (2002): *The market information system and state support for the market of agricultural products in Croatia*, British Food Journal

RENKO, N., VIGNALI, D. (2003): *The Croatian food and drink market*, British Food Journal

TOLUŠIĆ, Z., DEŽE, J. (2000): *Tržišna Orijentacija Poljoprivrednih I Prehrambenih Proizvođača Prema Potrebama Kupaca*, *Ekonomski pregled*. Title in English: *Market Orientation of Agricultural and Food Producers According To Needs of Customers*

VRANESEVIC, T., STANČEC, R. (2003): *The effect of the brand on perceived quality of food products*, British Food Journal

4. Theoretical approaches, methods, markets and consumer studies in Macedonia

Vladimir Kendrovski, Igor Spiroski

4.1. Material and methods

4.1.1. Data about publications

Table 20 : Data about publications for Macedonia

Total number of publications listed in database	% of publications original in WBC language	% of publications with both author(s) from inside WBC and author(s) from outside WBC	% of publ. in period 2000-2009
10	90	100	100

4.1.2. Most used authors

Authors: Ristevska-Jovanovska S., Kendrovski V., Dimitrovska Z., Jakovski B., Azderski J.
Co- authors: Gjorgjev D., Spiroski I., Ribarova F., Nikolic M., Pejkovski Z.

4.1.3. Source of publications

Table 21 : Sources of publications for Macedonia

% of total published national	% of total published international	% of total published in							
		Scientific journal	Conference proceedings	Book	PhD Thesis	Masters Thesis	Official report/document	Professional magazine	Other sources
90	10	0	10	20	0	10	30	30	0
Total 100%		Total 100%							

4.1.4. Methods used

Table 22 : Methods used for Macedonia

% publ. with primary data	% of publ. with secondary data	% of publ. with both	% of publ. method quantitative	% of publ. method qualitative	% of publ. both methods
80	20	0	20	20	40
Total 100%			Total 100%*		

*We couldn't conclude about the methods applied to obtain primary data in two publications so we put about those n/a, that counts for 20% of the publications.

4.1.5. Type of method used

Table 23 : Type of method used for qualitative and for quantitative research

In case qualitative, type of method			In case quantitative, type of method		
% interviews	% focus groups	% experiments	% survey	% written questionnaires	% online paneldata
80	0	20	0	100	0
Total 100%			Total 100%		

4.1.6. Sample sizes

In listed publications sample size varies between 50 and 6859.

4.2. Results and Synthesis

4.2.1. Most used keywords of the publications

Nutrition, consumers, behaviour, health, protection, decision.

4.2.2. Sources of publications

- Statistical review: incomes, spending and prices;
- Annual report of the Institute of Public Health about the execution of the preventive healthcare programme;
- Annual of the Faculty of Economics;
- Macedonian Medical Review.

4.2.3. Target groups

2114 Students in 7th and 8th grade in primary school and 1st and 2nd year in secondary school; 5040 households on the whole territory of the country; kindergarten children, children in primary and secondary school, people in hospitals, students living in dormitories, construction workers (6859); elderly (253); average consumers with no specific characteristics (50).

4.2.4. Main conclusions of publications

Word	Number of times used in main conclusions
"consumer*"	(6)
"market*"	(1)
"attitude*"	(0)
"behaviour*"	(2)
"habit*"	(1)
"nutriti*"	(4)
"taste*"	(0)
"household*"	(2)
"eat*"	(1)
"food*"	(5)
"consumption*"	(3)
"fruit"	(2)
"health*"	(5)
"health claims"	(0)
"organic*"	(1)
"traditional*"	(2)
"special product*"	(0)
"functional"	(0)
"agricultur*"	(0)

* is a possible extension of the word, like consumers or markets, marketing or eating or nutrition, nutritive, etc.

4.2.5. Consumer research concepts and products

Table 24: Publications in each combination of research concept and product group by listing main author and year for Macedonia

Research concept														
Individual					Environment					Product				
<i>fruit</i>	<i>health claims</i>	<i>organic</i>	<i>traditional</i>	<i>other</i>	<i>fruit</i>	<i>health claims</i>	<i>organic</i>	<i>traditional</i>	<i>other</i>	<i>fruit</i>	<i>health claims</i>	<i>organic</i>	<i>traditional</i>	<i>other</i>
Azderski, J., 2002				Dimitrievska, V., 2008 Ristevska-Jovanovska, S., 2007 Ristevska-Jovanovska, S., 2004	Tozija, F., 2008 Ristovska, G., 2008			Dimitrovski, Z., 2006	State statistical office, 2008 Kendrovski, V., 2008					Jakovski, B., 2003 ----- -

4.2.6. Other product groups

When we selected the “other” option in the questionnaire we tend to explain that the researches are not focused on one group of products, but that is the work which considers products which are not necessary related to food. Namely in some of the researches listed as “other” focus is on different food products (State statistical office, 2008, Kendrovski, 2008, Dimitrievska, 2008) but other focus besides on food also on other products which consumers buy (Ristevska-Jovanovska 2007 and 2004, Jakovski, 2003).

4.2.7. General content analysis

The publications listed in the research we did in Macedonia show that their content is mainly focused on the influence of the nutrition on public health and on health of different populations that were subject to the research in the publications. Few of the publications focus on the economy aspects of the consumers choice and those are not necessary related to food but reflects the consumer's behaviour when buying different products. Publications listed under “other” in B5. are all population based researches and they can all be listed as field researches. Publications which are listed under different product groups can be listed as products oriented since they focus the research on different kinds of selected food products and the products are main concern in the researches.

Nevertheless, there is no sharp distinction between these two groups and this grouping should be taken with reserve.

4.3. Conclusions

From the research we did on literature review concerning food consumer's science in Macedonia we concluded that there is a big gap in this area in the country. Namely, very little research has been done in this field by various institutions in the country. We contacted consumer's association in the country and we have been told that they are not aware about the articles in journals or other relevant publications about this topic in the country. Chair of marketing at the Faculty of economics in Skopje has some research about this concerning economic perspective of the issue, but still, what we found about that is very low quantity of work done. There was one paper published in the Annual of the Faculty in 2007 by the Chief of marketing chair and the research was done on very small sample of the population since total population in the country, on one way or another, may be considered as consumers. We used electronic database of publications of the National University Library to search for published materials on the topic, but still we haven't found neither quantity nor quality work which will satisfy our search. Little material that we found is more theoretical approach to the problem of consumer's science, consumer's behaviour and approximation of national to EU legislation. Some of the topics mentioned in the review are books used at the Faculties of economy in the country which is a good base for knowledge but authentic national approach and research is missing.

Again, considering all the people are potential consumers, we used the publications and data we have as health institution to have an overview of the nutrition and eating habits of the fractions of the population in relation to health. We are aware of the fact that maybe it is not the perfect approach for literature review on FCS, but since there is so little literature we thought that it may be helpful to use this literature as a starting point in further development of possible FCS research.

In conclusion, we think that there is huge gap in Macedonia on this topic and that should be used as a stimulation for developing base for further research and obtaining knowledge about food consumer's science in the country.

4.4. References

Traditional products:

DIMITROVSKA, Z., KENDROVSKI V., SPIROSKI I., CULEVA B., RIBAROVA F. (2006): *Традиционални храни - здравје или фактор на ризик?*, Македонски медицински преглед. 2006; 60(suppl. 68):117. Title in English: Traditional foods - health or risk factor?

Others:

AZDERSKI, J., NIKOLIC, M. AND PEJKOVSKI Z. (2002): *Некои прашања за исхраната на населението во Македонија*, Економски развој, Год. 4, бр. 2/3, том 2, стр. 215-228. Title in English: Some issues about the nutrition of the population in Macedonia

DIMITRIEVSKA, V. (2008): *Јавно здравствени аспекти на исхраната и животните стилови кај старите лица во Република Македонија*, Not published. Information obtained from the hard copy of the master thesis. Title in English: Public health aspects of nutrition and lifestyles in elderly persons in the Republic of Macedonia

JAKOVSKI, B. (2003): *Фази во процесот на донесување на одлуки за купување*, Годишник на економскиот факултет во Скопје, том 38, стр. 65-72. Title in English: Phases in the process of decision making for buying goods

KENDROVSKI V., DIMITROVSKA Z., SPIROSKI I. (2008): *Исхрана и ухранетост на населението во Република Македонија во 2007 година*, Извештај за спроведување на програмата за превентивна здравствена заштита на Република Македонија за 2007 година. Title in English: Nutrition and nutritional status of the population in the Republic of Macedonia in 2007

RISTEVSKA-JOVANOVSKA S. (2007): *Промени во заштитата на потрошувачите во ЕУ согласно со програмата 2007-2013 и состојбите во Република Македонија*, Annual of the Faculty of Economics, Volume 42, pp. 39-48. Title in English: Changes in consumers protection policy according to programme of community action in the field of health and consumer protection (2007-2013) and conditions in the Republic of Macedonia

RISTEVSKA-JOVANOVSKA, S., JAKOVSKI, B. (2004): *Однесување на потрошувачите*. Title in English: Consumer's behaviour, Consumer's behavior

RISTOVSKA, G., GJORGJEV, D., KENDROVSKI, V. (2007): *Хигиена на храна и заштита на животната средина*, Хигиена на храна и заштита на животната средина. Title in English: Food Hygiene and Environmental Protection

