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The Impact of PDO and PGI Labels on Consumer
Demand: A Comparative Study of Fast Food
Advertising Effects in Italy

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Abstract

The increasing interest of consumers in food quality and food origin has increased the importance of products with PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication) labels. These labels protect and secure the intellectual property rights related to geographical origin, and protect the name of a food product originating from a specific region by indicating its authenticity and regional heritage and ensures that traditional production methods are followed. McDonald's, one of the most preferred fast food chains in Italy, has added many products with geographical indications (GI) to its menus, strengthening their ties with the Italian GI food industry. This study investigates whether the introduction of high-quality GI products in a (perceived) low-quality fast food environment can affect consumer perception and demand of GI products.

Using an experimental survey design, two groups of consumers are compared: those exposed to advertising for GI-labeled products at McDonald's and those not. This approach allows us to examine whether advertising high-quality products in a fast food environment changes consumer perceptions, potentially reducing the perceived value of GIs and decreasing demand.

To measure these effects, the Multiple Price List (MPL) method is used, which assesses consumer price sensitivity and WTP for GI-labeled products. By comparing consumer responses in the presence and absence of advertising, this study provides insights into the complex interaction between food quality signals and fast food branding. The findings will inform the GI industry on the potential effects of the strategic choice to sell its products in fast food chains. At the same time, they will inform fast food chains on how to effectively integrate geographically specified products into their marketing strategies.

Keywords: Food Advertising, Fast Food Chains, PDO & PGI Labels, McDonald's Italy, Willingness to Pay (WTP)

Dedication

I would like to extend my sincere thanks to my supervisor, Dr. Leonardo Cei, for his guidance and expertise throughout this journey. His constructive feedback and professional insights were essential to my development. I appreciate the time and effort he put into helping me along the way.

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1. Introduction

Food advertising is a powerful tool that shapes consumers' food preferences, strengthens brand perception, and increases sales. In the fast food sector, advertising often emphasizes taste, convenience, and availability, while aspects such as food quality and origin are often less emphasized. However, as consumers' interest in food quality and origin increases, products marked with geographical indications (GI) such as PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication) labels have become more popular. These labels guarantee that a product comes from a specific region and is produced according to the traditional methods of that region. They symbolize the authenticity and high quality of the product and provide consumer confidence by guaranteeing both the geographical origin and the quality standards associated with that region

Recently, fast food chains, including McDonald's, have realized the potential of adding geographically indicated products to their menus. This strategy aims to attract consumers who value high-quality traditional food products. However, the impact of offering such products in fast food environments and whether advertising can increase demand for them has not been fully explored. This thesis aims to investigate how geographically specified products (PDO and PGI labels) are perceived in a fast food environment and how they affect consumer demand

The survey for this study will be conducted in Italy, where geographically specified products have gained popularity. One of the leading fast food chains in the country, McDonald's Italy, has included such products in its menu. This study will investigate how these geographically specified products are perceived by Italian consumers and how fast food advertisements affect their purchasing decisions.

One of the main components of this research is the use of the Multiple Price List (MPL) method. MPL is a method used to assess consumers' price sensitivity and measure their willingness to pay (WTP) for products. Participants will be presented with geographically specified and non-geographically specified products in various price ranges and the price levels at which they prefer to purchase these products will be analyzed. This method will help us understand the effects of pricing geographically specified products in fast food chains on consumer demand.

A survey method will be used in the data collection process. The survey will be designed to assess consumer perceptions and demands for geographically specified products in fast food chains. Part of the survey will present participants with an advertisement for geographically

specified products, while the other part will be evaluated in an environment without advertisement. The results will provide a comparative analysis of how advertising and geographically specified products affect consumer demand. After the data is collected, interval regression analysis will be used. This method will evaluate whether the differences between the price preferences obtained with MPL are statistically significant and will reveal the effects of advertisements on consumer demand more clearly.

This study aims to provide important strategic information to fast food chains and the geographical indication sector. It will guide fast food chains in effectively marketing geographically specified products and developing strategies to include these products in their menus. It will also provide effective contributions to marketing strategies by providing new perspectives on how geographically specified products can gain value in the fast food sector.

2. Literature Review

2.1. Food Advertising

2.1.1. History and Evaluation of Food Advertising

Advertising plays a central role in shaping consumer behavior, especially in the food sector. Today, consumers are faced with messages that aim to influence what and how they consume on almost every platform. In this increasingly competitive field, the primary goal of advertisements is to create awareness and create demand for products (Dang & Khurana, 2020). Food advertisements, within this framework, highlight brands and try to create positive perceptions in consumers such as health, taste or practicality. These advertisements, which are mostly featured on television and digital platforms, are presented with strategies that appeal to certain age groups and aim to leave a long-term mark on the subconscious of consumers. These advertising methods, which have a strong impact on consumers' food choices and shopping habits, are supported by the advertising budgets of large companies (McAllister & West, 2013).

When we look at the history of food advertising, we see that the techniques in this field have undergone major changes. In the early days, advertising was limited to face-to-face sales and simple newspaper advertisements, but over time it shifted to media tools that appeal to large audiences such as radio and television. In this way, practical and striking promotions made through radio programs, for example, achieved great success with products aimed at housewives. Then, television increased the effect of advertising even more with moving images and sound elements, and even advertisements aimed at children began to be made through cinema and television. Examples such as cereal advertisements aimed at children created strong perceptions in children's minds during this process, such as the products supporting healthy growth (Martin-Ullrich, 2015).

While the weight of television and cinema continued for many years in food advertising, the spread of the internet at the beginning of the 21st century caused advertising to shift to digital platforms. Advertising made through social media and digital channels now offers brands the opportunity to interact directly with consumers and increase their brand loyalty. It is no longer just about providing information, but also about constantly interacting and guiding consumer preferences, one of the most important strategies of the digital age. This direct interaction situation also opens up the ethical dimension of advertisements to discussion; because the boundaries between the effect of advertisements and consumer autonomy are becoming

increasingly blurred. Today, it is thought that advertising shapes consumer decisions not only through information but also through subconscious guidance (Claro et al., 2020).

2.1.2. Effects of Food Advertising on Consumers

Fast food advertising significantly influences the eating behaviors and food choices of youth, acting as a powerful force alongside other factors affecting adolescents' dietary habits (Story et al., 2002). This is particularly concerning as fast food consumption is linked to poorer nutritional quality in adolescent diets. Fast food restaurants are designed to be appealing to young consumers, providing a clean and welcoming environment that encourages social interaction among peers.

Fast food consumption is rising globally, impacting both developed and developing countries. This increase is driven by shifts in lifestyle and dietary habits, particularly among adolescents and young adults (Majabadi et al., 2016).

Research indicates that the convenience of fast food is a significant factor in its consumption. A study involving focus groups revealed that adolescents often choose fast food because it is quick and easy, fitting their busy lifestyles (Neumark-Sztainer et al., 2003). Price and taste emerge as the primary considerations when making food choices (Glanz et al., 1998). This preference for convenience is compounded by the aggressive marketing strategies used by food advertisers which target children from a young age through various channels, including in-school promotions, product placements, and online marketing.

International studies highlight the vast amount of food advertising aimed at children, particularly in countries like the United States, Australia, and the UK, where food advertisements constitute a significant percentage of all advertisements during children's programming (Dibb & Harris, 1996). The majority of these advertisements promote unhealthy food options, with high-fat and high-sugar foods being the most common. In Australia, for instance, children are exposed to an average of five food advertisements per hour, with fast food being the most advertised category (Gallus et al., 2021).

Parental eating behaviors play a significant role in shaping children's dietary preferences. Studies show that children growing up in homes where fast food is frequently consumed are more likely to imitate these unhealthy eating patterns because family meals serve as a model for children's food choices (Grier et al., 2007).

One of the positive effects of food advertising is that it increases children's awareness of new products on the market. For example, advertisements for healthy snacks can introduce children to nutritious options and potentially improve their eating habits. However, the overwhelming prevalence of advertisements for unhealthy, high-calorie foods can overshadow these positive effects, leading to a preference for junk food. Effective advertisements, especially those targeting healthy food products, can improve children's eating habits if they are salient. However, advertising also has a significant negative effect on children. While advertisements may persuade children to purchase the products shown to their parents, they may prevent them from questioning whether these products are valuable. Children tend to be stubborn when they are not offered the product and may misinterpret the messages conveyed in the advertisements, ignoring the positive aspects and focusing on the negative aspects. In addition, many advertisements contain dangerous tricks that can only be performed by experts; even if children are shown legal warnings, they may face serious consequences if they try to imitate these tricks at home (Folta et al., 2006; Boyland & Whalen, 2015).

Many studies have shown that fast food consumption is closely associated with negative effects such as obesity, nutritional deficiencies, chronic health problems, and mental health problems in both children and adults. Especially among adolescents and children, increased fast food consumption has been found to lead to unhealthy lifestyles and lower fruit and vegetable consumption. It has also been observed that individuals who frequently consume fast food are associated with higher energy intake and lower nutritional quality (Boutelle et al., 2007).

Media food marketing studies conducted among youth and adolescents have examined the impact of advertising, especially through television, on junk food consumption. A systematic review analyzed 28 studies from high-income countries and found that food marketing has a significant impact on children aged 8–14, but more evidence is needed on older adolescents (14–19 years) (Qutteina et al., 2019). Marketing affects a variety of outcomes in children, including food intentions, junk food consumption, and negative attitudes toward healthy foods. In particular, a majority of US youth (61%) reported that when they watched junk food advertisements, they felt a desire to try the products promoted in the advertisement (Thai et al., 2017).

Frequent consumption of products such as sugary drinks and chips is also associated with a positive attitude toward junk food advertisements in youth (Cervi et al., 2017). A study in the UK found that junk food advertisements that young people were exposed to in the past month

increased their junk food consumption (Critchlow et al., 2020). Research also shows that exposure to food advertisements on social media and TV increases consumption in adolescents, with fast food, candy, and sugary drink advertisements accounting for three-quarters of these advertisements (Harris et al., 2019).

Food and beverage advertisements depicted children engaged in physical activity and associated the advertised product with athletic ability significantly more than toy and game ads. Food was most often associated with fun and good times (75%), pleasant taste (54.1%), being hip or cool (43.2%), and feelings of happiness (43.2%) (Folta et al., 2006)

Food advertising has long promoted the consumption of predominantly unhealthy foods. It is thought that food advertising may even act to subvert children's ability to exercise self-control. The factors that influence children's food choices and eating behaviors can have profound effects on nutrition, both during critical developmental stages and more generally throughout life (Boyland & Whalen, 2015).

2.2. Fast Food Restaurant Chains

2.2.1. History and Evaluation of Fast Food Restaurant Chains

When talking about fast food restaurants, it is necessary to mention the evolution of the restaurant industry. The restaurant industry has not been an industry that has developed as a linear process. It can be said that some changes starting from the 19th century have paved the way for the transformation of restaurants into fast food restaurants. The combination of both social and technological developments starting in the 1950s and the application of different management techniques have contributed to the spread and success of the fast food industry.

The definition of fast food includes all eating areas where food can be consumed both inside and outside, where the customer receives high efficiency and fast service (Macdonald & Sirianni, 1996). The restaurant concept is defined as a place where food is served to customers. In the early 19th century, the concept of eating out was an unpopular activity. According to historian Cindy R., the first restaurants were located in large and commercial areas such as New York. There was a correlation between the development of urbanization and the rise of restaurants in New York. Another important feature of 19th century restaurants was the existence of a strict stratification according to gender and class (Cauciello, 2022).

The first customers of the restaurants were businessmen who lived in the city center and worked away from home. Therefore, since it was not possible to go home and eat, the situation of eating

out became obvious. One of the first restaurants in the United States, Delmonico's, opened in New York in 1837. This restaurant, which followed the Parisian restaurant model, appealed to the upper class American men with its luxurious dining rooms and exclusive menu. These exclusive restaurants were not only for the purpose of eating out, but also for many New Yorkers to establish business connections and gain political connections. Despite this, restaurants like Delmonico's only served a limited "niche" population. After a while, many short-order houses began to open in New York, which provided a cheap and fast way for all businessmen to eat during the business day. With these short-order houses, New York began to develop its own restaurant culture (Lobel, 2010)

Women were excluded from restaurants and sometimes women were not allowed to enter these dining establishments. In the 1830s, women's restaurants began to appear, marking an important step in the development of New York's public culture. In these places, middle-class women began to participate more actively in society. As cities like New York expanded, travelers and tourists naturally needed a place to eat out. In the 1900s, hotel dining rooms began to appear in the United States, following the model of European hotels (Roos, 2020).

By World War I, with the development of long-distance transportation, most dining establishments began to be inns located along travel routes. However, the technology for holding and transporting food was still primitive. Eating out was still inaccessible to the working class, and meals prepared at home were economically preferred. Intense class discrimination and workers' strikes for a shorter working week indicated the weak development of restaurants in those years.

The introduction of mass production systems in different industries in the 1920s gave people more work and consumption opportunities. Urbanization and transportation began to develop. By 1927, four out of every five automobiles in the world were in the United States (McCraw & Rowena, 1996)

This led to many more people traveling farther and restaurants advertising their operations in magazines. As the country industrialized, the urban workforce grew and more meals were consumed outside the home, along with an increase in the number of dining establishments in the United States. The prohibition movement of the 1920s, which prohibited the production, import, sale, and transportation of alcoholic beverages, increased the demand for nonalcoholic dining establishments. The emergence of new types of establishments, such as cafeterias, sandwich shops, and tea rooms, also increased the opportunities for women and families to eat

out. The role of women emerged in the restaurant industry, and during the 1890s and 1930s, the number of female-led restaurants increased from 2,400 to 40,000, although they accounted for only 18% of all restaurants (Avakian & Haber, 2005). In the largest cities, Thompson dining rooms in Chicago and the Baltimore Dairy Luncheonettes had more than 100 outlets by 1920 (Jakle & Sculle, 1999). Because of the Depression of the 1929s, profits in the restaurant industry declined. More people were willing to work longer hours for lower wages. Preparation of meals was still a very labor-intensive affair, as techniques for the division of labor, standardization, and the use of machines had to be perfected on a larger scale.