STATE STATISTICAL OFFICE OF THE REPUBLIC OF MACEDONIA (2008): *Потрошувачка на домаќинствата во Република Македонија, 2007*, Статистички преглед: Приходи, потрошувачка и цени. Title in English: Household consumption in the Republic of Macedonia, 2007

TOZIJA, F., GJORGJEV, D., KJOSEVSKA, E. KENDROVSKI V. (2008): *2007/2008 Global School-Based Student Health Survey Results*, Macedonia, Global School-based Health Surveillance System

5. Theoretical approaches, methods, markets and consumer studies in Montenegro

Zorica Djordjevic, Sanja Scepanovic, Liljana Zizic

5.1. Material and methods

5.1.1. Data about publications

Table 25 : Data about publications for Montenegro

Total number of publications listed in database	% of publications original in WBC language	% of publications with both author(s) from inside WBC and author(s) from outside WBC	% of publ. in period 2000-2009
15	47% in English 53% in Montenegrin	All authors are from WBC	100%

5.1.2. Source of publications

Table 26 : Sources of publications for Montenegro

% of total published national	% of total published international	% of total published in							
		Scientific journal	Conference proceedings	Book	PhD Thesis	Masters Thesis	Official report/document	Professional magazine	Other sources
100%		21%	11%	3%	5%	5%	1%	22%	32%
Total 100%		Total 100%							

5.1.3. Methods used

Table 27 : Methods used for Montenegro

% publ. with primary data	% of publ. with secondary data	% of publ. with both	% of publ. method quantitative	% of publ. method qualitative	% of publ. both methods
50%	49%	1%	84%	8%	8%
Total 100%			Total 100%		

5.1.4. Type of method used

Table 28 : Type of method used for qualitative and for quantitative research for Montenegro

In case qualitative, type of method			In case quantitative, type of method		
% interviews	% focus groups	% experiments	% survey	% written questionnaires	% online paneldata
93%	6%	1%	66%	34%	
Total 100%			Total 100%		

5.1.5. Sample sizes

In listed publications sample size varies between 700 and 4000. There was one larger study which involved 4000 examinees, other studies were of smaller scope and certain works were not based on researches but on information based on practise.

5.2. Results and Synthesis

5.2.1. Most used keywords

food	12
nutrition	8
health	6
quality	3
organic	3
agriculture	7

5.2.2. sources of publications

List of most relevant scientific journal:

- Hrana I ishrana
- Marketing
- Ekonomika poljoprivrede
- Savremena poljoprivreda
- Eko hrana

5.2.3. Target groups

* Agriculture, fruit production and processing, children, organic products, bread production.

5.2.4. Main conclusions of publications

Search words	Number of times mentioned in main conclusions
consumer	20
market	11
attitude	4
behavior	2
food	54
organic	21
fruit	13
health	44
agricultur	26
health claims	8
traditional	2
consumption	27
eat	19
special product	0

5.2.5. Consumer research concepts and products

Table 29: Publications in each combination of research concept and product group by listing main author and year for Montenegro

Research concept														
Individual					Environment					Product				
<i>fruit</i>	<i>health claims</i>	<i>organic</i>	<i>traditional</i>	<i>other</i>	<i>fruit</i>	<i>health claims</i>	<i>organic</i>	<i>traditional</i>	<i>other</i>	<i>fruit</i>	<i>health claims</i>	<i>organic</i>	<i>traditional</i>	<i>other</i>
				Đurišić M. 2006 Ljajević A.2006 Žižić Lj.2008			Mirečki N.2008		Žižić Lj. 2004 Durisic, 2008		Durisic, 2007		Durisic, 2007	Jančić D.2008 Đurović D.2005 Jančić D. 2007 Mališić N.2007 Jančić D.2007 Đorđević Z. 2004 Lazić V.2008

5.2.6. Other product groups

One study examined habits in consumption of basic group of foods, according to nutrition pyramid; one study was about usage of salt in nutrition among children and pregnant women.

5.2.7. General content analysis

The majority of publications related to quality and safety available to consumers. They are mainly scientific and professional works published at medical symposiums and Congresses or those related to food and nutrition.

One publication relates to attitudes of consumers in the primary school age group in terms of consuming basic groups of foods and result is research conducted in Montenegro.

A small portion of publications relates to market research, that is requirements of consumers for usage of certain foods from the group of meat products, bread, fruit products.

Organic production has been presented with 3 publications, out of which 2 were presented at international symposiums and they present legal framework for organic production and possibilities for such production in Montenegro, while third publication, in fact, deals with organic production from different aspects, from economic to health. The methods used are composed of randomly selected samples and some surveys were carried out on representative sample. These are mainly statistical methods. However, methodology is not sufficiently developed in Montenegro. In works related to projects, the methodology proposed by the project was used.

Some specific papers (for example on grapes and wine) deal with production aspects and researches were mainly conducted upon the request of producers.

5.3. Conclusions

No researches on fruit and vegetable were found for Montenegro (especially related to habits, quality, and consumption). Also studies on traditional food are lacking.

We identified several key missing gaps in overall publication analysis:

Methodologically, there is a lack of primary data gathering (especially research with large representative samples); disproportion between qualitative and quantitative studies (in favour of quantitative). As far as content is concerned, there are not enough data on consumers' attitudes, knowledge and habits regarding food in general, and especially regarding different food types chosen for case studies and food origin, domestic or import. There is a lack of data on consumers' preference in using organic or classically produced food as well as their economical possibilities for using organic food.

There is special publication related to food in Montenegro and abroad and authors publish in both.

Accessibility of scientific work is very limited and one should make significant effort in order to find those publications deep inside libraries of faculties (especially master and PHD thesis).

5.4. References

Products with health claims:

ĐUROVIĆ, D., ŽIŽIĆ, LJ., BLAGOJEVIĆ N. (2005): *Content of heavy metals in food samples in the surrounding area of Aluminium Factory Podgorica during the period 1993-2005*

JANČIĆ, D., ĐURIŠIĆ, M. (2007): *Sadržaj aditiva u nekim vrstama mesnih proizvoda*. Title in English: The content of additives in some kinds of meat products

LJALJEVIĆ A., ĐURIŠIĆ B., MALIŠIĆ N., IVANOVIĆ LJ. (2006): *The volume of nutrition elements from milk and eggs in the average daily nutrition of the Montenegrin population compared to the recommended daily*

MALIŠIĆ N., ANDRIĆ B., LJALJEVIĆ A., ĐURIŠIĆ M. (2007): *Assessment of health risk of nitrite usage in meat products for population health status in Montenegro*

Organic food:

MIRECKI, N., DESPOTOVIĆ, A. (2008): *Mogućnosti razvoja organske poljoprivrede u Crnoj Gori*. Title in English: Possibilities progress of organic agriculture in Montenegro

Traditional products:

ĐURIŠIĆ, M., JANČIĆ, D., ĐURIŠIĆ, B., ŠUKOVIĆ, D. (2007): *Kvalitet meda po regijama*. Title in English: The quality of the honey from the region of Montenegro

JANČIĆ, D., ĐURIŠIĆ, M., KNEŽEVIĆ, B., TRMČIĆ, S. (2007): *The energy values of red and white wines produced by '13 jul-Plantaže'AD PODGORICA, Montenegro*

Others:

ĐORĐEVIĆ, Z., ŽIŽIĆ, L. (2008): *Stanje jodiranosti kuhinjske soli i navike stanovništva o upotrebi soli*. Title in English: Iodization of table salt in Montenegro and attitudes and habits in relation to the use of salt in general population

ĐURIŠIĆ, M., JANČIĆ, D., GVOZDENOVIĆ, J., LAZIĆ, V. (2008): *Introduction and validation of method for sensorial evaluation of food packaging*

ĐURIŠIĆ, M., JANČIĆ, D., LJAJEVIĆ, A., PEJOVIĆ, A. (2006): *The volume of grain and grain products in the average daily nutrition of the Montenegrin population compared to the recommended daily nutrition components*

ĐURIŠIĆ M., JANČIĆ D., ŠUKOVIĆ D. (2007): *Potvrđivanje mineralnog sastava i sadržaja vitamina C kod nekih dijetetskih suplemenata*, Abstracts. Title in English: Verification of mineral content and content of vitamin C in several dietetic supplements

JANČIĆ, D., ĐURIŠIĆ, M. (2008): *Sadržaj žive u ribi i ribljim proizvodima*. Title in English: The mercury content in fish and fish products

LAZIĆ, V., GVOZDENOVIĆ, J., FILIPOVIĆ, J., ĐURIŠIĆ, M., JANČIĆ, D. (2008): *The influence of characteristics of packing materials on conservation of bakers products*

ŽIŽIĆ, L.: *Mjere za osiguranje/obezbjedenje kvaliteta*. Title in English: Measure for insurance/secure of quality

ŽIŽIĆ, L., MONAROV, E., MIRILOV, J., DJOKIĆ, LJ., MITIĆ, I. (2008): *Faktori Rizika: Ishrana I Ateroskleroza*. Title in English: Risk Facts: Nutrition And Atherosclerosis

6. Theoretical approaches, methods, markets and consumer studies in Serbia

Iris Zezelj, Nebojsa Petrovic

6.1. Material and methods

6.1.1. Data about publications

Table 30 : Data about publications for Serbia

Total number of publications listed in database	% of publications original in WBC language	% of publications with both author(s) from inside WBC and author(s) from outside WBC	% of publ. in period 2000-2009
45	9 % in English 91% in Serbian	All authors are from WBC	95%

6.1.2. Most used authors and co-authors

Table 31 : Most frequent authors and co-authors for Serbia

Authors	Number of publications	Co- authors	Number of publications
Štrbac, M.	5	Gudelj, J.	2
Vlahović, B.	3	Čerović, S.	2
Pavlovski, Z.	2	Škrbić, Z.	2
Gulan, B.	2	Lukić, M.	2
Radosavljević, K.	2	Đorđević, B.	2

Note: list of co-authors did not include names mentioned in authors list

6.1.3. Source of publications

Table 32 : Sources of publications for Serbia

% of total published national	% of total published international	% of total published in							
		Scientific journal	Conference proceedings	Book	PhD Thesis	Masters Thesis	Official report/document	Professional magazine	Other sources
100%	-	46%	7%	-	4.5%	4.5%	-	29%	9%
Total 100%		Total 100%							

6.1.4. Methods used

Table 33 : Methods used for Serbia

% publ. with primary data	% of publ. with secondary data	% of publ. with both	% of publ. method quantitative	% of publ. method qualitative	% of publ. both methods
51%	49%	-	81%	4%	15%
Total 100%			Total 100%		

6.1.5. Type of method used

Table 34 : Type of method used for qualitative and for quantitative research for Serbia

In case qualitative, type of method			In case quantitative, type of method		
% interviews	% focus groups	% experiments	% survey	% written questionnaires	% online panel data
91%	11%	-	64%	36%	-
Total 100%			Total 100%		

6.1.6. Sample sizes

In listed publications sample size varies between 98 and 18000. Sample size information was available in nine cases. Out of those, in seven researches sample size was between 100 and 1000. There were two larger studies included (population health status).

6.2. Results and Synthesis

6.2.1. Most used keywords

food	24
consumption	13
organic	13
agriculture/ agricultural	13
tourism	10
production	9
nutrition / nourishment / nutritive	9
marketing	8
food with health claims	7
rural	6
quality	6
consumer	5
habits	5
health	4
fat	3
competitiveness	3
market	3

6.2.2. Sources of publications

List of most relevant scientific journals:

- Hrana i ishrana,
- Ekonomika poljoprivrede,
- Marketing,
- Savremena poljoprivreda.

All publish mainly in Serbian (excepting also papers in English).

Note: Data about the journals and their electronic version (if there is one) can be found at:
<http://scindeks.nb.rs/Journals.aspx>

6.2.3. Target groups

Children, fruit producers, agricultural producers.

6.2.4. Main conclusions of publications

Search words	Number of times mentioned in main conclusions
consumer*	41
market*	31
attitude*	4
behavior*	2
habit*	13
nutriti*	21
taste	1
household*	4
eat*	43
food*	102
consumption*	52
fruit	26
health*	51
health claims	10
organic*	30
traditional*	3
special product*	0
functional	13
agricultur*	29

6.2.5. Consumer research concepts and products

Table 35 : Publications in each combination of research concept and product group by listing main author and year for Serbia

Research concept														
Individual					Environment					Product				
<i>fruit</i>	<i>health claims</i>	<i>organics</i>	<i>trad.</i>	<i>other</i>	<i>fruit</i>	<i>health claims</i>	<i>organics</i>	<i>Trad.</i>	<i>other</i>	<i>fruit</i>	<i>health claims</i>	<i>organics</i>	<i>trad.</i>	<i>other</i>
Štrbac, M., 2006	Ružić, P., 2002	Ničiforović-Šurković, O., 2002		Pavlovski, Z., 2002		Milanović, R., 2000	Pejanović, R., 2006	Gulan, B., 2007	Ceranić, S., 1996	Radosavljević, K., 2008	Dimitrijević-Branković, S., 2002	Toma, K., 2002	Stojanović, T., 2008	Štrbac, M., 2004
Vlahović, B., 2006	Todorović, M., 2006	Salai, S., 2002		Gajić, I., 2003		Stanković, I., 2002			Zlatković, Ž., 1999		Kostić-Nikolić, S., 2007			Štrbac, M., 2006
	Dražilović, S., 2007	Ščekić, J., 2006		Pavlovski, Z., 2003		Pešić-Mikulec, D., 2003			Vlahović, B., 2006		Miletić, I., 2008			
	Kosanović, N., 2007			Djorović, M., 2004		Milanović-Golubović, V., 2006								
				Mirilov, J., 2005										
				Štrbac, M., 2006		Petrović, P., 2006								
				Euromonitor Intern. Study 2007		Štrbac, M., 2007								
				Knezević, T., 2008										

Note: publications categorized as "other" in terms of research concept are not included in this table

6.2.6. Remarks about research

As for primary data collection, consumers attitude surveys in Serbia regarding food and food consumption are either realized on small samples, or part of the larger, national health surveys (in that case data is limited; usually this topic is covered with several questions about daily food intake).

Since the aim of majority of research is to obtain data on *population* nutritive habits¹ (and compare it to WHO recommendations, usually), qualitative research is evidently underrepresented. There is also strong positivist tradition in our scientific community, devaluing qualitative methods as less scientific in their approach. Focus groups are viewed as mostly marketing and commercially oriented research tool, and in depth interviews are too expensive for research budgets.

Consequently, most of the data are collected through written questionnaires, administered in groups of participants.

6.2.7. Other product groups

Two studies examined consumers' attitudes towards different meat products and eggs (beef, poultry and poultry products); three studies researched fat containing food and fat consumption, one study examined milk consumption habits.

6.2.8. General content analysis

Publications regarding **food with health claims** (alternative term: functional food) make more than one third (34%) of all publications included in the Serbian database. Out of those, vast majority are published in medical journals or in agricultural journals by authors that have medical affiliation or medical background.

There are several theoretical articles emphasizing: a) health benefits coming from consumption of functional food or b) analyzing legal environment and regulations regarding this food type, its definition, labelling etc. Functional food is defined as food that may provide a health benefit beyond basic nutrition- food that has biologically active compounds that may impart health benefits or desirable physiological effects. Regarding labelling, authors focus on two types of potential health claims: (1) structure and function claims, which describe effects on normal functioning of the body, but not claims that the food can treat, diagnose, prevent, or cure a disease (claims such as »promotes regularity«, »helps maintain cardiovascular health«, and »supports the immune system« fit into this category); and (2) disease risk reduction claims, which imply a relationship between dietary components and a disease or health condition.

Out of empirical research, they are mostly product-oriented, and based on secondary data. These studies call attention to the fact that there is a growing market for food with health claims and unconventional food, and that law in Serbia doesn't treat food with health claims as a specific category. Several papers analyze possible contribution of marketing and technology to the offer of food with health claims in Serbia. They conclude that offer of food with health claims require adequate natural conditions, consumers with habits to consume such food and developed market.

On the other hand, there is no data regarding a) consumers' knowledge about functional food or b) attitude towards this type of food, confidence in its proposed effects or c) consumption habits (regular food vs. food with health claims).

As for **traditional /local food**, 8% of publications in Serbian database focus on this food type. These papers recommend a. traditional food production as a way of achieving competitive market advantage (highlighting necessity of quality system use- national strategy and quality policy on macro and micro level harmonized with European standards) or b. traditional and local food as part of gastronomy offer that represents an element of sustainable national

¹ But sample sizes are rarely adequate to serve that purpose

tourism and reflects relationship with national tradition and history. Again, there is no data on consumers' knowledge and attitudes towards traditional food or their consumption habits.

Organic food and analysis of its' potentials (economic and health-wise) make 35% out of all publications in our database. 60% of them have been published in the last three years. Those publications can be divided into three, equally represented groups. One third of texts deal with the problem from the agronomical point of view; second third of publications are mainly research in marketing of food production and distribution. Those two aspects are relatively interwoven, therefore authors write about "agribusiness", "agro economy" and use similar composite terms. Another third of publications approaches the problem from medical point of view (more precise – nutrition science). Those texts put emphasis on importance of organic food in different diet regimes, mainly for general improvement of health status, but also for prevention of some concrete health problems like atherosclerosis, diabetes or obesity in certain target subpopulations (e.g. children, elderly persons). In some publications development of markets for organic agriculture products and reaching better competitiveness for those products have been analyzed. Others pay more attention on the role of the state- they emphasize importance of appropriate law regulation and organized buy-off.

Less than 10% of total publications focus on **fruit**, and those papers deal mainly with economic issues. Since Serbia exports some berry fruit, problem of storage of that fruit and keeping it fresh during transportation is discussed.

6.3. Conclusions

We identified several key missing gaps in overall publication analysis:

Methodologically:

- Lack of primary data gathering (especially research with large representative samples).
- Disproportion between qualitative and quantitative studies (in favour of quantitative).

Content-wise:

- Lack of data on consumers attitudes, knowledge and habits regarding food in general, and especially regarding different food types chosen for case studies.
- Not enough research efforts in connecting attitudes toward healthy food and its importance at one side, and behaviour effects (i.e. consumptions) on the other.
- Little empirical data regarding demographic and other personal factors that can affect food choice (e.g. age, sex, social status, etc).
- Lack of interaction with international scientific community (91% publications are published in Serbian, and all of them are by local authors).

Less focus on fruit and traditional products. There can be different reasons behind this: fruit consumption is rarely analyzed as separate issue: rather, it is part of the larger studies regarding healthy life style or balanced nutrition (fruit is not mentioned in keywords, but it is mentioned 26 times in main conclusions). As for traditional products (mentioned only three times in main conclusions), there is lot of confusion regarding what can be labelled as traditional Serbian products, since most of them are also present in other Balkan cuisines, and sometimes already marked as their traditional brands or gastronomic specialties (this "food division" took place during the nineties, along with splitting of former Yugoslavia).