Eating out was only affordable for the upper and middle classes and eating at home remained the preferred option for the lower classes. The beginning of World War II also marked the end of the Great Depression in the United States, which led to a significant increase in demand for the restaurant industry. Even as the restaurant industry became popular, restaurant operators had to face several problems. One of the biggest problems was the scarcity of raw materials such as meat. This was because restaurant owners were struggling to cope with the low demand that characterized the pre-war years. French fries, which became popular during the war, became an economical solution to the problem of scarcity (Smith, 2008). Another problem was the insufficient labor supply. As the economy prospered, few people wanted to work in the restaurant industry. To solve this problem, new management techniques were introduced and more comprehensive divisions of labor began to be made. The baby boom years after World War II marked a significant growth in the population, given the increasing birth rates. By 1955, the number of vehicles on the road had increased by almost 400 percent, boosting the communication and transportation industry. Mechanization was developed and began to be used more intensively in restaurants. This also helped improve the morale of workers. Workers no longer had to do tedious tasks such as peeling vegetables, washing dishes by changing them with different devices. However, one of the most important developments that allowed for increased profits was the introduction of ready-to-eat foods, which were produced in central locations by food processors. Developments that transformed the industry were made with the introduction of dehydrated and frozen foods (Ester, 1996).

Eating out of the home became popular and affordable not only for traveling workers but also for families. Especially with the increasing number of women in the workforce, eating out became an important social function for socializing, discussing and bringing families together. With the significant growth of fast-food chains in the USA in the 1950s, a new concept of eating out emerged. Quick service restaurants emerged during the post-war boom marked by

economic, birth and suburban booms. This, along with the mass market and middle-income families that made up more than half of the population, created the perfect scenario for fast food to flourish.

One of the first fast-food chains to sell hamburgers for as little as five cents was White Castle, founded in 1921 (Smith, 2008). At a time when new concerns about germs were emerging and the connection between hygiene and wealth were being explored, White Castle's design, characterized by white interiors and spotless uniforms, reassured customers that their food was being prepared in a clean and sterile environment. The introduction of concepts such as standardization and uniformity made food quicker and easier to prepare. The low price at which hamburgers were sold also represented a small privilege that people could afford during the Great Depression. However, White Castle's success did not last long, and with the increasing number of cars on the roads after the war and the movement of people from city centers to the suburbs, many more Americans chose to drive to eat. For this reason, the origin of fast food is often (incorrectly) associated with the spread of McDonald's into the American landscape. McDonald's was founded in San Bernardino, California, in 1948 by two brothers, Maurice and Richard McDonald. The recipe for the quick-service restaurant's rapid success was simple: fast, reliable, delicious, and convenient. The real development of McDonald's began when Ray Kroc, a milkshake salesman, visited the San Bernardino store in 1954. He recognized the store's potential and signed a contract with the two brothers that allowed them to sell McDonald's franchises across the country. Under Ray Kroc's management, McDonald's quickly expanded from its first outlet in San Bernardino to over 300 stores in 44 states by 1961 (Penfold, 2008).

The recipe for success was achieved through a combination of factors. The first was the introduction of the assembly line system into McDonald's operations. This production process, established by Henry Ford, was implemented with a strong division of labor, in this case for the preparation of meals. Each worker had a precise workstation and performed simple tasks with minimal training: some heated hamburgers, others fried them, others packaged the food, and still others prepared drinks. The introduction of new technologies simplified the labor that was once done by hand and made it possible to easily pick up orders from the window to consumers by car, thus achieving an increased level of efficiency (Ritzer, 1983). With the introduction of the assembly line, standardization was implemented. Providing a quick and cheap meal with a limited menu consisting mainly of hamburgers, french fries, milkshakes, and a limited service was a perfect combination. Later, standardization was implemented in every outlet where you can find the same service and the same taste products. Standardization was also applied to the

design of each outlet, characterized by red and white striped walls and the “golden arches” symbol on the roof. Each store had lots of glass to provide a clean view of the food being prepared for customers. In fact, Ray Kroc's mantra was "Quality, Service, Cleanliness, and Value" (Smith, 2008). This general work system helped solve the problem of labor shortages and brought young, unskilled men into the workforce. Skilled workers, who were more difficult and expensive to manage, were no longer needed. Immigrants, young students, and inexperienced people willing to work long hours for low wages were preferred. The use of cheap labor allowed costs to be kept low and profits to be increased.

Third, another important element for the success of fast food was the American demographic change. With the rapid development of suburbs, the increasing tendency to travel by car and the increasing number of children, McDonald's opened its first outlets outside the cities to reach American families as core customers. They did almost everything to prevent their outlets from becoming meeting points for young people. They banned vending machines and telephones and refused to hire women until the law allowed it. Another important change was the increasing number of women working outside the home. Fast food was an economical solution for women who did not have enough time to prepare meals for their families. One of the slogans of the fast food chain KFC, which was launched in 1968 and briefly expressed the fast service opportunity that restaurants offered to women, was: « Colonel Sanders is a woman's best friend, fixes Sunday dinner seven days a week. For weary wives. For working women. All you do is pick it up » (Penfold, 2008).

Fourth, another important element that contributed to the development of fast-food chains was definitely advertising. McDonald's began promoting itself nationally with its first TV commercial in 1966, and the company went public the same year. According to Eric Schlosser, author of "Fast-Food Nation: The Dark Side of the All-American Meal" (2001), McDonald's was one of the companies that spent more on advertising and promotion than any other brand (Smith, 2008). Indeed, it was important for Ray Kroc to focus not only on the product, but also on the overall experience offered to customers. Finally, franchising was the most important strategy used for McDonald's rapid expansion in the United States and then almost everywhere else in the world. Through franchising, an individual or group of people were granted the right to sell products under the franchisor's brand. In 1968, Ray Kroc opened Hamburger University, where all franchisees were required to attend courses to learn all the standard procedures essential to the success of the business (Michman & Mazze, 1998). This distribution method

allowed the opening of more than 35,000 outlets in more than 100 countries at the beginning of the 21st century, and without spending a lot of money (Rafferty, n.d.).

The rapid success of the fast-food chain did not go unnoticed, and different copies of Ray Kroc's business soon appeared, but not every fast-food franchise system and techniques followed the McDonald's giant.

The founders of In-out Burger, Esther and Harry Snyder, decided not to franchise their operations and kept a familiar transmission since 1948. Even the practices of managing workers were different: workers' wages were higher than the minimum wages prescribed by law, and there were also worker benefits such as life insurance. In addition, the ingredients used were different: fresh potatoes were cut every day, milkshakes were made from real ice cream, and there were no freezers in the outlets. But the case of In-out Burger was only one of the few exceptions. As McDonald's business began to develop differently, future entrepreneurs of fast-food chains visited the outlet from the very beginning, and by 1954 a large number of quick-service restaurants based on the McDonald's model appeared in the USA (Smith, 2008). In 1952, KFC began selling its chicken to restaurants, and in the same year it began franchising. Insta-Burger King, which later became Burger King, began in Florida, began franchising nationally in 1961, and became one of McDonald's largest competitors. Wendy's opened in Ohio in 1969, focusing its offering on larger burgers and focusing on young adults as core customers who were willing to spend more for quality. Another factor contributing to the success of fast food was that it was very different from formal restaurants. Fast food, unlike the majority of restaurants, was characterized by informality, and is still characterized today. The introduction of "No Tipping Policies" and self-service conveyed a relaxed and open form of socialization between servers and customers from the very beginning.

Customers do not wait to be served, and with the introduction of self-service, they do some of the work. They order, wait, get their food, and are responsible for taking out the trash. In this way, a "work transfer" is where some of the work is transferred from employees to others, (Labor Relations in the Global Fast-Food Industry, p. 30.). A reduction in costs is achieved for the effect of what is defined as (T. Royle, B. Towers, (2002). Indeed, quick service restaurants have also routinized the actions of hamburger buyers. Informality is also expressed in the interiors of fast food, which are usually simple and colorful, and in the way the food is served; usually the materials used to cover the food or the drinks are made of plastic or cardboard, and no cutlery is provided at the beginning.

Predictability is another important feature of fast food. When customers enter a quick service restaurant, they already know what to expect, they already have an idea of what food they will find, given the existence of a limited menu. They anticipate the design that the outlet will have and the level of service they will receive. These features cannot be found in formal restaurants, where almost everything is discovered when entering the structure. The last and most important feature that distinguishes restaurants from fast food is convenience. Indeed, the low price at which hamburgers are sold has allowed families, workers, to eat out of home more often. This was particularly important in the past, because not all Americans had the same opportunities to be served in restaurants, and limited-menu establishments proved to be an effective solution. By 1983, fast food accounted for almost 40 percent of the food and beverage outlets in the United States, and quick-service restaurants meant that the average person ate out 3.7 times a week (Jakle & Sculle, 1999). Following this rapid expansion trend, the United States soon became a fast-food nation, where big hamburgers, fries, and milkshakes were ubiquitous and became part of American culture.

2.2.2. Consumer Perceptions of Fast Food Restaurant Chains

Consumer perceptions in the fast food sector are influenced by a mix of practical and psychological factors. Primary factors include price, quality, convenience, speed of service, and brand reputation. For well-established fast food chains such as McDonald's and KFC, these factors greatly influence the frequency and likelihood of consumer visits, especially in rapidly urbanizing markets where lifestyles are changing. According to Schlosser (2001), the primary reason consumers choose fast food is because of fast service that meets the demand for immediate gratification. This is consistent with Bender and Bender's (1993) definition of fast food as a service that offers limited but fairly consistent menu options that facilitate quick delivery and minimize the need for detailed product information.

In the context of emerging markets such as Turkey, American fast food brands have significantly influenced local dining behavior. Young consumers often view these chains as trendy social hubs, driven by the influence of Western media and strategic advertising. Akbay et al. (2007) observed that higher-income households tend to spend more on dining out; this was consistent with the increasing trend of eating out among young people due to rising income levels.

The study by Zhong and Moon (2020) highlights that perceived price plays a critical role in consumers' evaluations of food quality, service quality, and physical environment. Their

findings suggest that customer satisfaction is shaped not only by price but also by both food and service quality. Specifically, this study highlights that happiness mediates the link between satisfaction and loyalty. High customer satisfaction leads to increased happiness, which in turn encourages customer loyalty. Furthermore, gender differences were observed in food preferences and restaurant choice, suggesting that fast food chains need to adapt their marketing strategies to meet different gendered expectations.

Additionally, Dr. Isac Gunday et al. (2023) identified social interaction and economic factors as the key drivers behind the increasing preference for fast food among young people. Proximity to educational institutions and the use of attractive discounts and promotions play vital roles in appealing to this demographic, making fast food a part of daily life and potentially contributing to unhealthy eating patterns.

Further emphasizing the consumer decision-making process, Thakkar and Thatte (2018) found that taste and quality of ingredients were the most influential factors. While issues such as speed of service, cleanliness, and facility organization are important, they are secondary to critical attributes such as taste and quality. Their research also revealed a moderate positive correlation between satisfaction with McDonald's pricing and frequency of visits, indicating that consumers are more likely to visit when they perceive prices as reasonable.

Consequently, marketing and advertising increase brand visibility and influence consumer preferences through targeted promotions. Although location accessibility contributes to convenience, it may not always be the determining factor in consumer choice. Fast food chains that consistently meet consumer expectations in terms of taste, affordability, and service quality tend to be preferred, and past experiences play a significant role in shaping loyalty and preferences.

2.2.3. Spread of Fast Food Restaurant Chains in Italy

The social changes that took place in Italy in the 1980s affected the food and restaurant sector. The Italian kitchen, as a room in the house, underwent a modernization process and began to take on the characteristics of American cuisine. New household appliances allowed for advances in cooking, the most important of which was the microwave oven. Social changes also began to affect how people ate. Greater informality led to changes in eating habits, the structure of meals and where meals were eaten. The increase in people working, studying and traveling also increased the tendency to eat out (Scarpellini, 2012: 150-155). Among the reasons

for this tendency were the increase in the service sector and female employment, the ease of traveling and the process of deconstruction of main dishes (Sfogliarini, 2000).

In addition, the advertising sector began to play an important role in the promotion of new products, and this was first strengthened by the existence of private television. According to contemporary historian Aurelio Lepre (2004), television was: «the most powerful tool for the change of costumes and mentality» (Lepre, 2004). Television began to invade Italian homes, constantly promoting packaged foods such as biscuits, ice cream, cheese, etc. through programmes such as Carosello.