Specialized scientific journals exist, and are published regularly. Organic and functional foods are present as important topics, but usually from medical, economic or agricultural viewpoint, with no integration. Multidisciplinary approach is rare exception rather than a rule.

Publications' contents are mainly general and theoretical in their approach and lack in applicability. They are usually directed to scientific community and do not meet producers' or consumers' needs.

Accessibility of scientific work is very limited and one should make significant effort in order to find those publications deep inside libraries of faculties (especially master and PHD thesis).

Concerning dissemination aspects, little attention has been paid on explanation to wider population of importance of using alternative food types such as organic or functional food and fruits. There is need to promote new obtained useful knowledge on food.

6.4. References

Fruits:

KATICA, R. (2008): *The Market Chain of Fruit Production in Serbia – A Case Study of Raspberry and Sour Cherry Cultivation*, Ekonomski anali

STRBAC, M., VLAHOVIĆ, B., CVIJANOVIC, D. (2006): *Prognoza potrošnje voća za 2007. Godinu*, Ekonomika poljoprivrede. Title in English: Anticipated fruit consumption for year 2007

VLAHOVIĆ, B., RADOJEVIĆ, V., LUKAČ-BULATOVIĆ, M., ČIKIĆ, J. (2006): *Istrazivanje potrosnje susenog voca u nasoj zemlji*, Časopis za procesnu tehniku i energetiku u poljoprivredi / PTEP. Title in English: Research of dried fruit consumption in our country

Products with health claims:

DIMITRIJEVIĆ-BRANKOVIĆ, S. I., BARAS, J. K., BOJOVIĆ, J. (2002): *Značaj i mogućnosti proizvodnje funkcionalne hrane*, Hemijska industrija. Title in English: Importance and Possibilities of the Production of Food with Health Claims

DRAZILOVIC, S. (2007): *Kvalitet porodicne ishrane i faktori rizika za pojavu ateroskleroze kod skolske dece*, University of Belgrade, Medicine School. Title in English: Quality of daily family diet and factors of risk for atherosclerosis in school children

KOSTIĆ-NIKOLIĆ, S. (2007): *Nove mogućnosti u korišćenju prirodnih resursa*, Poslovna politika

MILANOVIĆ, R. Ž. (2000): *Zdrava hrana - preduzetništvo i mali biznis u poljoprivredi*, Ekonomika poljoprivrede. Title in English: Food with Health Claims – Entrepreneurship and Small Business in Agriculture

MILANOVIĆ-GOLUBOVIĆ, V., KOSTIĆ-NIKOLIĆ, S. (2006): *Doprinos marketinga i tehnologije ponudi zdrave hrane u Srbiji*, Poslovna politika. Title in English: Marketing and Technology Contribution to the Health Food Offer in Serbia

MILETIC, I., SOBAJIC, S., DJORDJEVIC, B. (2008): *Funkcionalna hrana-uloga u unapredjenju zdravlja*, Journal of Medical Biochemistry. Title in English: Functional foods and their role in the improvement of health status

PEŠIĆ-MIKULEC, D., JOVANOVIĆ, L. (2003): *Primena HCCP metode u mlekarskoj industriji*, Mlekarstvo. Title in English: Use of HCCP metode in Milk Industry

RUŽIĆ, P. (2002): *Functional food - importance and recommendations*, Hrana i ishrana

STANKOVIĆ, I. M., ĐORĐEVIĆ, B. I. (2002): *Funkcionalna i nekonvencionalna hrana - zakonska regulative*, Hrana i ishrana. Title in English: Food with health Claims and Unconventional Food- Low Regulation

ŠTRBAC, M., VLAHOVIĆ, B. (2007): *Prednosti Konzumiranja Organskih Proizvoda U Ljudskoj Ishrani*, Međunarodni naučni skup: Multifunkcionalna poljoprivreda i ruralni razvoj (II) – očuvanje ruralnih vrednosti, Tematski zbornik, knjiga 1. Title in English: The advantages of consuming organic products in human nourishment

TODOROVIC, M. (2006): *Uporedna analiza stanja uhranjenosti i kvaliteta ishrane dece predškolskog uzrasta*, University of Belgrade, Faculty of Medicine. Title in English: Comparative analysis of nutrition status and quality of eating in preschool children

Organic products:

KRMPOTIC, T., TUMBAS P., PETKOVIĆ Đ., MUSANIĆ G. (2002): *Ekonomske i socijalne prednosti koriscenja cerealija kao organskog proizvoda*, Anali Ekonomskog fakulteta u Subotici. Title in English: Economic and social advantages of cereals in the products of organic food

SALAI S. (2002): *Marketing istraživanje potrošača organskih poljoprivrednih proizvoda*, Marketing. Title in English: Marketing research of organic food consumers

ŠČEKIĆ, J. (2006): *Mapping Sustainable Consumption and Production in SEE and EECCA countries*, Food chapter; case study: Belgrade, UNEP report

TOMA, K. AND TUMBAS, P. (2002): *Proizvodnja organskih proizvoda kao potencijalni izvor dohotka*, Anali Ekonomskog fakulteta u Subotici. Title in English: Organic food production as potential income resource

VLAHOVIĆ, B., ŠTRBAC, M. (2007): *Osnovne karakteristike tržišta i marketinga proizvoda organske poljoprivrede*, Ekonomika poljoprivrede. Title in English: Basic Characteristics of Organic Products Market and Marketing

Traditional food:

CERANIĆ, S. M. (1996): *Menadžment kvaliteta u razvoju poljoprivrednih preduzeća*, Ekonomika poljoprivrede. Title in English: Quality Management in the Agricultural Firms Development

DOZET, N. D., Maćej Ognjen D., Jovanović Snežana T. (2002): *Izvorni mliječni proizvodi kao organski proizvedena i geografski zaštićena hrana*, Mlekarstvo. Title in English: Genuine Milk Products as Organic Produced and Geographical Protected Food

GULAN, B. (2007): *Agroindustrija Srbije i evropske integracije*, Poslovna politika. Title in English: Serbian Agroindustry and European Integrations

GULAN, B. (2007): *Dometi tranzicije i priprema agroindustrije Srbije za evropske integracije*, Poslovna politika. Title in English: Transition Range and Preparation of Serbian Agroindustry for the European Integrations

STOJANOVIĆ, T. (2008): *Značaj gastronomske ponude za razvoj seoskog turizma Srbije*, Zbornik radova PMF - Geografski institut, Beograd. Title in English: Gastronomic offer of rural tourism – tourist attraction of geographic area of Serbia

STOJANOVIĆ, T., ČEROVIĆ, S. (2008): *Značaj gastronomske ponude za razvoj seoskog turizma Srbije*, Zbornik radova PMF - Geografski institut, Beograd. Title in English: Importance of Gastronomy Offer for Rural Tourism Development in Serbia

Others:

BUSINESS MONITOR INTERNATIONAL SURVEY (2008): *Serbia Food and Drink Report Q4 2008*, Business Monitor International, October 9, 78 Pages

COMMERCIAL RESEARCH STUDY BY GFK BELGRADE (2006) : *Navike ishrane u Srbiji i Crnoj Gori*. Title in English: Eating habits in Serbia and Montenegro

DJOROVIĆ, M.T. (2004): *Tržišna analiza proizvodnje, prometa i potrošnje mleka i važnijih mlečnih prerađevina u Srbiji*, Ekonomika poljoprivrede. Title in English: Market analysis of production and consumption of milk and dairy products in Republic of Serbia

ĐOROVIĆ, M. T., SIMIĆ, J. D., BOGDANOVIĆ, J. S. (2001): *Istraživanje jugoslovenske spoljnotrgovinske razmene poljoprivrednih proizvoda i sredstava za hemizaciju i mehanizaciju poljoprivredne proizvodnje*, Industrija. Title in English: The Research of Yougoslav Foreign Exchange of Agricultural Goods and Chemical and Mechanical Resources for the Agricultural Production

EUROMONITOR INTERNATIONAL STUDY (2007): *Consumer Lifestyle in Serbia and Montenegro*

GAJIĆ, I., GUDEL, J J. (2003): *Unos masti u populaciji u Srbiji*, Hrana i ishrana, Title in English: Fat intake in Serbia

JEVTIĆ, S., STANKOVIĆ, V. (2008): *Rezultati poljoprivrede Srbije u 2007. godini, problemi održivog razvoja i predlog mera poljoprivredne politike*, Tržište, novac, capital. Title in English: Results in Serbian Agriculture for 2007, Sustainable Development Problems and Suggestions for the Agricultural Policy

KNEZEVIĆ, T., GUDELJ-RAKIĆ, J. (2008): *Zdravlje stanovnika Srbije, 1997-2007*. Title in English: Health status of population of Serbia, 1997-2007

KOSANOVIĆ, N. D.P. (2007): *Kvalitet hrane i brend kao faktori konkurentnosti agroprivrede Republike Srbije*, Agroekonomika. Title in English: Food Quality and Brand as the Competitiveness Factor of Serbian Agroecconomy

LEVIĆ, J., SREDANOVIĆ, S., ĐURAGIĆ, O. (2008): *Kako smo sa 'feed-to-food' projektom stigli u Evropu*, Časopis za procesnu tehniku i energetiku u poljoprivredi / PTEP. Title in English: How did We Come to Europe with 'Feed-to-Food' Project

MILANOVIĆ-GOLUBOVIĆ, V. (2006): *Novi koncept marketinga u agrobiznisu*, Ekonomika poljoprivrede. Title in English: New Concept of Agrobusiness Marketing

MIRILOV, J., KRISTOFOROVIĆ-ILIĆ, M. (2005): *Karakteristike porodične ishrane školske dece*, Hrana i ishrana. Title in English: Family nutrition in schoolchildren

NIĆIFOROVIĆ-ŠURKOVIĆ, O., KVRGIĆ, S.T., AČ-NIKOLIĆ, E. (2002): *Nutritivno znanje i nutritivno ponašanje školske dece i njihovih roditelja u Vojvodini*, Medicinski pregled. Title in English: Nutritive knowledge and nutritive behavior among schoolchildren and their parents in Vojvodina

PAVLOVSKI, Z., ALEKSIĆ S., LUKIĆ M., MIŠČEVIĆ B., ŠKRBIĆ Z. (2003): *Rezultati ankete o potrošnji govedine i stavovi potrosaca prema mesu kao prehrambenom proizvodu*, Biotechnology in Animal Husbandry. Title in English: Results of the poll concerning the consumption of beef and consumer attitude towards meat as food stuff

PAVLOVSKI, Z., CMILJANIĆ R., LUKIĆ M., ŠKRBIĆ Z. (2002): *Stavovi potrosaca prema živinskim proizvodima*, Savremena poljoprivreda. Title in English: Consumers attitudes to poultry products

PEJANOVIĆ, R., POPOV-RALJIĆ, J., PAPIĆ, T. (2006): *Kvalitet hrane kao faktor konkurentnosti*, Savremena poljoprivreda. Title in English: Food Quality as the Competition Factor

PETROVIĆ, P., ČEROVIĆ, S. (2006): *Međuzavisnost razvoja poljoprivrede i ruralnog turizma*, Ekonomika poljoprivrede. Title in English: Interdependance between Agricultural Development and Rural Tourism

ŠTRBAC, M., VLAHOVIĆ, B (2006): *Uporedna analiza potrošnje poljoprivredno-prehrambenih proizvoda*, PHD thesis at University of Novi Sad. Title in English: Comparative analysis of consumption of agricultural-nutritive products

ŠTRBAC, M., VLAHOVIĆ, B., CVIJANOVIĆ, D. (2006): *Stanje i tendencija potrošnje poljoprivredno prehrambenih proizvoda u Srbiji*, Ekonomske teme. Title in English: Present state and consumption tendency of agricultural-food products in Serbia

UŠĆEBRKA, G. M., KLJAJIĆ, R. R. (2004): *Stanje i perspektive unapređenja kvaliteta u poljoprivredi i veterini u SCG*, Menadžment totalnim kvalitetom. Title in English: Position and Perspective for Quality Improvement in Agriculture and Vet in Serbia and Montenegro

VLAHOVIĆ, B. (2006): *OBELEŽJA POTROŠNJE PILEĆEG MESA U EVROPSKIM ZEMLJAMA (uključujući Srbiju)*, Letopis naučnih radova Poljoprivredni fakultet. Title in english : Parameters of consumption of chicken meat in European countries (including Serbia)

ZLATKOVIĆ ŽIVORAD, M. (1999): *Obnova Srbije razvojem poljoprivredne proizvodnje i domaće radinosti*, Ekonomske teme. Title in English: Restoration of Serbia by the Development of Agriculture and Cottage Industry

7. Theoretical approaches, methods, markets and consumer studies in Slovenia

Marija Klopčič, Jure Pohar

7.1. Material and methods

7.1.1. Data about publications

Table 36 : Data about publications for Slovenia

Total number of publications listed in database	% of publications original in WBC language	% of publications with both author(s) from inside WBC and author(s) from outside WBC	% of publ. in period 2000-2009
70	47% in Slovenian 53% in English	11% from Slovenia and outside WBC 89% from Slovenia	94%

7.1.2. Most used authors

Table 37 : Most used main authors for Slovenia

Author	Institution	Number of publications: main author (+ co-author)
Kuhar A.	University of Ljubljana, Biotechnical Faculty, Department of Animal Science	5 (+1)
Pohar J.	University of Ljubljana, Biotechnical Faculty, Department of Animal Science	4 (+2)
Gabrijelčič-Blenkuš M.,	National Institute of Public Health of the Republic of Slovenia	4 (+1)
Klopčič M.	University of Ljubljana, Biotechnical Faculty, Department of Animal Science	3 (+3)
Rogelj I.	University of Ljubljana, Biotechnical Faculty, Department of Animal Science	3 (+2)

Table 38 : Most used main co-authors for Slovenia

Author	Institution	Number of publications: most used co-author (+ main author)
Kuipers A.	Expertisecentre for Farm Management and Knowledge Transfer, Wageningen University and Research Centre, Wageningen, The Netherlands	4 (+1)
Juvančič L.	University of Ljubljana, Biotechnical Faculty, Department of Animal Science	4
Raspor, P.	University of Ljubljana, Biotechnical Faculty, Department of Food Science and Technology	3 (+2)
Tacken G.	Wageningen UR, Agricultural Economic Research Institute	3 (+1)
Pokorn D.	University of Ljubljana, Faculty of Medicine	3

7.1.3.

7.1.4. Source of publications

Table 39 : Sources of publications for Slovenia

% of total published national	% of total published international	% of total published in							
		Scientific journal	Conference proceedings	Book	PhD Thesis	Masters Thesis	Official report/document	Professional magazine	Other sources
50%	50%	29%	30%	0	1%	27%	7%	6%	0
Total 100%		Total 100%							

7.1.5. Methods used

Table 40 : Methods used for Slovenia

% publ. with primary data	% of publ. with secondary data	% of publ. with both	% of publ. method quantitative	% of publ. method qualitative	% of publ. both methods
91%	9%	0	24%	22%	47%
Total 100%			Total 100%		

7.1.6. Type of method used

Table 41 : Type of method used for qualitative and for quantitative research for Slovenia

In case qualitative, type of method			In case quantitative, type of method		
% interviews	% focus groups	% experiments	% survey	% written questionnaires	% online paneldata
31%	33%	36%	43%	57%	0
Total 100%			Total 100%		

7.1.7. Sample sizes

In listed publications sample size varies between **5 and 3816**. Sample size information was available in 45 articles. Out of those, in 23 articles sample size was between 5 and 100, in 11 articles sample size was between 100 and 1000 and in 11 articles between 1000 and 3816.

7.2. Results and Synthesis

7.2.1. Most used keywords

Food – 27x
Slovenia – 24x
Products – 18x
Marketing – 14x
Nutrition – 13x
Consumers – 12x
Fruit(s) – 11x
Organic – 10x
Habit(s) – 8x
Food safety – 7x
Milk – 7x
Vegetable – 6x

SWOT – 5x
Quality – 5x
Health – 5x

7.2.2. Sources of publications

Marketing in trajnostni razvoj
Acta Agriculturae Slovenica (<http://aas.bf.uni-lj.si>)
Sodobno kmetijstvo
VIVA (<http://www.viva.si>)
VIP
Hrana in Vino
Kapital
Marketing Magazin

7.2.3. Target groups

Consumers – 29x
Children / Scholars – 4x
Adults / Citizens – 5x
Organic farmers / producers – 7x
Producers of special local products – 9x
Farmers – 8x
Householders – 3x

7.2.4. main conclusions of publications

Search words	Number of times mentioned in main conclusions
consumer*	89
market*	71
attitude*	13
behaviour*	7
habit*	20
nutriti*	38
taste	1
household*	24
eat*	9
food*	153
consumption*	22
fruit	43
health*	26
health claims	0
organic*	38
traditional*	9
special product*	6
functional	8
agricultur*	5

7.2.5. Consumer research concepts and products

Table 42 : Publications in each combination of research concept and product group by listing main author and year for Slovenia

Research concept														
Individual					Environment					Product				
fruit	health claims	organic	traditional	other	fruit	health claims	organic	traditional	other	fruit	health claims	organic	traditional	other
Maučec-Zakotnik, J., 2005	Koch, V., 1999	Bavec, M., 2004	Klopčič, M., 2006	Koch, V., 1999	Cerar, J., 2005	Gabrijelči č-Blenkuš M., 2005	Kuhar, A., 2005	Urbančič, A., 1999	Pohar, J., 1999	Friškovec, B., 2006	Rogelj, I., 2000	Bavec, F., 2008	Breznik B., 2006	Kuhar, A., 2006
Gabrijelči č-Blenkuš M., 2007	Kolenc, K., 2004	Slabe, A., 2006	Pompe M., 2006	Vida, I., 2000	Lovrečič D., 2008	Jevšnik M., 2007	Kuhar, A., 2006	Pflimlin A., 2006	Damjan J., 2000		Rogelj, I., 2000	Jurca, U., 2008	KuipersA., 2006	Pohar, J., 2006
Gabrijelči č-Blenkuš M., 2007	Gabrijelči č-Blenkuš M., 2006	Udovč, A., 2007	Tacken G., 2006	Gregorič, M., 2003		Raspor P., 2008	Padar-Lazarevič, 2006	Erhart, V., 2008	Pohar, J., 2002		Smrkolj P., 2004		Novak, R., 2006	
Kuhar, A., 2007	Leskovšek, T., 2007		Ogorevc, K., 2007	Regoršek, D., 2006			Černelč F., 2008	KlopčičM., 2008	Pohar, J., 2003		Rogelj, I., 2005			
Nemanič, K., 2007				Regoršek, D., 2006				Klopčič M., 2008	Schultz, C.J., 2003		Smrkolj P., 2005			
Gorjanc, J., 2008	Škedelj M., 2008			Kuhar, A., 2008				Cencič, L., 2009	Van Kleef, E., 2006		Intihar, A., 2006			
				Podgoršek, P., 2008					Golobič M., 2007		Plahuta P., 2007			
				Vukasovič, T., 2009					Van Kleef, E., 2007		Voljč, M., 2007			
											Bertoncelj, J., 2008			
											Jevšnik M., 2008			
											Raspor P., 2008			
											Juhant, G., 2009			

7.2.6. Other product groups

Four studies examined consumers' attitudes towards different milk products, two studies researched food origin, eight studies examined food from different aspects, one study researched beverage, one looked on poultry meat, one article described results about fishes and one study examined products with trademarks.