An important step in the acceptance of industrial food and informal eating in Italy was taken with the introduction of the first Autogrill. Simone Colafranceschi (2007) defined it as a "rosticceria" for drivers, a hybridization between the American model and the Italian reality. The first freeway rest stop, the Autogrill, was created by the entrepreneur Mario Pavesi in 1947, during the years when the motorway network was expanding. The initial aim was to introduce a range of pre-packaged products that could replace traditional homemade snacks, such as the salty and sweet cookies produced by Pavesi. In the 1960s, following the example of the American chain Howard Johnson, he integrated this restaurant model with the supermarket model, creating a hybrid that combined quick lunches with self-service packaged goods. This new type of self-service restaurant preceded the fast-food model in Italy. Driven by the highway boom and the rise of mass motorization, the Autogrill formula spread throughout the country. Other entrepreneurs, such as Motta and Alemagna, followed the self-service model propagated by Pavesi. As the sociologist and expert on Italian consumerism Giampaolo Fabris (2004) put it, in the early years of the Autogrill's introduction, drivers stopped not only for travel-related needs but above all to experience a joyful moment and to feel part of a new social model.

In this way, eating out has become a mass necessity. It has also gained a special meaning, giving many people the opportunity to avoid the traditional rituals of eating at home with their families. Since it has become a way of socializing and creating new experiences, the tendency to see the outside world as a place to come together and socialize has become widespread, especially among young people. Indeed, these years have been a period when young people define themselves with common identities and a similar style, and the harmony between them has become even stronger. This phenomenon has been further increased by the introduction of the first fast food chain in Italy. In 1982, the first Burghy was founded in Milan by the GS supermarket chain. The chain was sold to the Cremonini Group, one of Italy's largest meat

producers, in 1985, and the new management was led by entrepreneur Vincenzo Cremonini, who observed the phenomenon of American fast-food chains during a work experience in the United States and applied the same format to Burghy restaurants. Under this new management, the chains expanded rapidly and followed the American model: hamburgers, french fries, and milk drinks were served daily (Ciapparoni, 2017).

Figure 1. Burghy's logo and Willy Denty as The Mascot of Burghy



Source: <https://labuonanimadiburghy.files.wordpress.com>

In addition, the marketing efforts of the new Italian fast-food chain were similar to those of the leading multinational McDonald's. Indeed, in the 1990s, the Italian company introduced its own mascot, Willy Denty, a fictional character with a huge mouth and giant teeth. Looking at the logo as shown in Figure 1, it is clear that the colors used to represent Burghy, bright yellow and red, are similar to those used by McDonald's.

The first Burghy branch, located in Piazza San Babila, became one of the most visited places by the younger generation. It quickly became known as the heart of a new cultural movement so-called "paninari" (literally meaning "sandwich makers") that spread throughout Italy. The movement was formed by young people from the wealthy Milanese class who rejected any political involvement.

The "paninari" movement focused on living a life without too many worries and was inspired by the models of American cinema. Paninaris had a certain style, wearing clothes like Levi's jeans, Moncler parkas or Timberland boots. The rule was that everything had to be branded and very expensive (Scarpellini, 2012). They were defined not only by their appearance but also by the areas of Milan they controlled, for example Via Montenapoleone became a no-go area for non-paninaris (Potvin, 2008).

The introduction of fast food in Italy emphasized the increasing necessity of eating out. Takeaway and ready-to-eat shops and restaurants opened inside supermarkets and in certain places. Different sociologists state that these changes in eating behavior represented not only

changes in the organization of work, but also profound changes in the traditional family and a new importance of the role of women. The food magazine “La Cucina Italiana” published many articles trying to explain the changes that were taking place. For example, the article "La donna d'oggi", published in November 1958, argued that the role of women had changed forever and tried to explain that women, regardless of whether they stayed at home or went to work, had to face both the modernization of the home, the kitchen, and the new developments taking place outside (La donna d’oggi, 1958).

Eating at home during the work week became more difficult, and employees began to eat more often alone or with colleagues and friends rather than with their parents and family. The time required to prepare meals began to decrease and the number of people using commercial spaces for this service increased. Thus, as in the United States thirty years earlier, dining habits began to change in the Italian peninsula (De Bernardi, 2015).

2.3. Geographical Indications

2.3.1. The EU Geographical Indication System

Geographical indications (GIs) serve as powerful tools to protect the unique qualities of products based on their geographical origin, to promote regional economies, and to ensure consumer confidence through traceability and authenticity. Geographical indications (GIs) are defined by the Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS) as “... indications which identify a good as originating in the territory of a Member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin”. This definition suggests that GIs guarantee both geographic origin of a product and some type of quality. The TRIPS Agreement, which came into force in 1994, marked a significant moment in the global recognition and protection of GIs, as it obliged all World Trade Organization member countries to comply with minimum standards for GI protection. These standards emphasize the need for a clear link between the product and its place of origin, allowing member states to implement GIs through specific GI laws or existing trademark systems (Marie-Vivien & Biénabe, 2017). This flexibility has enabled countries with different legal systems to protect their local and traditional products under a unified international framework that benefits both producers and consumers.

Starting in 1992, The European Union (EU) further strengthened the protection of geographical indications by creating specific quality schemes. These quality schemes ensure that the

characteristics and reputation of products reflect their production location. EU Regulation 1151/2012 began to strengthen these protections by requiring a strong link between product quality and origin, supporting the economic potential of local agriculture and promoting traditional practices, thus making geographical indications a fundamental part of the EU’s rural development policies (European Commission, 2024). Regulation (EU) No 1151/2012 also regulates the European GI system, highlights the value-added function of GI certification and states that this legal instrument can improve the income of local farmers, which in turn has positive effects for the local economy and rural development.

The Geographical Indication (GI) policy regulates two types of GI: Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI). However, the link between product quality and soil is stronger for PDO, where the entire production process must take place in the area of origin, while PGI only requires that at least one of the production steps take place in the area of origin. A distinctive feature of EU GI policy is that PDO and PGI are public-owned signs unlike in other countries where the protection of GIs is based primarily on trademarks. Farmers are free to participate in GI schemes provided they are located in the region of origin and comply with the rules contained in the product specification.

Figure 2. PDO & PGI Logos



Source: Geographical Indications and Quality Schemes Explained - European Commission, 2018

Providing consumers with additional information along with geographically indicated products is expected to increase consumers’ willingness to pay more for those products. The added value provided for this purpose will return as an economic benefit for producers throughout the supply chain. In addition, by increasing the awareness of the producer, it gains an opportunity to demand a price premium in the market, i.e. a higher price compared to another producer.

The EU’s commitment to GIs has further implications in the context of the European Green Deal. The EU’s “farm to fork” strategy, introduced in December 2019, has positioned GIs as a

key component of these sustainability efforts, emphasizing sustainable, equitable and environmentally sound food systems. In 2020, the European Commission has requested that specific sustainability criteria be integrated into the GI framework, aiming to align GI protections with environmental and ethical standards. This development aims to advance the EU's overall sustainability goals, while also supporting consumers' awareness and appreciation of regionally unique, high-quality products (FAO, 2022).

GIs are therefore important not only to protect producers' rights and promote fair competition, but also to inform consumers and enable informed choices. By offering collective intellectual property protection, GIs reduce the risks associated with counterfeit goods, strengthen traditional practices and support rural economies by improving product differentiation. Through these frameworks, GIs make valuable contributions to both regional identity and global sustainability initiatives, building consumer trust while strengthening local economies and cultural heritage.

2.3.2. Economic Effects of Geographical Indications

The economic impacts of geographical indication (GI) protection are multidimensional such as providing competitive advantage to local producers, supporting rural development and increasing consumer confidence. This protection ensures that local producers are in a privileged position in the market by preventing imitation of products and encourages the preservation of the quality of GI products.

Local producers can differentiate their GI-protected products and market them at higher prices which increases commercial profits and supports economic vitality in rural areas. Research has shown that GI products provide a quality guarantee for consumers, contribute to local economies and consumers exhibit a higher willingness to pay (WTP) for these products. For example, studies by Van Ittersum et al. (2007) have shown that PGI and PDO labels increase the economic performance of small and medium-sized enterprises. In addition, Arfini and Capelli (2009), examined the effects of PDO logos and consortium brands on consumer perception and emphasized that such labels increase market performance. However, there is a risk that this price premium will not be fully reflected to producers due to imbalances in the supply chain. Nevertheless, successful applications reveal the positive effects of GI products on issues such as rural development, local employment and the preservation of traditional production methods. In studies of Bouamra-Mechemache & Chaaban (2010) and Gerz & Dupont (2006), positive effects have been seen in production areas, such as increased

employment, higher land prices and improved job quality. Bouamra-Mechemache & Chaaban stated that study on the French cheese sector shows that the PDO label increases the number of processing companies and farms (Bouamra-Mechemache & Chaaban, 2010). Additionally, GI products contribute to regional sustainability by preserving traditional production methods and local knowledge (Bouamra-Mechemache & Chaaban, 2010, Gerz & Dupont, 2006).

One of the main functions of geographical indications (GIs) is to provide consumers with information about the origin and quality of products, which increases consumer confidence and creates a competitive advantage in the market. In addition to creating added value for producers, GIs can also promote economic development in rural areas, and this is supported by European Union (EU) legislation. Studies show that the effects of GIs are distributed among different actors along the supply chain, with the most added value occurring at the consumer and retailer levels. However, the results can be more variable depending on factors such as the economic performance of producers, local market conditions and regional characteristics. In terms of contribution to local economies, GIs have the potential to create economic value in the regions where these products originate (Cei et al., 2018).

According to the work of Belletti and Marescotti in 2011, the economic benefits of GIs to local areas can be summarized as follows: supporting the GI supply chain, promoting rural economic diversification, strengthening human resources and developing social organization, and protecting the environment and local cultures. From an economic perspective, they particularly emphasize the importance of the first two categories. The supply chain of GI products provides direct economic benefits to local actors and improves the economic conditions in the region. GI products also promote tourism. For example, initiatives such as wine and food routes and local cuisine offered in agritourism establishments provide income to the region (Barham & Sylvander, 2011).

2.3.3. Geographical Indicated Products of Italy

An important strategy of Italy's agricultural and food processing sectors is that the country profits most by manufacturing high-quality goods that reflect the standards implicit in the "Made in Italy" label. Industry representatives cite aesthetics, quality, variety, and culture as the key images that Italian products command in international food markets. Italy has a very important role in the field of geographical indications (GI) within the framework of the European Union's Agriculture and Rural Development policy, known as DOP (Denominazione di Origine Protetta) and IGP (Indicazione Geografica Protetta) as shown in Figure 3. Both terms

are national indications of Italy and are registered in the European Union as PDO and PGI (Regulation - 1151/2012 - EN - EUR-Lex, 2012).

As shown in Table 1, with 174 registered agri-food PDO and 150 registered agri-food IGP products, Italy is the leader in the registration of Geographical Indications in the EU. France as second, follows Italy with 112 PDO and 160 PGI products. As third, Spain has 110 PDO and 107 PGI products (EAmbrosia - the EU Geographical Indications Register, n.d.).

Italy’s geographically indicated products are of strategic importance for the country’s economy. According to the 2023 Ismea – Qualivita Report, the Italian DOP economy attracted attention with a production value of 20.2 billion euros and an export value of 11.6 billion euros in 2022. These products constitute 20% of the agricultural and food sector, reflecting Italy’s prestige and economic power in food exports. This success is supported by a system in which 195,407 operators operate and 890,000 people are employed. The protection and promotion of these products throughout the country is provided through 296 consortia. DOP, IGP and STG (Specialità Tradizionale Garantita) labeled products have grown by 33% in ten years, reinforcing Italy’s international leadership in quality food production. In this context, the cheese category provided the greatest economic contribution, reaching 5,227 million euros with an increase of 11.6% in 2022. Vegetables and cereals showed a relatively low increase by reaching €391 million. Pasta category increased by 9.2% to €268 million, while fresh meat production increased by 5% to €103 million. The meat-based products sector also showed a strong performance by reaching €2,271 million, up 7.5%. However, some categories showed declines. The balsamic vinegar sector fell by 5%, while olive oil lost 4% (Rapporto Ismea - Qualivita DOP IGP, 2023).

Table 1. DOP & IGP Registered GI Products of Italy

Agricultural Products and Foodstuffs	DOP	174
	IGP	150

Source: European Commission, 2024

Figure 3. DOP & IGP Logos of Italy



Source: DOP (Denominazione D'Origine Protettiva) and IGP (Indicazione Geografica Protetta) Logo Vector, 2020

Table 2 shows the geographically indicated food products with the highest economic value in Italy and their value in millions of Euros. At the top of the list is Grana Padano DOP with 1,734 million Euros and Parmigiano Reggiano DOP with 1,720 million Euros. This reflects Italy's strength in the cheese sector. Prosciutto di Parma DOP is in third place with 932 million Euros. Other important products that stand out are Mozzarella di Bufala Campana with 502 million Euros, Aceto di Modena IGP with 381 million Euros and Pecorino Romano DOP with 378 million Euros.

Table 2. Italy's Top 10 DOP and IGP Food Products by Economic Value

Product	Value (Million Euro)
Grana Padano DOP	1734
Parmigiano Reggiano DOP	1720
Prosciutto di Parma DOP	932
Mozzarella di Bufala Campana	502
Aceto di Modena IGP	381
Pecorino Romano DOP	378
Prosciutto di San Daniele DOP	365
Gorgonzola DOP	363
Mortadella Bologna IGP	327
Pasta di Gragnano IGP	267

Source: Rapporto Ismea - Qualivita DOP IGP, 2023

Italy's DOP (Denominazione di Origine Protetta) and IGP (Indicazione Geografica Protetta) economy have significant regional differences. The northern regions lead in economic

contributions compared to the southern regions. Veneto contributes the most with an output value of 4,836 million Euro followed by Emilia Romagna and Lombardia. Other regions such as Piemonte and Tuscany play important roles with 1,716 million Euro and 1,403 million Euro. In contrast, the DOP values of the southern regions such as Sicilia, Campania and Puglia are relatively lower. For example, Sicilia has 545 million Euro and Campania has 896 million Euro as shown in Table 3.

Table 3. Economic Value of DOP and IGP Food Products by Region in Italy

Region	Value (Million Euro)
Veneto	4.836
Emilia Romagna	3.939
Lombardia	2.994
Piemonte	1.716
Toscana	1.403
Friuli Venezia Giulia	1.208
Trentino Alto Adige	1.024
Campania	896
Puglia	678
Sardegna	572
Sicilia	545
Abruzzo	262
Lazio	138
Marche	137
Umbria	123
Valle d'Aosta	59
Calabria	52
Liguria	49
Basilicata	19
Molise	7,7

Source: Rapporto Ismea - Qualivita DOP IGP, 2023

The provinces of Treviso, Parma, and Verona stand out as the top contributors to Italy's DOP (Denominazione di Origine Protetta) and IGP (Indicazione Geografica Protetta) economy as shown in Table 4. These provinces lead in the production of high-value geographical indication (GI) products, with Treviso generating the highest value at 2.185 million Euro, followed by Parma with 1.674 million Euro and Verona at 1.468 million Euro.

Table 4. Economic Value of DOP and IGP Food Products by Province in Italy

Province	Value (Million Euro)
Treviso	2185
Parma	1674
Verona	1468

Source: Rapporto Ismea - Qualivita DOP IGP, 2023

2.3.3.1. McDonald's Italy and its Use of DOP & IGP Ingredients

The changes in Italy's consumer culture under the influence of the American lifestyle were shaped by the country's slow modernization and industrialization process. In the early 20th century, Italy was still considered a more backward country than other European countries. After World War II, industrialization accelerated and consumption increased. Reactions to McDonald's entry into Italy emerged as part of this process.

The reactions to the opening of McDonald's in Rome were analyzed and more than 50 newspaper articles published in the most important Italian newspapers and magazines were collected to understand how these reactions may have affected the strategy of the brand in Italy in the following years. From this analysis, it was revealed that there was an ambivalent attitude towards the American model spread by the global chain and that McDonald's had to go through a process of "Italianization" in order to be accepted by Italian consumers. However, other social movements that have spread over the years, such as Slow Food or the McDonaldization of society thesis, developed by sociologist George Ritzer and arguing that fast food principles have become widespread in most segments of society, have observed that the debate on the negative impact of McDonald's on local culture is still open and requires further research. The CEO of McDonald's Italy at the time, Roberto Masi, focused on improving McDonald's image in Italy. The aim was to offer sandwiches made with Italian products, emphasizing Italian food culture. In this context, three sandwiches were launched in 2008: Boscaiolo, Tirolese and Parmigiano.

In 2010, the McItaly was introduced as the first McDonald's sandwich made entirely with Italian products (Cauciello, 2022).

However, the Italian version of McDonald's faced criticism. The criticism was about the identity of the new product promoters and the fact that Italian suppliers sold themselves to the American multinational. There was also criticism about the caloric content of the McItaly sandwich and its incompatibility with the Mediterranean diet. However, the McItaly proved very popular with customers; in 2010, 15% of daily sales consisted of McItaly burgers. McDonald's also developed two sandwiches, the Adagio and the Vivace, in collaboration with the famous Italian chef Gualtiero Marchesi. This collaboration aimed to promote healthy eating habits among young people. In addition, a collaboration with Barilla in 2013 helped McDonald's target female consumers. As a result, McDonald's has continued its strategy by understanding local demands and increasing its product range in the global market. However, efforts to increase the international recognition of Italian products are based on Italy's rich gastronomic culture. McDonald's strategy is to carefully observe customer behavior in each market and represent it in ways that are familiar to them (Donati, 2013).

In the last 15 years, McDonald's has taken important steps to integrate geographically indicated food products into its menus. The company has enriched its menus with DOP (Denominazione di Origine Protetta) and IGP (Indicazione Geografica Protetta) products such as Balsamic Vinegar of Modena PGI, Asiago PDO, Caciocavallo Silano PDO, Vitellone Bianco dell'Appennino Centrale PGI (Chianina and Marchigiana varieties), Parmigiano Reggiano PDO, Speck Alto Adige PGI, Montasio PDO, Apple Alto Adige PGI and many more. These high-quality ingredients have been integrated into 45 different recipes of McDonald's, resulting in the use of 6,700 tons of products. This initiative has contributed both to the diversification of the menus and to the promotion of Italian food culture in a fast food chain. Some items are seasonal on the menu and rotate throughout the year to ensure variety and high quality in McDonald's offerings. However, some items are permanently on the menu and are available to consumers daily in more than 680 McDonald's restaurants across Italy. McDonald's has observed a strong interest in local products among Italian consumers, which has led the company to develop recipes that are more in line with Italian culinary traditions and taste preferences (McDonald's Italy, 2024)

McDonald's plays an important role in promoting and exporting Italian products to the global market. In particular, in 2010, a total of 161 tons of Parmigiano Reggiano DOP supplied by

Parmareggio were exported to McDonald's restaurants in Portugal, France and Germany. Similarly, 34 tons of Pancetta della Val Venosta supplied by Recla (a company that has been partnering with McDonald's since 2008) were sent to McDonald's branches in Germany. In addition, extra virgin olive oil and Aceto Balsamico di Modena PGI supplied by IGreco were used in McDonald's restaurants in Switzerland from 2012. These examples show that the McDonald's system contributes to the international dissemination of Italian gastronomic heritage (McDonald's Italy, 2024).

A special event in Rome has marked the launch of an important collaboration for the protection of Italian DOP (Denominazione di Origine Protetta) and IGP (Indicazione Geografica Protetta) products. The event launched the new collaboration agreement signed between McDonald's Italy, Fondazione Qualivita, and the Consortium for the Protection of the Pachino IGP Tomato. The event introduced "I'm Lovin' It Italy", a new communication platform that highlights McDonald's product diversity in Italy and its contribution to the global promotion of Italian gastronomy. The platform aims to announce the scope of the collaboration, which began in October 2023 and to introduce two new references that highlight the Pachino IGP Tomato as a premium ingredient. This collaboration underlines McDonald's commitment to Made in Italy products and their strategic importance in the Italian agri-food sector (Fondazione Qualivita, 2023).

The collaboration between McDonald's and Fondazione Qualivita began in 2008, during which McDonald's has supplied 19 different DOP (Denominazione di Origine Protetta) and IGP (Indicazione Geografica Protetta) ingredients. Over the last 15 years, McDonald's has purchased more than 4,600 tons of local products within the scope of this collaboration. The initiative has enabled the inclusion of important Italian geographically indicated products such as Asiago PDO, Caciocavallo Silano PDO, Montasio PDO, Parmigiano Reggiano PDO, Pecorino Toscano PDO, Provolone Valpadana PDO, Sicilian Red Orange PGI on McDonald's menus. The main objectives of this collaboration are to promote Italian DOP and IGP products, to raise awareness of the distinctive features of these products and to encourage their use, especially in the restaurant and catering sector (Fondazione Qualivita, 2023).

McDonald's has introduced its "My Selection" premium burger range in Bologna, highlighting the quality of Italian DOP and IGP products. The range consists of burgers carefully selected by renowned chef Joe Bastianich, reflecting Italy's gastronomic heritage. Prestigious products such as Parmigiano Reggiano DOP and Aceto Balsamico di Modena IGP are among the key

ingredients featured in this range. Since its introduction in 2008, McDonald's has sourced 65 tonnes of pear puree, 73 tonnes of Parmigiano Reggiano DOP and 4.5 tonnes of Aceto Balsamico di Modena IGP from the Emilia-Romagna region, integrating these high-quality products into the "My Selection" range. This initiative reflects McDonald's commitment to the Italian agri-food sector and its strategy to introduce local products to the global market. Giorgia Favaro, General Manager of McDonald's Italy, emphasized that this partnership offers an important opportunity to bring DOP and IGP certified products to a wide range of consumers. According to Favaro, this partnership not only promotes the prestigious elements of Italian culinary culture, but also increases consumers' access to these high-quality products. Mauro Rosati, Director of Fondazione Qualivita, stated that this partnership is a "best practice" example in terms of promoting the economic value of geographically indicated products on a global level. Rosati stated that this strategic partnership has positive effects for both local producers and international marketing. In addition, Chef Joe Bastianich stated that the "My Selection" project reflects his passion for both Italian and American gastronomy, and that through this project he aims to bring together the best of both cultures (My Selection 2022, 2022).

McDonald's has had a strong presence in the Emilia-Romagna region since 1987, with 60 restaurants opened, and contributes significantly to the regional economy. The company continues to support the agricultural production and food supply chain in the region by investing approximately 415 million euros annually in local suppliers. Since 2008, McDonald's has purchased a total of 7,000 tons of raw materials and integrated 21 DOP and IGP certified ingredients into its menus. This strategic move not only supports high-quality local agricultural products throughout Italy, but also increases the promotion of geographically indicated products and consumer awareness, making a significant contribution to Italy's food and agricultural sector (McDonald's Prosegue Il Progetto, 2024).

In 2022, Montasio DOP cheese was chosen as part of McDonald's "My Selection" series, which highlights high-quality Italian ingredients. In this context, more than 400 tons of Montasio DOP cheese were purchased and turned into the base ingredient of the sandwich called "My Selection Montasio DOP and Pancetta" in the series. The sandwich consists of ingredients such as 100% Italian beef, Montasio DOP cheese, Italian pancetta, salad, a special onion sauce and Alto Adige Apple IGP, thus offering a perfect combination of taste and high-quality ingredients that reflect the gastronomic richness of Italy. This product stands out as part of McDonald's strategy to









promote and use local Italian ingredients on the international platform (My Selection 2022, 2022).

The collaboration between McDonald’s and Fondazione Qualivita, which has been going on for over 14 years, has played a key role in the promotion of Italian DOP (Denominazione di Origine Protetta) and IGP (Indicazione Geografica Protetta) products, and has become a successful partnership that has increased consumer awareness of the quality and traceability of these products. This collaboration has been an important bridge in making local and niche products accessible to a wider audience. As Renato Romanzin, Director of the Montasio DOP Consortium, points out, McDonald’s initiative has created a deeper connection between producers and consumers, contributing to the greater visibility of regional products in global markets (My Selection 2022, 2022). Table 5 shows the DOP and IGP ingredients included in McDonald’s Italy menus.

Table 5. DOP and IGP Ingredients included in McDonald's Italy menus

	<p>Asiago DOP</p>
	<p>Aceto Balsamico di Modena IGP</p>
	<p>Caciocavallo Silano DOP</p>

	<p>Speck Alto Adige IGP</p>
	<p>Pomodoro di Pachino IGP</p>
	<p>Pera dell'Emilia Romagna IGP</p>
	<p>Parmigiano Reggiano DOP</p>
	<p>Grana Padano DOP</p>
	<p>Montasio DOP</p>
	<p>Cipolla Rossa di Tropea IGP</p>
	<p>Pecorino Toscano DOP</p>

	<p>Mela Alto Adige IGP</p>
	<p>Fontina DOP</p>
	<p>Provolone Valpadana DOP</p>
	<p>Bresaola della Valtellina IGP</p>
	<p>Monti Iblei DOP</p>
	<p>Arancia Rossa di Sicilia IGP</p>
	<p>Mela di Valtellina IGP</p>
	<p>Pesca e Nettarina di Romagna IGP</p>

Source: Ingredienti Dei Consorzi

3. Objectives

The main purpose of this study is to examine the effects of McDonald's advertisements on geographically indicated (GI) products. In particular, it aims to understand how high-quality

GI products promoted through a low-quality channel such as McDonald's change consumers' perceptions and how these perceptions relate to consumers' willingness to pay (WTP). While GI products are traditionally expected to symbolize high quality and local production, it will be investigated how their presentation in large fast food chains such as McDonald's may affect this perception. In this context, one of the main focuses is whether the advertisements weaken consumers' image of the value of such products.

First, the first objective of the study is to understand how GI products featured in McDonald's advertisements affect the demand and willingness to pay (WTP) of their viewers for these products. It will be investigated whether GI products promoted in the advertisement negatively affect consumers' purchasing decisions and willingness to pay. The assumption behind this is that when a brand like McDonald's promotes high-quality GI products, it may reduce the perceived value of the products, leading to a decrease in demand and willingness to pay for these products.

The second aim of the research is to examine whether this effect is limited to the specific GI products promoted in the advertisement. If the McDonald's advertisement not only affects the image of a specific GI product (e.g. Montasio DOP) but also distorts the general perception of the GI sign and logo (DOP and IGP), this may have negative effects on other GI products bearing the same sign. This aim aims to investigate the potential of the advertisement to create a negative perception not only for the products mentioned in the advertisement but also for other GI-marked products. In this way, the effect of the McDonald's advertisement on all products bearing the GI signs will be assessed in a broader context.

4. Methodology

This study aims to assess consumer demand and willingness to pay (WTP) for geographically indicated products (GI) in the fast food sector. The research aimed to examine how products marked with PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication) labels differ in the presence and absence of advertising.

4.1. Research Design

The research was conducted using an online survey method and the survey was completed with data collected over a 5-month period. The participants were divided into two groups: the first group watched a video advertisement promoting McDonald's GI products, while the second group completed a survey without the advertisement. The participants who

solved the surveys were generally students. An information letter and survey link were sent to the student groups online.