7.2.7. General content analysis

The analysis of content of the publications somehow reflects the findings described in Food consumer science knowledge system from the WP2. The majority of articles are dealing with a static description of situation in certain fields of food consumer science mainly in the field of "production" and "producers". Many times the cause-consequence interpretations of findings is missing and holistic elaboration of issues is rare. The research methodology used is not very sophisticated and research methods applied are rather simple. For instance: in none of report conjoint method or cluster analysis was used. According to our knowledge about authors the majority of them was not basically educated in social sciences, psychology or marketing, but in natural sciences (Kuhar, Pohar, Klopčič, Rogelj) and their major work is focused on food production and/or processing. They started with the research on issues from the field of food consumers and consummation which is actually outside of their main area of scientific focus since they realized that such data and knowledge is missing but needed to broaden their expertise. The experts working as researchers or educators in the field of consumer behaviour, marketing, sociology, cultural studies have not been working (or publically publishing) in the area of food consumer science.

From review of publication in Slovenia we can conclude that only few publications are dealing with the influence of food and food ingredients on human health. Someone could find rather high number of articles about this issue in "gray" publications which we did not take into account due to the "low quality" of such articles. Surprisingly high number of publications is dealing with the issue of "food safety" from aspect of consumer or aspect of producer.

Regarding the number of publications treating different aspects of items of major interest for FOCUS the conclusion is that there is only a few articles about "fruit" while the number of articles dealing with "organic" and "traditional" is higher. The sound reason of this is hard to find; we can speculate that this is caused by the fact that Slovene agriculture policies believe that the "future" of Slovene agriculture lies in "alternative" production.

The majority publications about foods with health claims are produced by the group working on probiotics, which lately broaden their interest to general subject.

7.3. Conclusions

As already mentioned, we can conclude that the majority of research is not done in the field of "consumer-mind/culture" or "consumer-life" but in the field of "food". Some reasons for this are in our opinion the following:

- Difficulties in funding such research due to the country's research policy;
- Perception that research in such "soft" science has low "scientific value" compared to "pure" science;
- Low number of "points" (needed for keeping scientific post) given to authors for publications with such topics.

It can be also concluded that majority of publications is produced by authors which belong to few groups, which were "seeded" by single person who had the specific interest for such topics. Therefore the research agenda of this field has been built from bottom up and not from top down. The "house" of scientific expertise in this field has therefore poor foundation and "pillars" are not interrelated and fastened together. This is the reason that

multidisciplinary approach is very rare and "self-sufficiency" of researchers and research groups is common.

7.4. References

Fruits:

CERAR, J., HUDINA, M. (2005): *Stanje in razvoj sadjarstva v občini Lukovica*, Graduation Thesis, University of Ljubljana, Biotechnical Faculty, Department of Agronomy. Title in English: Fruit-growing in the Lukovica community: present state and development

FRIŠKOVEC, B., HRIBAR, J. (2006): *Kakovost jabolčnika slovenskih pridelovalcev*, Graduation Thesis, University of Ljubljana, Biotechnical Faculty, Department of Agronomy. Title in English: Quality of apple wine from Slovenian producers

GABRIJELČIČ-BLENKUŠ, M. (2007): *School Fruit Scheme*,
<http://ec.europa.eu/agriculture/markets/fruitveg/sfs/events/conference/gabrijelcic2.pdf>

GABRIJELČIČ BLENKUŠ, M. (2007): *The Role of Public Health in School Fruit Scheme - Slovene experience*,
http://ec.europa.eu/agriculture/markets/fruitveg/sfs/manco/gabrijelcic_en.pdf

GORJANC, J., VADNAL, K. (2008): *Ocena možnosti pridelovanja kakija (Diospyros kaki L.) v Slovenskem Primorju*, Graduation Thesis, University of Ljubljana, Biotechnical Faculty, Department of Agronomy. Title in English: Feasibility study on persimmon (Diospyros kaki L.) production in the region of Slovenian Primorje

KUHAR, A., JUVANČIČ, L. (2007): *Consumer attitudes towards quality identified fruit and vegetable: evidence from Slovenia*, Managing economic, social and biological transformations. V: Knierim, A. (ed.), Nagel, U.J. (ed.), Schaefer, C. (ed.). Proceedings of the first green week scientific conference. Weikersheim: Margraf, cop. 2007, p. 208-213

LOVREČIČ, D., HUDINA, M. (2008): *Integrirana in ekološka pridelava sadja v Brkinih*, Graduation Thesis, University of Ljubljana, Biotechnical Faculty, Department of Agronomy. Title in English: Integrated and ecological fruit production in Brkini

NEMANIČ, K., VADNAL, K. (2007): *Tržna analiza vinogradništva na območju Bele Krajine*, Graduation Thesis, University of Ljubljana, Biotechnical Faculty, Department of Agronomy. Title in English: The market analysis of Bela Krajina winegrowing sector

Products with health claims:

BERTONCELJ, J. (2008) : *Identifikacija in vsebnost nekaterih antioksidantov v slovenskem medu*, Doctoral Dissertation. Title in English: Identification and Quantification of some antioxidants in Slovenian honey

GABRIJELČIČ BLENKUŠ, M., POGRAJC, L., GREGORIČ, M., ADAMIČ, M., ČAMPA, A. (2005): *Smernice zdravega prehranjevanja v vzgojno-izobraževalnih ustanovah*, SMERNICE zdravega prehranjevanja v vzgojno-izobraževalnih ustanovah (od prvega leta starosti naprej), Ministrstvo za zdravje, 2005. Title in English: Guidelines for healthy nutrition in kindergartens, primary and secondary schools

GABRIJELČIČ BLENKUŠ, M., TRUDEN DOBRIN, P., LAVTAR D., JERIČEK H., GREGORIČ, M., GRUNTAR ČINČ, M., ZUPANČIČ, A., SIMČIČ, I., PUCELJ, V., BEVC STANKOVIČ, M., GORENC, M., BRČAR, P. (2006): *Socioeconomic Determinants of Healthy Eating Habits and Physical Activity among Dolescents - Case study: Slovenia*, http://www.salute.toscana.it/promozione/hbsc/pres_Blenkus.pdf

INTIHAR, A., HOLCMAN, A., LEVART, A. (2006): *Vsebnost holesterola v jajcih treh linij kokoši*, Graduation Thesis, University of Ljubljana, Biotechnical Faculty, Department of Animal Science. Title in English: Cholesterol content in the eggs of three strains of hens

JEVŠNIK, M., HLEBEC, V. (2007): *Food safety knowledge and practices among food handlers in Slovenia*, Food Control, 19 (12): 1107-1118

JEVŠNIK, M., HLEBEC, V., RASPOR, P. (2008): *Consumer interpretation of the term food safety*, Acta Alimentaria, Vol. 37, Issue 4, p. 437-448

JEVŠNIK, M., HLEBEC, V., RASPOR, P. (2007): *Consumers' awareness of food safety from shopping to eating*, Food Control, 19 (2008), p. 737-745

JUHANT, G., PERKO, B. (2009): *Opis postopka izdelave sira mohant - sir z geografskim poreklom*, Graduation Thesis, University of Ljubljana, Biotechnical Faculty, Department of Animal Science. Title in English: Production process of Mohant cheese - cheese of geographical origin

KOCH, V., POKORN, D. (1999): *Some differences in nutritional habits between males and females in the Republic of Slovenia*, Food Technology and Biotechnology, Vol. 37, Issue:3, pp: 181-186

KOLENC, K., UHAN, S., TIVADAR, B. (2004): *Prehranjevalne navade Slovencev*, Graduation Thesis, University of Ljubljana, Faculty of Social Sciences. Title in English: Eating habits of Slovenes

LESKOVŠEK, T., TIVADAR, B. (2007): *Zakaj jih potrebujemo? Odnos potrošnika do informacij o hranilni vrednosti na živilih*, Graduation Thesis, University of Ljubljana, Faculty of Social Sciences. Title in English: Why do we need them? Consumer's relation to the nutrition information on food products

MAUČEC ZAKOTNIK, J., POLIČNIK, R. (2005): *Nacionalni program prehranske politike za obdobje 2005-2010*, Conference Proceeding: 1st Slovenian conference for clinical nutrition, Maribor 11. and 12. November 2005. Title in English: National program of nutrition policy for the period 2005-2010