The research focused on four product pairs, each paired with a geographically indicated product. These products are:

- Montasio DOP and Standard Hard Cheese
- Mela Alto Adige IGP and Standard Apple
- Casatella Trevigiana DOP and Standard Cheese
- Ciliegie di Vignola IGP and Standard Cherries

The aim of the survey was to measure the participants' attitudes towards these products, their price sensitivity and their purchasing decisions. In addition, the participants' knowledge level about these products was assessed. Interval regression method was used to estimate respondents' WTP for each product. This method is an analysis method that can work with categorical responses such as "I buy" and "I do not buy" at different price levels. The estimated WTP values allowed a more detailed examination of the effects of advertising and GI labels on consumer demand.

4.2. Survey and Data Collection

This study used an experimental research design to examine consumers' willingness to pay for Geographical Indication (GI) labeled products. The research was conducted using a survey method and the willingness to pay was measured using the multiple price list (MPL) technique. This design aimed to examine the impact of GI-labeled products in McDonald's Italy advertisements on consumer preferences.

Before starting the survey, participants in one of the groups were instructed to watch a McDonald's commercial on YouTube in a video survey. The video served as an experimental treatment designed to measure participants' willingness to pay (WTP) and the demand for Geographically Indicated (GI) products. The inclusion of this video allowed us to assess how the commercial affected consumer preferences for GI products compared to the control group that did not watch the commercial.

Following a multiple price list approach, participants were shown a series of food products and their associated price levels. For each price point, they were asked to indicate whether they were willing to purchase the product and were asked to select either "I buy" or "I do not buy."

This section aimed to measure price sensitivity, help us understand at what price levels they were most likely to make a purchase and ultimately determine purchase thresholds for these products.

Following the purchase preference section, participants were asked to provide demographic information such as age, gender, education level, and income. This data allowed for segmentation and analysis of consumer preferences across demographic groups, contributing to a deeper understanding of how various factors may influence their demand for GI products.

Next, participants were asked about their familiarity with the DOP (Denominazione d'Origine Protetta) and IGP (Indicazione Geografica Protetta) labels. This section helped measure how well participants understood these certification labels and whether their knowledge would influence their purchase decisions.

Finally, participants were assessed on their frequency of fast food consumption and their general perception of fast food chains such as McDonald's. They were asked whether they associated fast food with attributes such as convenience and healthiness. This helped understand participants' attitudes toward fast food and provided context for how they might perceive GI products in this setting..

4.3. Data Preparation and Cleaning

The anomalies mentioned in this section were only a significant issue in the Willingness to Pay (WTP) analysis and had no impact on the demand analysis. Therefore, the data cleaning processes mentioned below were performed only for the WTP analysis.

Some anomalies were detected during the cleaning of the survey data. First, it was observed that some respondents switched from “Not buying” to “Buying” and then again from “Buying” to “Not buying”. In such cases, the analysis was conducted considering only the second transition.

Another problem was that some respondents responded “Buying” at all price points, indicating that their willingness to pay was above the maximum price set. In this case, no price change was observed, so these data were removed from the analysis.

Finally, some respondents responded “Not buying” for the entire price range, indicating that their willingness to pay was below the minimum price set. These individuals were also removed from the analysis.

This cleaning process ensured that analyses with valid and consistent responses produced robust and reliable results. As a result, the final observation numbers used in the interval regression were determined as follows out of 200 observations: Montasio DOP and Standard Hard Cheese: 188 observations; Mela Alto Adige IGP and Apple: 191 observations; Casatella Trevigiana DOP and Standard Cheese: 184 observations; Ciliegie di Vignola IGP and Cherry: 173 observations.

4.4. Price-List Development

The price lists were created based on market research and current market prices. The same price levels were used for GI and non-GI products pertaining to the same category: Montasio DOP and Standard Hard Cheese, Mela Alto Adige IGP and Standard Apples, Casatella Trevigiana DOP and Standard Soft Cheese, Ciliegie di Vignola IGP and Standard Cherries.

These prices were determined to be within a price range created based on data collected from markets. Prices were designed to be suitable for measuring potential consumer behavior for each product considering a specific market range.

4.5. Analysis Methods

This study focused on four product groups as shown in the Table 6: Geographical Indication (GI) products (Montasio DOP, Mela Alto Adige IGP, Casatella Trevigiana DOP, Ciliegie di Vignola IGP) and their non-GI counterparts (Standard Hard Cheese, Apple, Standard Soft Cheese, Cherry). For each product, participants were presented with a range of price points and asked to decide whether or not they would purchase the product at each price level.

Table 6. GI and Non-GI Counterparts

Product Pairs	Minimum Price (€)	Maximum Price (€)	Price Increment Step (€)
Montasio DOP & Standard Hard Cheese	1.50	7.50	0.75
Mela Alto Adige IGP & Mela Golden Gala (Apple)	0.80	4.00	0.40

Casatella Trevigiana DOP & Standard Soft Cheese	1.50	7.50	0.75
Ciliegie di Vignola IGP & Cherry	1.00	5.00	0.50

Source: Author's Elaboration

For the analysis presented in this study, the survey data was evaluated using a combination of Excel and R Studio for demand curves and regression analysis. Excel was primarily used to organize, clean, and visualize the survey data. It allowed for a clear presentation of demand trends for GI and non-GI products at various price points for both advertising and non-advertising surveys. This tool was crucial for creating the initial charts and graphs depicting the relationship between price, demand, and the impact of advertising on product choice. Additionally, R Studio was used for interval regression. This method was chosen because of its ability to model demand data that may contain censored observations, which are often seen in survey data where certain demand responses may be observed at certain price ranges. The interval regression model in R Studio helped to estimate the relationship between price and demand by accounting for the impact of advertising. Using this method, the study was able to obtain results that evaluated the impact of advertising on the demand for GI products in the presence of fast food advertising.

The aim of the study was to determine the maximum willingness to pay (WTP) for GI products and to identify the price ranges within which participants' preferences changed between GI and non-GI counterparts..

For each of the eight products (four GI and four non-GI), participants were presented with specific price levels (in euros) and asked to indicate whether or not they would purchase the product at each price point.

At each price level, participants made a "buy" or "no-buy" decision for the product. This process allowed us to identify the price range within which participants moved from "buy" to "not buy"; this corresponds to their maximum WTP for the product.

Participants made independent decisions for each product. For example, they first made a “buy” or “no buy” decision for Montasio DOP at each price level, then repeated the same process for Standard Hard Cheese. The same method was applied to the other products.

Demand curves were drawn for each product pair. These curves visually illustrate the relationship between price and demand and reveal how sensitive respondents are to price changes.

The data obtained from the survey were analyzed using interval regression analysis to estimate respondents’ willingness to pay (WTP) for each product. The regression model helped to determine which products respondents preferred to purchase at different price levels.

The interval regression model for estimating the willingness to pay (WTP) of consumers in relation to advertisements and product types can be specified as follows:

$$WTP_i = \beta_0 + \beta_1 \cdot Video + \beta_2 \cdot Type + \beta_3 \cdot (Video \times Type) + \epsilon_i$$

Where:

- WTP_i is the dependent variable representing the willingness to pay for product i , measured within an interval.
- β_0 is the intercept term of the model.
- β_1 represents the effect of the "Video" variable (whether the participant watched the advertisement).
- β_2 represents the effect of the "Type" variable (either GI or non-GI)
- β_3 represents the interaction effect between "Video" and "Type" (how the advertisement's impact varies by product type).
- ϵ_i is the error term.

4.6. Ethical Considerations

The ethical dimensions of the study were addressed based on the voluntary participation of the participants and their right to confidentiality. The purpose of the survey, how the data would be used and their anonymity were clearly explained to the participants. In addition, participants were assured that their personal data would not be shared with third parties in any way.

5. Results

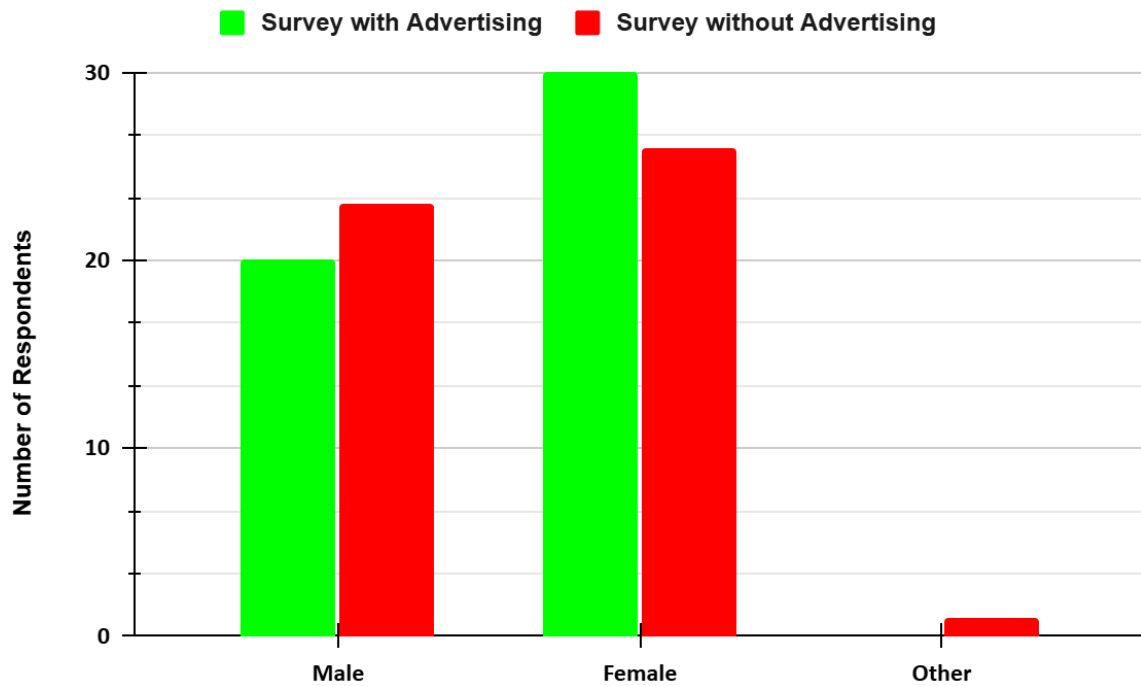
The aim of this study was to examine the impact of Geographical Indication (GI) labeled products on consumer demand. The study was conducted on four product pairs: Montasio DOP (Geographically Indicated Hard Cheese) and Standard Hard Cheese, Mela Alto Adige IGP (Geographically Indicated Apple) and Mele Golden Gala, Casatella Trevigiana DOP (Geographically Indicated Soft Cheese) and Standard Soft Cheese, Ciliegie di Vignola IGP (Geographically Indicated Cherry) and Standard Cherry. These products were selected to measure the effects of GI labeled products promoted in McDonald's advertisements on consumers' willingness to pay and preferences. In this context, it was investigated how advertisements can affect the value perception of GI products.

The study aimed to understand how GI products promoted through large fast food chains such as McDonald's change consumers' perceptions of these products. It was examined whether GI products, traditionally associated with high quality and local production, are negatively affected by their presentation through large-scale brands such as McDonald's. In this context, it was investigated whether advertisements weaken the perceived value of GI products and, as a result, how they affect consumers' demand and willingness to pay for the products.

Each survey received 50 responses. A total of 100 participants' responses were evaluated for the study (excluding data cleaning for regression analysis). First, the demographic characteristics of the participants (gender, age, education level, income level, etc.) were evaluated. Then, the awareness of Geographical Indication (GI) products and the awareness levels of the participants towards these products were discussed. Thirdly, the findings regarding the participants' interest in fast food restaurants, especially McDonald's, and the characteristics associated with this brand were included. Finally, the effect of GI labeled products on the willingness to pay according to the advertisement viewing status was evaluated with demand curve analysis and regression analysis.

The respondents in the study as shown in Figure 4, indicated their gender as 56% female, 43% male, and 1% other, respectively. Of the respondents who completed the survey with advertisements, 60% were female and 40% male. The gender distribution of those who completed the survey without advertisements was 52%, 46%, and 1% female, male, and other, respectively.

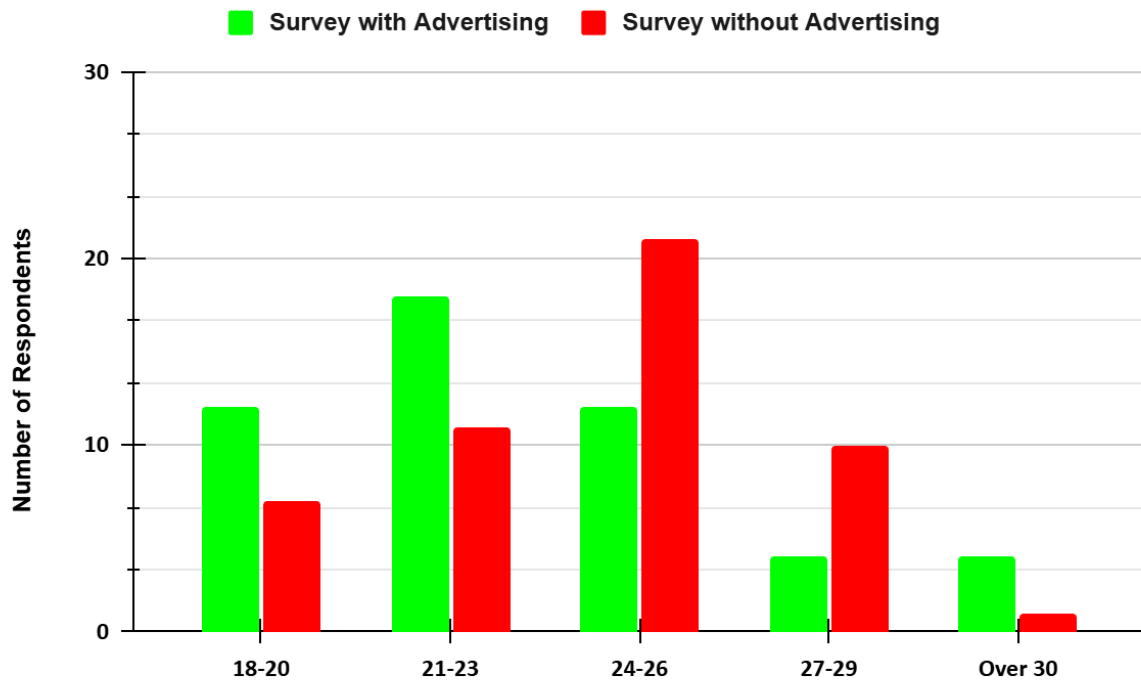
Figure 4. Gender of Respondents



Source: Author's Elaboration

The age distribution of the respondents was analyzed in the research as shown in Figure 5 and it is found that 19% are 18-20 years old, 29% are 21-23 years old, 33% are 24-26 years old, 14% are 27-29 years old, and 5% are 30 years old and over. The age distribution of those who solved the survey that only included advertisement is as follows: 24% are 18-20 years old, 36% are 21-23 years old, 24% are 24-26 years old, 8% are 27-29 years old, and 8% are 30 years old and over. The age distribution of those who solved the survey that only did not include ads was 14% 18-20 years old, 22% are 21-23 years old, 42% are 24-26 years old, 20% are 27-29 years old, and 2% are 30 years old and over. The average age of the individuals who participated in the survey with advertising video is approximately 24.52, whereas the average age of the individuals in the second group is 24.18.

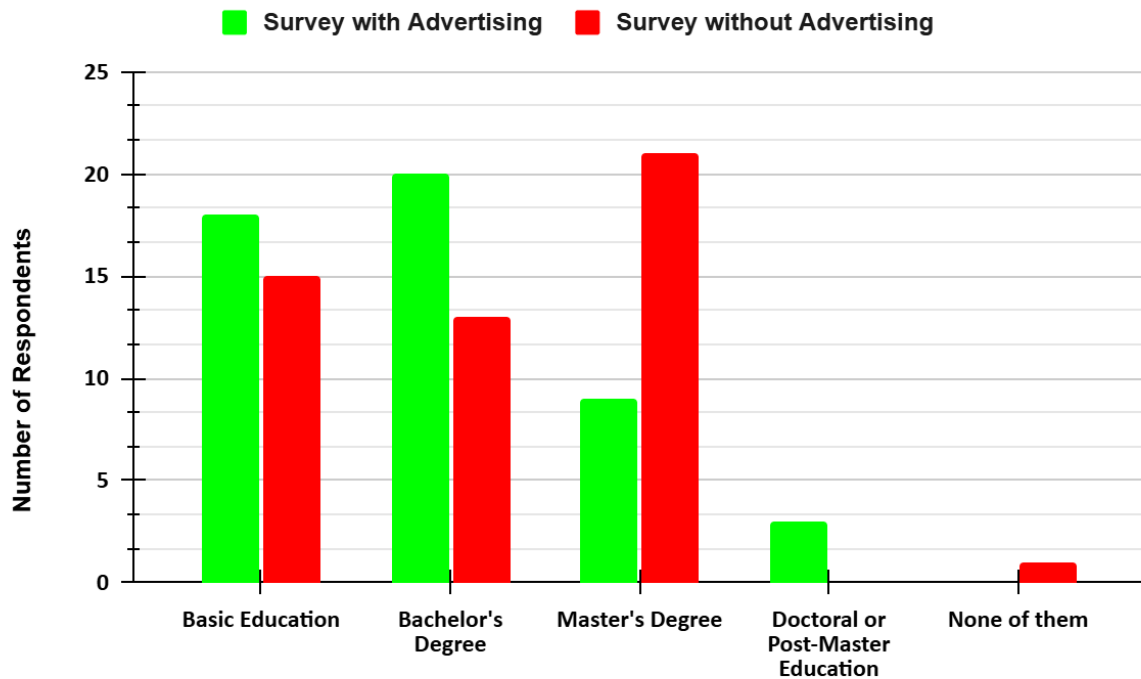
Figure 5. Ages of Respondents



Source: Author's Elaboration

The educational background of the respondents in the study was examined as shown in Figure 6 and it was found that 33% of participants had a high school degree, 33% had a bachelor's degree, 30% had a master's degree, and 3% had a doctorate or post-doctorate degree. When the educational background of those who answered the survey that only included advertisement was examined, it was found that 36% had a high school degree, 40% had a bachelor's degree, 18% had a master's degree, and 6% had a doctorate or post-doctorate degree. When the educational background of those who answered the survey that only did not include advertisement was examined, it was seen that 30% had a high school degree, 26% had a bachelor's degree, 42% had no master's degree, doctorate or post-doctorate degree and 2% evaluated their education level as none. While the education level of the respondents in the survey with advertisements was distributed over a wider range, the weight of the respondents with postgraduate degrees was higher in the survey without advertisements.

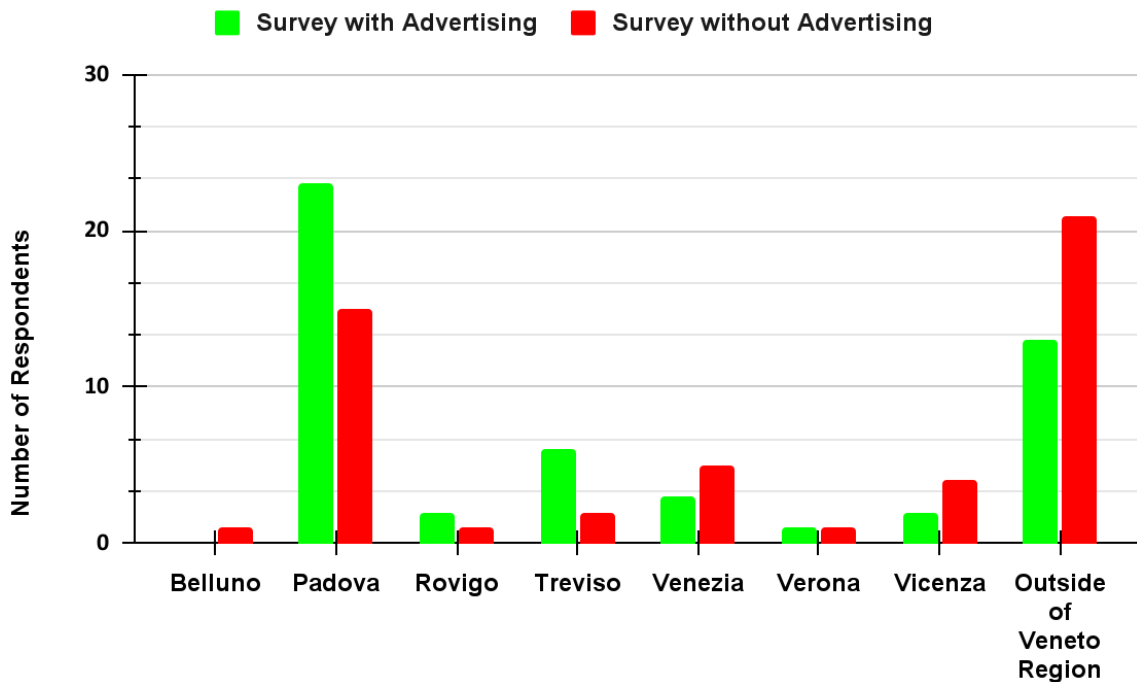
Figure 6. Education Levels of Respondents



Source: Author's Elaboration

The respondents in the study were examined by province as shown in **Figure 7** and it was understood that 1% were from Belluno, 38% from Padova, 3% from Rovigo, 8% from Treviso, 8% from Venezia, 2% from Verona, 6% from Vicenza, and 34% from outside the Veneto Region. When the distribution of respondents who watched the advertising video by province was examined, it was understood that 0% were from Belluno, 38% from Padova, 3% from Rovigo, 8% from Treviso, 5% from Venezia, 2% from Verona, 3% from Vicenza and 21% from outside the Veneto Region. When the distribution of respondents who did not watch the advertising video was examined by city, it was understood that 1% were from Belluno, 25% from Padova, 1% from Rovigo, 3% from Treviso, 8% from Venezia, 2% from Verona, 6% from Vicenza and 34% from outside the Veneto Region. It can be concluded that the participation rates from Padova and outside the Veneto region were high, while the advertisement viewing situation caused some differences in the density of respondents by province. Respondents who watched the advertisement video came mostly from Padova and Veneto, while a larger proportion of those who did not watch came from outside Veneto.

Figure 7. Respondents by Provinces

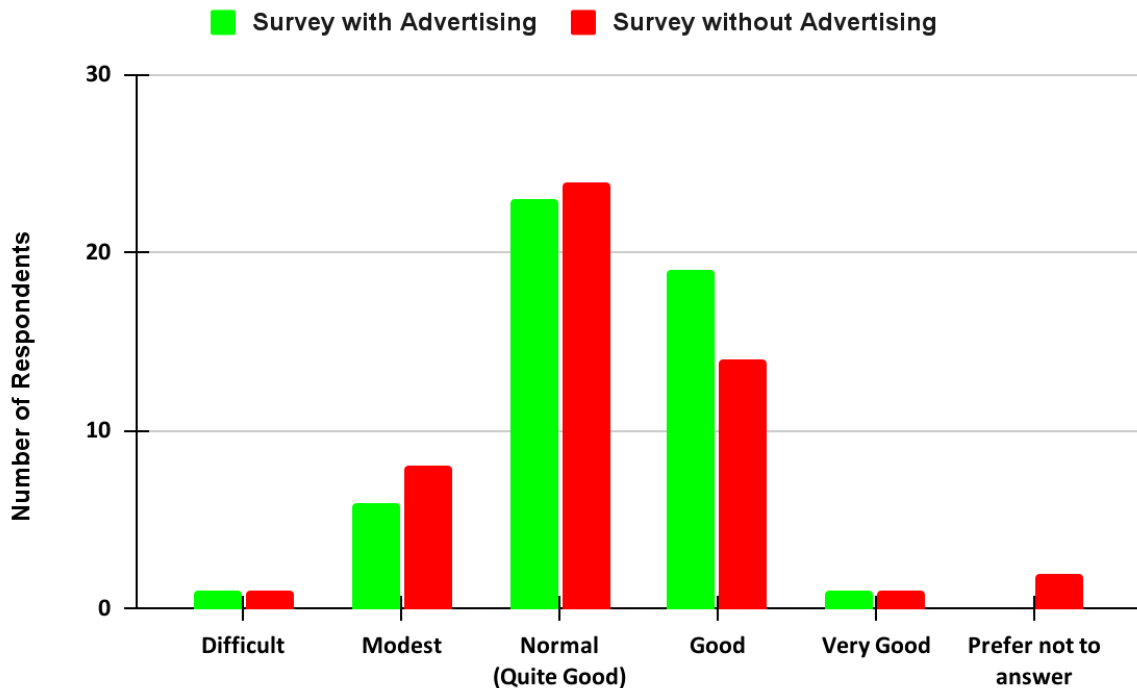


Source: Author's Elaboration

As shown in Figure 8, the financial situations of the families of the respondents who participated in the research were examined and it was understood that 2% were "having difficulties", 14% had a "modest" income, 47% were in a "normal (fairly good)" situation, 33% were in a "good" situation, 2% had a "very good" income, and 2% did not want to answer this question. When the financial situations of the families of the respondents who watched the advertising video were examined, it was understood that 2% were "having difficulties", 12% had a "modest" income, 46% were in a "normal (fairly good)" situation, 38% were in a "good" situation, and 2% had a "very good" income. When the financial situation of the families of the respondents who did not watch the advertising video was examined, it was understood that 2% were "having difficulties", 16% had a "modest" income, 48% were in a "normal (fairly good)" situation, 28% were in a "good" situation, 2% had a "very good" income, and 4% did not want to answer this question. This result shows that the majority of respondents in the "good" and "normal" income categories are those who watch commercial videos, and that the financial situations of those who watch advertising video are generally better. It was also observed that the rates of respondents in the "modest" income level watching advertising video were lower, whereas the rate of those who reported a "good" income status among those who watched commercials

increased. This is interpreted as respondents in higher income levels who watched commercial videos.