PLAHUTA, P., TIVADAR, B. (2007): *Slovenian public opinion regarding genetically modified organisms in winemaking*, Acta Alimentaria, Vol. 36, No. 1, p. 61-73

RASPOR, P., JEVSNIK, M. (2008): *Good Nutritional Practice from Producer to Consumer*, Critical Reviews in Food Science and Nutrition

ROGELJ, I. (2000): *Funkcionalna hrana - hrana bodočnosti*, Prehrambena industrija. Mleko i mlečni proizvodi. - ISSN 0354-2068. - Vol. 11, No. 1/2, p. 40-42. Title in English: Functional foods - food of future

ROGELJ, I. (2000): *Milk, dairy products, nutrition and health*, Food Technology and Biotechnology, 38, 2: 143-147

ROGELJ, I. (2005): *Probiotiki kot prehranski dodatki in možni terapevtiki*, Zbornik predavanj 1. slovenski kongres klinične prehrane z mednarodno udeležbo, Maribor, 11. in 12. november 2005. Title in English: Probiotics as food supplements and potential therapeutics

RASPOR, P. (2008): *Total food chain safety: how good practices can contribute?*, Trends in Food Science & Technology, 19 (2008), p.405-412

ŠKEDELJ, M., ROGELJ, I., BOGOVIČ MATIJAŠIČ, B. (2008): *Poznavanje in razumevanje izraza probiotik pri potrošniku*, Graduation Thesis, University of Ljubljana, Biotechnical Faculty, Department of Animal Science. Title in English: Knowledge and understanding of a term probiotic by the consumer

SMRKOLJ, P., POGRAJC, L., HLASTAN-RIBIC, C., STIBILJ, V. (2005): *Selenium content in selected Slovenian foodstuffs and estimated daily intakes of selenium*, Food Chemistry

SMRKOLJ, P., STIBILJ, V. (2004): *Determination of selenium in vegetables by hydride generation atomic fluorescence spectrometry*, Analytica Chimica Acta

VOLJČ, M., LAVRENČIČ, A., LEVART, A. (2007): *Maščobnokislinska sestava mleka in ocena oskrbe slovenskih porabnikov z maščobnimi kislinami iz mleka in mlečnih izdelkov*, Graduation Thesis, UL-Biotechnical Faculty. Title in English: Fatty acid composition of milk and estimated contribution of milk and milk products to the supply of fatty acids in Slovenian consumers

Organic food:

BAVEC, M. (2004): *Ekološka živila - tržna priložnost v Sloveniji*, 22nd Food Technology Days 2004 dedicated to prof. F. Bitenc, 18. And 19. marec 2004, Radenci. - Biotechnical Faculty, Department for Food Science and Technology, Ljubljana, p. 153-171. Title in English: Organic foods - market possibility in Slovenia

BAVEC, F., GROBELNIK MLAKAR, S., TURINEK, M., FEKONJA, M., ŽULJAN, M., BAVEC, M. (2008): *Alternative field crops such as organic niche products: review of research and developmental activities in Slovenia*, Agronomski glasnik (Agronomy journal), Vol. 70, No.4, p.383-396

ČERNELČ, F., HOLCMAN, A., POHAR, J. (2008): *Stanje na področju priraje in prodaje ekoloških perutninskih proizvodov*, Graduation Thesis, University of Ljubljana, Biotechnical Faculty, Department of Animal Science. Title in English: The state of breeding and selling of ecological poultry products

JURCA, U., LAVRENČIČ, A., LEVART, A. (2008): *Maščobnokislinska sestava sirov v Sloveniji*, Graduation Thesis, University of Ljubljana, Biotechnical Faculty, Department of Animal Science. Title in English: Fatty acids composition of Slovenian cheeses

KUHAR, A., JUVANČIČ, L. (2005): *Modelling consumer preference towards organic and integrated fruits and vegetables in Slovenia*, The Economics and Policy of Diet and Health. 97th EAAE Workshop, April 21st-22nd 2005, University of Reading, Department of Agricultural and Food Science.
<http://www.eaae.rdg.ac.uk/Papers/3B-KuharJuvancic.pdf>

KUHAR, A., JUVANČIČ, L. (2006): *What determines integrated and organic fruit and vegetable consumption in Slovenia?*, Jahrbuch der Österreichischen Gesellschaft für Agrarökonomie, Vol. 15, pp. 23-33

PADAR-LAZAREVIČ, M., VADNAL, K. (2006): *Trženje ekoloških pridelkov v Poslovnem sistemu Mercator d.d.*, Graduation Thesis, University of Ljubljana, Biotechnical Faculty, Department of Agronomy. Title in English: Marketing of ecological products of Mercator corporate system

SLABE, A., BRATUŠA, A., TRATAR-SUPAN, A.L. (2006): *Ocena ponudbe ekoživil v Sloveniji - preiskovalna analiza stanja, Slovenia v EU - izzivi za kmetijstvo, živilstvo in podeželje*. Title in English: Estimation of the offer of organic products in Slovenia: exploratory analysis

UDOVIČ, A., PERPAR, A. (2007): *The characteristics of conventional and organic farmers in Podravska region*, Acta Agriculturae Slovenica, 89, 2007, p. 81-93

Traditional products:

BREZNIK, B., KOS-SKUBIC, M. (2006): *Slovenski zaščiteni posebni kmetijski pridelki in živila*, Sodobno kmetijstvo, 39, 2: 16-18. Title in English: Slovenian protected special agricultural products and foodstuffs

ERHART, V., JUVANČIČ, L. (2008): *Spremljanje stanja na trgu za izbrane Slovenske zaščitene kmetijske pridelke oziroma žival v letu 2008*, Končno poročilo "Spremljanje stanja na trgu za izbrane Slovenske zaščitene kmetijske pridelke oziroma žival v letu 2008" za Ministrstvo za kmetijstvo, gozdarstvo in prehrano. Title in English: Market situation for selected Slovenian protected agricultural and food products in year 2008

KLOPČIČ, M., GLAVAČ, J., KUIPERS, A. (2008): *Improving knowledge on good practices in Food Quality with emphasis on special products in Slovenia*, Technical FAO Seminar: "Quality food products linked to geographical origin and traditions in South and Eastern Europe", Belgrade, Serbia, 3-4 December 2008

KLOPČIČ, M., OOSTERKAMP, E. (2006): *Interest in and market opportunities for special regional products*, Book of Abstracts of the 57th Annual Meeting of the European Association for Animal Production

KLOPČIČ, M., OOSTERKAMP, E., TACKEN, G., KOS-SKUBIC, M., PFLIMLIN, A., KUIPERS, A. (2008): *Interest in and market opportunities for special regional products*, Kick-off Meeting "FOCUS BALKANS", Bled, Slovenia, 6-8 October, 2008

KUIPERS, A., OOSTERKAMP, E., TACKEN, G. (2006): *Improving Slovene knowledge on good practices in food quality with emphasis on special products*, Improving Slovene knowledge on good practices in food quality with emphasis on special products. Report Nr. 34. Bilateral project Slovenia - The Netherlands PPA-03/SL/8/5 and Twinning project "Farming with Quota and Premiums" SI04-AG-06

NOVAK, R., ROGELJ, I., LEVARAT, A. (2006): *Maščobnokislinska sestava kraškega ovčjega sira*, Graduation Thesis, University of Ljubljana, Biotechnical Faculty, Department of Animal Science. Title in English: Fatty acid profile of Karst ewe's cheese

OGOREVC, K., KUHAR, A. (2007): *Tržno vrednotenje tradicionalnih sirov v Sloveniji*, 4. konferenca DAES: Slovensko Kmetijstvo In Podeželje V Evropi, Ki Se Širi In Spreminja, 8.-9. november 2007, Moravske toplice. Title in English: Perception of the traditional cheese in Slovenia

PFLIMLIN, A., PERROT, C., PARGUEL, P. (2006): *Možnosti regionalno zbačilnih mlečnih proizvodov v Evropi*, *Sodobno kmetijstvo*, 39, 2: 14-15. Title in English: Possibility for protected milk products in Europe

POMPE, M., UDOVČ, A. (2006): *Analiza predelave mesa kot dopolnilne dejavnosti na Slovenskih kmetijah*, Magistrsko delo, Univerza v Ljubljani, Biotehniška fakulteta, Oddelek za živilstvo, 100 p. Title in English: The analysis of meat processing as supplementary activities on Slovene farms

TACKEN, G., OOSTERKAMP, E., HABE, F., KLOPČIČ, M. (2006): *SWOT-analiza lokalno značilnih proizvodov v Sloveniji*, *Sodobno kmetijstvo*, 39, 2: 19-22. Title in English: SWOT analysis of local protected products in Slovenia

URBANČIČ, A., POKORN, D. (1999): *Analiza prehrane na Slovenskih kmetijah*, Master Thesis, University of Ljubljana, Biotechnical Faculty, Dept. of Food Science and Technology, 91 p. Title in English: Analysis of nutrition on Slovene farms

Others:

DAMJAN, J. (2000): *Qualitative analysis of changing Slovenian consumer with special consideration to beverage consumption*, Macromarketing Conference, Lovran, Croatia

GOLOBIČ, M., POHAR, J. (2007): *Percepcija kakovosti prostoživečih in vzrejenih potočnih postrvi*, Graduation Thesis, University of Ljubljana, Biotechnical Faculty, Department of Animal Science. Title in English: Quality perception of wild caught and farmed brown trout