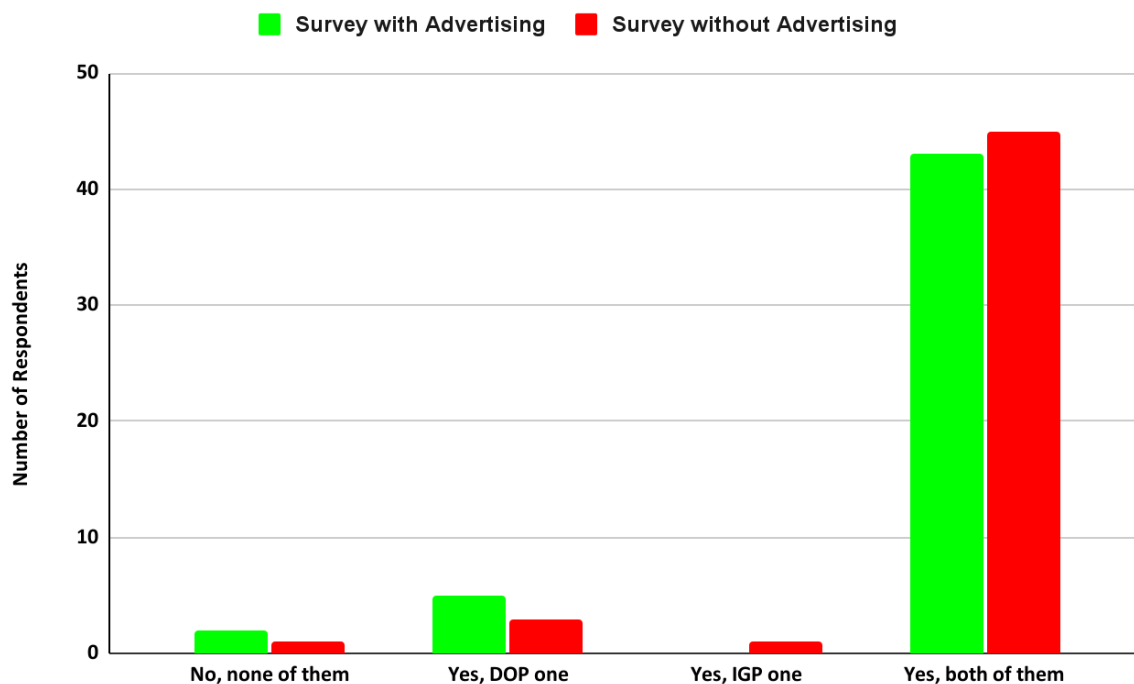
Figure 8. Financial Situation of Respondents' Families



Source: Author's Elaboration

The questions related to geographical indications were asked to participants after the socio-demographic questions. The recognition of the DOP and IGP logos were examined and as shown in Figure 9, it was found that 3% did not recognize any of them, 8% recognized only the DOP logo, 1% recognized only the IGP logo, and 88% recognized both logos. It was found that 4% of the participants who watched the advertising video did not recognize any of them, 10% recognized only the DOP logo, none of them recognized the IGP logo, and 86% recognized both logos. It was found that 2% of the participants who did not watch the advertising video did not recognize any of them, 6% recognized only the DOP logo, 2% recognized only the IGP logo, and 90% recognized both logos. The overall recognition rates of both DOP and IGP logos are high with most respondents recognizing both logos. However, the recognition of the IGP logo was low among respondents who watched the advertising video with only the DOP logo being more recognizable. The higher recognition rates of the logos among respondents who did not watch the advertisement suggest that the advertising video may not have had the expected effect in increasing recognition, or that respondents were already highly aware of the issue.

Figure 9. Recognition of DOP & IGP Logos of Respondents

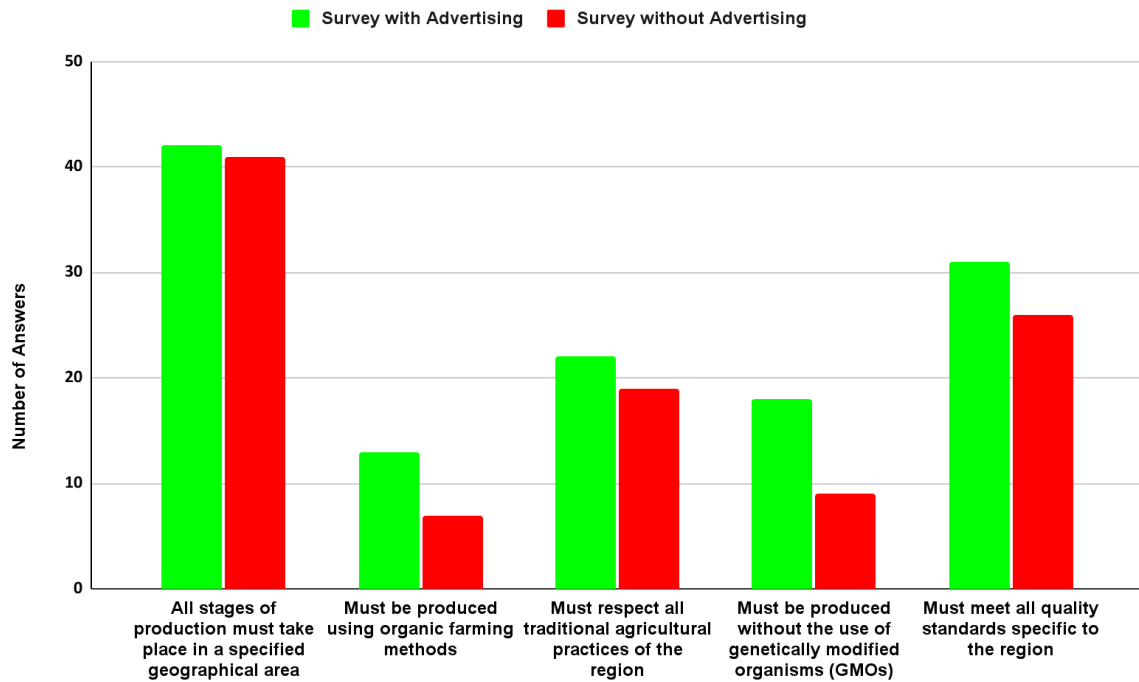


Source: Author's Elaboration

As data shown in the Figure 10, when the knowledge levels regarding DOP (Protected Designation of Origin) requirements, where more than one option can be marked are examined, it is understood that 36.4% of the respondents think that all production stages should take place in a specific geographical region, 8.7% think that it should be produced using organic farming methods, 17.9% think that it should comply with the traditional agricultural practices of the region, 11.8% think that it should be produced without the use of GMOs, and 25% think that it should meet all quality standards specific to the region. 33.3% of the participants who watched the commercial video stated that all production stages should take place in a specific geographical region, 10.3% think that it should be produced using organic farming methods, 17.4% think that it should comply with all traditional agricultural practices of the region, 14.2% think that it should be produced without the use of GMOs, and 24.6% think that it should meet all quality standards specific to the region. Of the participants who did not watch the advertising video, 40.1% stated that all production stages should take place in the specified geographical region, 6.8% thought that it should be produced with organic farming methods, 18.6% thought that it should comply with traditional farming practices, 8.8% thought that it should be produced without the use of GMOs, and 25.4% thought that it should meet region-specific quality standards. The DOP requirement that participants know best is that all production stages must

take place in a specific geographic area. Individuals who have not watched advertising video have a higher rate of knowledge, especially on this issue.

Figure 10. Respondents' Awareness of DOP

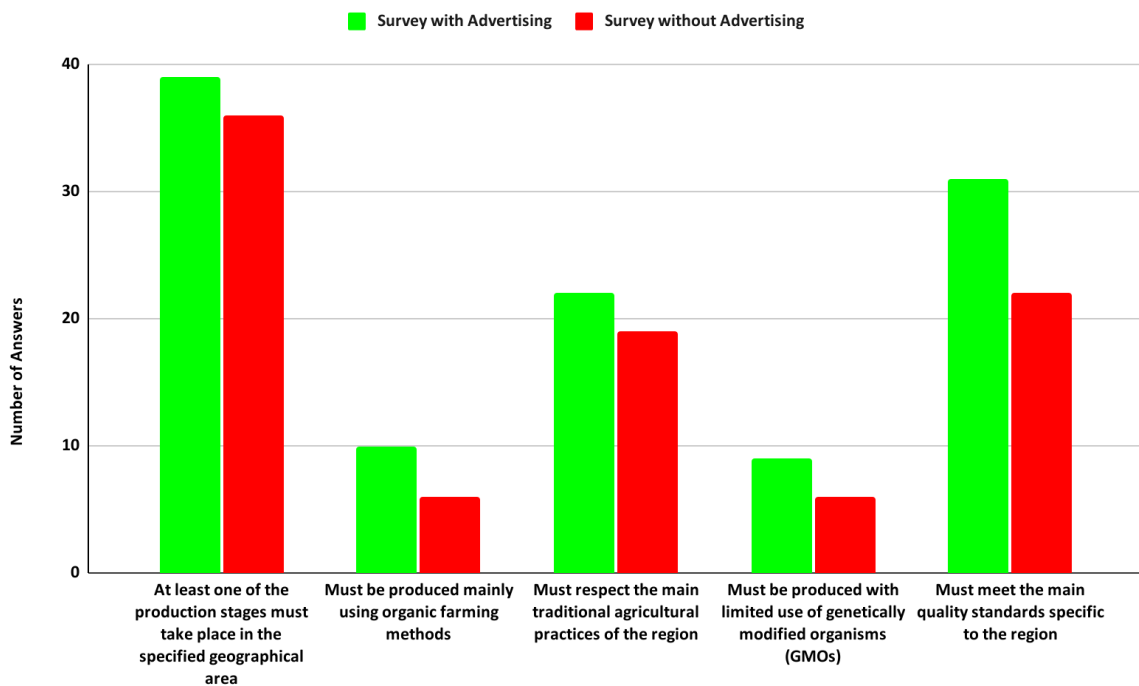


Source: Author's Elaboration

When the knowledge levels regarding IGP (Protected Geographical Indication) requirements, where more than one option can be marked were examined in Figure 11, it was understood that 37.5% of the participants thought that all production stages should take place in a specific geographical region, 8% thought that it should be produced using organic farming methods, 20.5% thought that it should comply with the region's conventional agricultural practices, 7.5% thought that it should be produced without the use of GMOs, and 26.5% thought that it should meet all quality standards specific to the region. 35.1% of the participants who watched the commercial video stated that all production stages should take place in a specific geographical region, 9% thought that it should be produced using organic farming methods, 19.8% thought that it should comply with all conventional agricultural practices of the region, 8.1% thought that it should be produced without the use of GMOs, and 27.9% thought that it should meet all quality standards specific to the region. Of the participants who did not watch the commercial video, 40.4% stated that all production stages should take place in the specified geographical region, 6.7% thought that it should be produced with organic farming methods, 21.3% thought

that it should comply with traditional farming practices, 6.7% thought that it should be produced without the use of GMOs, and 24.7% thought that it should meet region-specific quality standards. The most well-known element of the IGP requirements is that production must occur in a specific geographic location. The effect of advertising video appears to have increased respondents' knowledge of specific topics, although awareness of basic information is higher among those who do not watch advertising video.

Figure 11. Respondents' Awareness of IGP

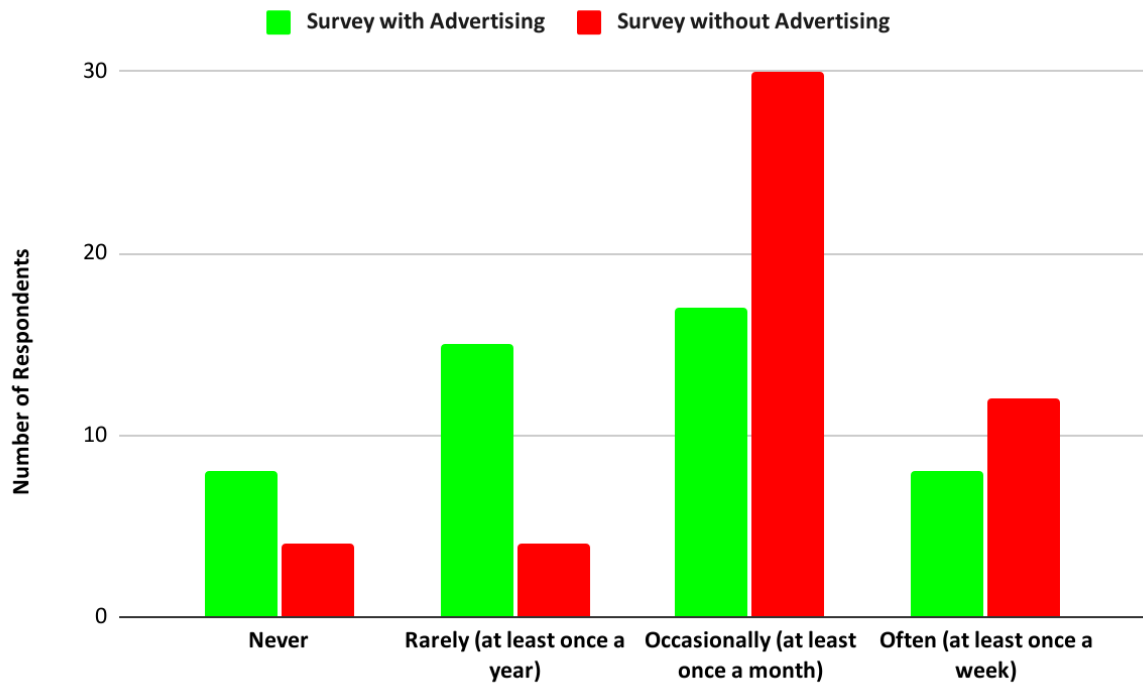


Source: Author's Elaboration

Figure 12 shows that respondents who watched the advertising video tended to purchase standard hard cheese less frequently than those who did not. Specifically, 16.67% of those who watched the video never purchased the product, while 8% of those who did not watch the video fell into this category. Additionally, 31.25% of those who watched the advertising video reported purchasing it rarely (at least once a year), while only 8% of those who did not watch the advertising video fell into this category. In contrast, 35.42% of those who watched the advertising video purchased it occasionally (at least once a month), while 60% of those who did not watch the advertising video did so, indicating that those who did not watch the advertising video were more likely to purchase the product on a monthly basis. Finally, 16.67% of those who watched the advertising video purchased the product frequently (at least once a

week), while 24% of those who did not watch the advertising video reported the same. Overall, the findings show that the group who watched the video was more likely to purchase standard hard cheese rarely, while the group who did not watch the advertising video was more likely to purchase it occasionally or frequently.