GREGORIČ, M., ADAMIČ, M., GABRIJELČIČ-BLENKUŠ, M. (2003): *Trends in food availability in Slovenia - the DAFNE V project*, http://ec.europa.eu/health/ph_projects/2003/action1/docs/slovenia_en.pdf

KOCH, V., POKORN, D. (1999): *Comparison of nutritional habits among various adult age groups in Slovenia*, *Nutritional Research*

KUHAR, A., TIČ, T. (2008): *Attitudes towards private labels - example of a consumer sensory evaluation of food in Slovenia*, *Acta Agriculturae Slovenica*

KUHAR, A., TIČ, T. (2006): *Power of private label-example of a consumer sensory evaluation of food*, *Ländliche Betriebe und Agrarökonomie auf neuen Pfaden*. 16. Jahrestagung der Österreichischen Gesellschaft für Agrarökonomie. Wien, Universität für Bodenkultur, 2006, p. 57-58

PODGORŠEK, P., KLINE, M. (2008): *Vpliv države izvora izdelka na potrošnikovo nakupno odločitev*, Graduation Thesis, University of Ljubljana, Faculty of Social Sciences. Title in English: Country of origin and its impact on consumer's purchase decision

POHAR, J. (2002): *Are European public different - the milk case*, *Technology - food - nutrition - health Book of abstracts: Central European Congress on Food and Nutrition and 2nd Slovenian Congress on Food and Nutrition*, September 22-25, 2002. Ljubljana: Biotechnical faculty, Department of Food Science and Technology: Slovenian Nutrition Society.

POHAR, J. (2003): *Nomen est omen*, *Milk & Dairy Products*. European Dairy Congress. Book of Abstracts

POHAR, J. (1999): *Trgovske blagovne znamke - priložnost ali nevarnost za mlekarstvo*, *Mleko in mlečni izdelki*, Milk and dairy products, Book of abstracts, University of Ljubljana, Biotechnical Faculty, Department of Animal Science, Own labels - threat or opportunity for dairy industry. Title in English: Own labels - threat or opportunity for dairy industry

POHAR, J., SEDLAR, S. (2006): *Seznanjenost porabnikov s spremembami v vsebnosti maščob v mleku*, *Slovenija v EU - izzivi za kmetijstvo, živilstvo in podeželje / 3. konferenca DAES, Moravske Toplice*, 10.-11. november 2005. - Ljubljana : Društvo agrarnih ekonomistov Slovenije - DAES, 2006. ISBN 961-91094-2-2. p.163-168. Title in English: Awareness of changes in fat content of milk by consumer

REGORŠEK, D., ERJAVEC, E., PFAJFAR, L. (2006): *Demand for the main food commodities in Slovenia*, *Jahrbuch der Österreichischen Gesellschaft für Agrarökonomie*, Vol. 15, pp. 11-21

REGORŠEK, D., ERJAVEC, E., PFAJFAR, L. (2006): *Povpraševanje po hrani v Sloveniji*, *Slovenija v EU - izzivi za kmetijstvo, živilstvo in podeželje / 3. konferenca DAES, Moravske Toplice*, 10.-11. november 2005; Društvo agrarnih ekonomistov Slovenije - DAES, 2006. Title in English: Food demand in Slovenia

SHULTZ, C.J., GRBAC, B., BURKINK, T., RENKO, N., DAMJAN, J. (2003): *The Importance of Food Marketing to Recovering Economies: An Assessment from the Balkans*, The Proceedings of the 8th International Conference on Marketing and Development "Globalization, Transformation, and Quality of Life"

VAN KLEEF, E., FREWER, L., CHRYSOCHOIDIS, M. AND KRYSTALLIS, T, HOUGHTON, J.R., ROWE, G. KORZENBOHR, S. AND LASSEN, J., PFENNING, U. (2006): *Perception of food risk management among key stakeholders: Results from a cross-European study*, *Appetite*

VAN KLEEF, E., HOUGHTON, J., ROWE, G., KRYSTALLIS, A. VAN DIJK, H., VAN DER LANS, I.A., FREWER, L.J. (2007): *Consumer Evaluations of Food Risk Management Quality in Europe*, *Risk Analysis*

VIDA, I., DAMJAN, J. (2000): *The Role of Consumer Characteristics and Attitudes in Purchase Behavior of Domestic versus Foreign Made Products: The Case of Slovenia*, *Journal of East-West Business*

VUKASOVIČ, T. (2009): *Consumer perception of poultry meat and the importance of country of origin in a purchase making process*, *World's Poultry Science Journal* (2009), 65: 65-74

8. Appendix: Publications Country Reports: Template

The overall objective of this report is to prepare an overview of consumer and market oriented studies in the Western Balkan Countries, evaluating research methods used and consumer attitudes and perceptions with focus on publications related to the products studied in the frame of the project ("fruit", "health claims", "organic", "traditional/local"). It adds to identifying missing gaps in knowledge and in developing a conceptual framework as a basis for this project.

A. Material and methods (max 4 pages)

Objective: To have a global overview of market and consumer oriented studies and methods used for Western Balkan countries related to the concerned products.

Guidelines :

A1. Data about publications (questions 1-9 in questionnaire)

Within the final bibliography of your country, indicate the number of publications listed:

total number of publications

% of total publications published in language of WBC, including Slovenia;

% of publications with both author(s) from WBC, including Slovenia, and authors from outside WBC.

% of publications in period 2000-2009

For this purpose, please fill in Table 1.

Table 1: Data about publications

Total number of publications listed in database	% of publications original in WBC language	% of publications with both author(s) from inside WBC and author(s) from outside WBC	% of publ. in period 2000-2009

A2. Most used authors (questions 6 and 8)

List the 5 most used main authors, and the 5 most listed co-authors (not the same names as already mentioned under the main authors).

A3. Source of publications (questions 10 and 11)

Make an inventory of

% of total publications national or international

% of total publications in scientific journals, conference proceedings, etc.

For this purpose, please fill in Table 2 (next page) .

% of total published national	% of total published international	% of total published in							
		Scientific journal	Conference proceedings	Book	PhD Theses	Masters Thesis	Official report/document	Professional magazine	Other sources
Total 100%		Total 100%							

Table 2: Source of publications

A4. Describe shortly the “other sources” mentioned (question 11)

A5. Methods used (questions 13-15)

Make an inventory of methods used in the various publications by calculating:
% of total publications that used primary or secondary data or both
% of total publications that used quantitative or qualitative method or both
Please fill in Table 3

Table 3: Methods used

% publ. with primary data	% of publ. with secondary data	% of publ. with both		% of publ. method quantitative	% of publ. method qualitative	% of publ. both methods
Total 100%				Total 100%		

A6. Type of method used (question 14 and 15)

Make an inventory of the type of method used in the total of publications by indicating:
% of interviews; % of focus groups; etc., used in publications with quantitative research and in publications with qualitative research
Please fill in Table 4.

Table 4: Type of method used for qualitative and for quantitative research

In case qualitative, type of method			In case quantitative, type of method		
% interviews	% focus groups	% experiments	% survey	% written questionnaires	% online paneldata
Total 100%			Total 100%		

A7. Describe “Other” type of methods applied if any (question 16).

A8. Give information about sample sizes in research used (question 17).

In listed publications sample size varies between.....and

B. Results and Synthesis (max 15 pages)

Objective: The content analysis should allow to identify the different domains which can be linked directly or indirectly to food consumer research and studies. Try to identify the most salient traits of food markets and food consumer perception as well as of the concepts most often used in the publications found.

Guidelines :

B1. List the 6 most used keywords of the publications (question 4). Count only original used keywords in publications (thus not added keywords during this Focus Balkan exercise).

B2. List the sources of publications, i.e., name of journal, professional magazine, etc. in your country, if any, which are most closely related to consumer and market studies (question 12).

B3. List different “target groups” mentioned and try to quantify those (question 18).

B4. Try to make an inventory of the content of the “main conclusions of publications” (question 19). To do this efficiently, we ask to count the number of times the following items correlated to food consumer sciences in the Balkans are used:

“consumer*”, “market*”, “attitude*”, “behavior*”, “habit*”, “nutriti*”, “taste”, “household*”, “eat*”, “food*”, “consumption*”, “fruit”, “health*”, “health claims”, “organic*”, “traditional*”, “special product*”, “functional”, “agricultur*”.

* is a possible extension of the word, like consumers or markets, marketing or eating or nutrition, nutritive, etc.

B5. Consumer research concepts and products (question 20 and 22)

Make an inventory of the publications listed in each combination of research concept and product group. Please fill in Table 5.

Table 5: Publications in each combination of research concept and product group by listing main author and year

Research concept														
Individual					Environment					Product				
fruit	health claims	organic	traditional	other	fruit	health claims	organic	traditional	other	fruit	health claims	organic	traditional	other
	Example : Main author A., 2008 In Chronicle order													
														Main author D., 2000 In Chronicle order

B6. Describe shortly remarks about research concepts, when added to question 21 of questionnaire.

B7. Describe shortly the “other” product groups, when listed in question 22 of questionnaire.

B8. Make a general analysis of the content of the publications found. If there is content to do so, regroup them by field research and/or products. (5 to 10 pages)

C. Conclusions (max 2 pages)

Objective: Identifying gaps in the research methods and fields.

Guidelines :

Please,

C1. Describe missing gaps which you have noticed in this overview of publications and methods used concerning your country, and

C2. Describe your overall impressions about the overview of publications and methods used