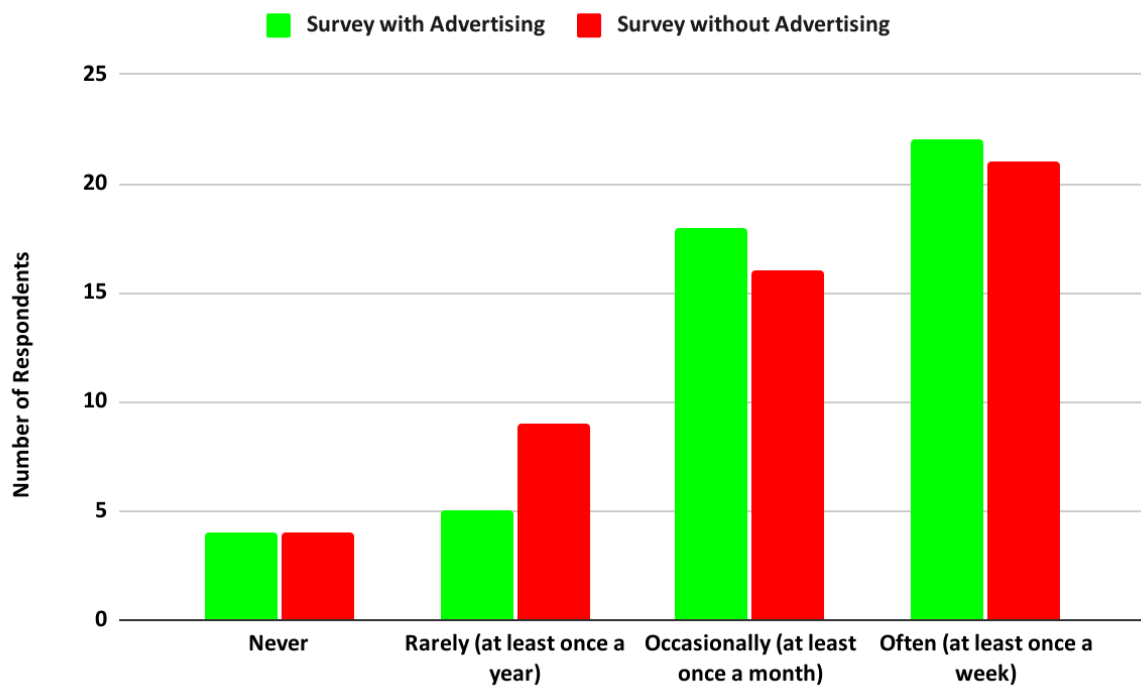
Figure 12. Purchasing Frequency of Respondents for Standart Hard Cheese



Source: Author's Elaboration

In Figure 13, the data shows that respondents who watched advertising videos tended to buy apples with slightly different frequencies compared to those who did not watch. Among the video viewers, 4 respondents (6.45%) reported never buying apples, while 4 respondents (6.67%) in the non-video viewing group also fell into this category. In the “Rarely (at least once a year)” category, 5 video viewers (8.06%) rarely bought apples, while 9 non-video viewers (15%) bought apples. As for the “Sometimes (at least once a month)” category, 18 video viewers (29.03%) occasionally bought apples, while 16 non-video viewers (26.67%) did so. Finally, in the “Frequently (at least once a week)” category, 22 video viewers (35.48%) frequently bought apples, while 21 non-video viewers (35%) reported the same. Overall, the percentages are quite similar between the two groups, with slight differences in the “Rarely” and “Sometimes” categories, suggesting that both groups bought apples with almost the same frequency, and that video viewers were slightly more likely to buy apples frequently.

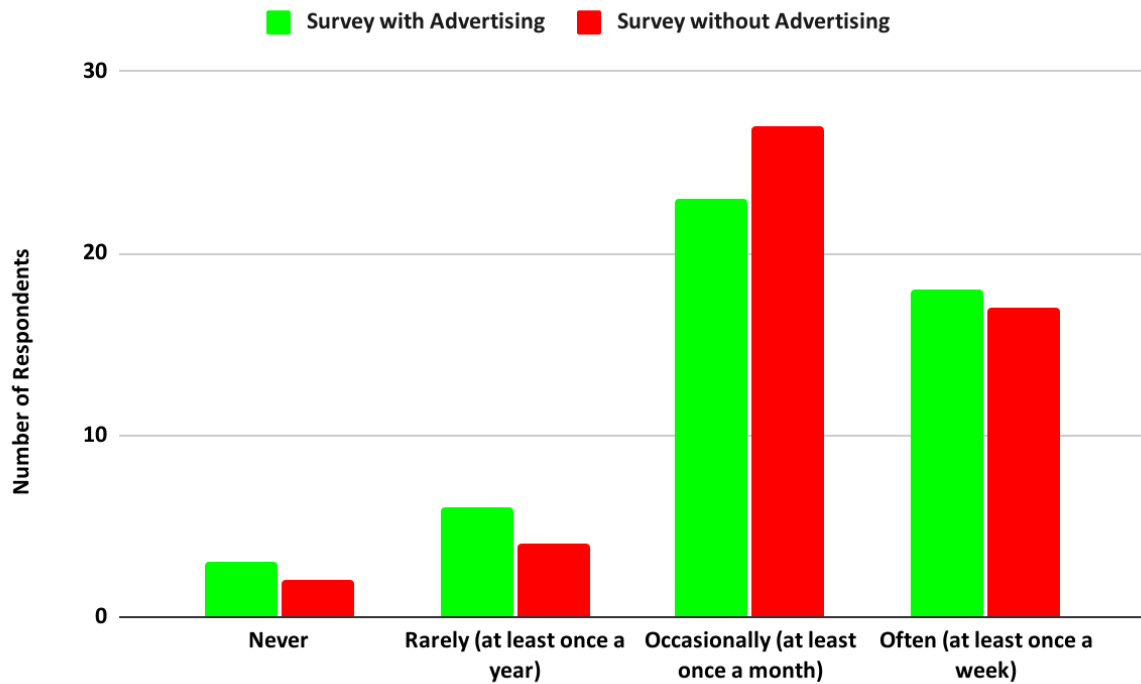
Figure 13. Purchasing Frequency of Respondents for Standart Apples



Source: Author's Elaboration

In Figure 14, the data shows that respondents who watched the advertising video tended to buy standard soft cheese with slightly different frequencies compared to those who did not. Among the video viewers, 3 participants (4.84%) reported never purchasing the product, while 2 participants (3.33%) in the non-video viewer group also fell into this category. In the "Rarely (at least once a year)" category, 6 video viewers (9.68%) rarely purchased Standard Soft Cheese, while 4 non-video viewers (6.67%) purchased it. In the "Sometimes (at least once a month)" category, 23 video viewers (37.1%) occasionally purchased the product, while 27 non-video viewers (45%) purchased it with the same frequency. Finally, in the "Frequently (at least once a week)" category, 18 video viewers (29.03%) frequently purchased standard soft cheese, while 17 non-video viewers (28.33%) purchased it. Overall, the purchase frequency between the two groups was quite similar, with a slight difference in the "Sometimes" and "Frequently" categories for video viewers. However, the proportion of occasional buyers in the non-video viewer group was slightly higher, while video viewers tended to purchase the product more frequently.

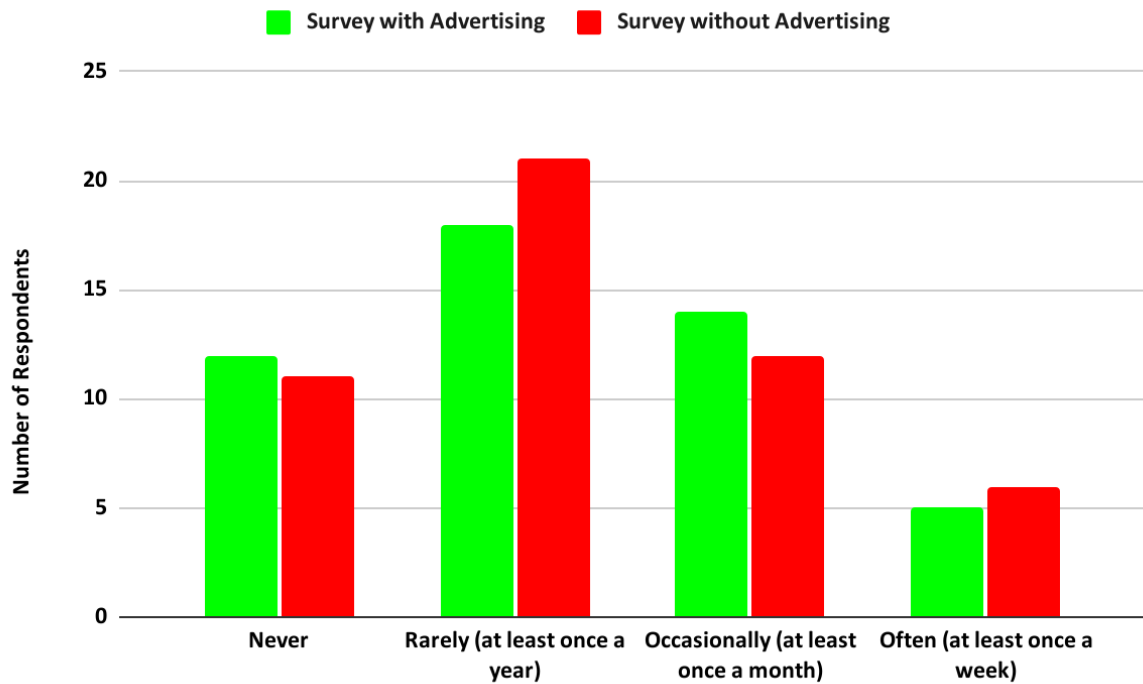
Figure 14. Purchasing Frequency of Respondents for Standart Soft Cheese



Source: Author's Elaboration

In Figure 15, the data show that respondents who watched the advertising video had a slightly different frequency of purchasing cherries compared to those who did not. Among the video viewers, 12 participants (17.39%) reported never purchasing cherries, while 11 participants (18.33%) in the non-video viewing group also fell into this category. In the "Rarely (at least once a year)" category, 18 video viewers (26.09%) rarely purchased cherries, while 21 non-video viewers (35%) purchased cherries. In the "Sometimes (at least once a month)" category, 14 video viewers (20.29%) occasionally purchased cherries, while 12 non-video viewers (20%) purchased cherries. Finally, in the "Frequently (at least once a week)" category, 5 video viewers (7.25%) frequently purchased cherries, while 6 non-video viewers (10%) reported the same. Overall, purchase frequency was quite similar between the two groups, with a slight increase in the "Rarely" category among non-video viewers and a slightly higher percentage of occasional purchasers among video viewers. The differences in frequency were relatively small and both groups purchased cherries at similar rates.

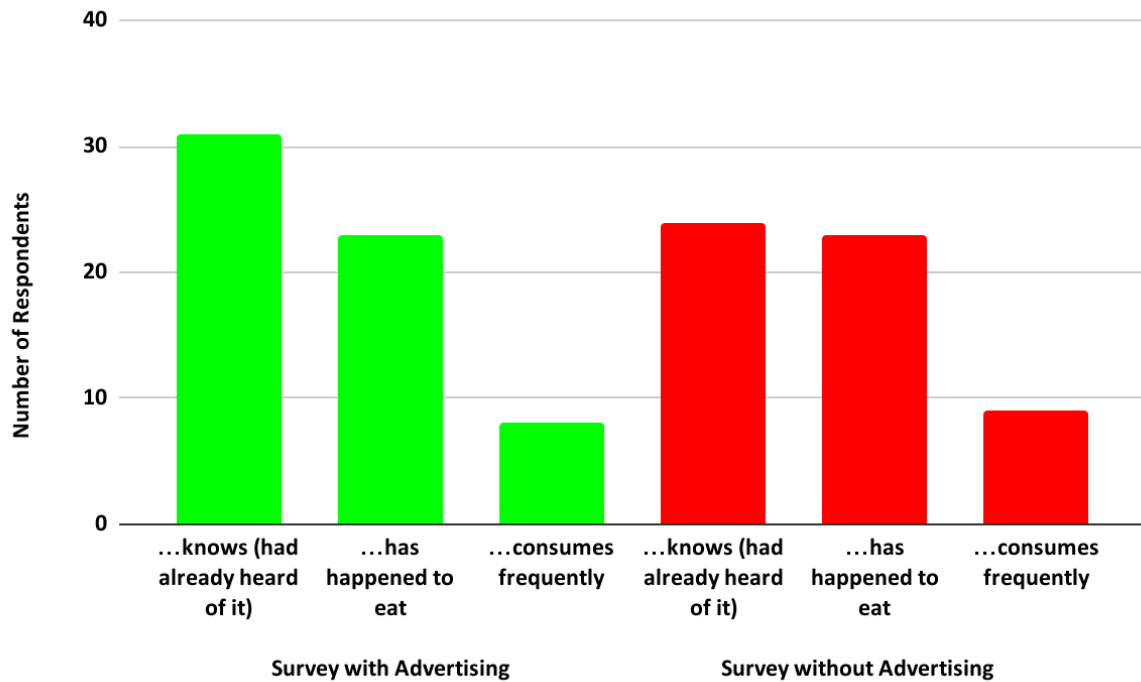
Figure 15. Purchasing Frequency of Respondents for Standard Cherries



Source: Author's Elaboration

In Figure 16, the data shows differences in knowledge and consumption frequencies of Montasio DOP between those who watched the advertising video and those who did not. Among the video viewers, 31 participants (approximately 47.7%) knew about Montasio DOP, 23 participants (approximately 35.4%) had eaten it before, and 8 participants (approximately 12.3%) consumed it frequently. On the other hand, among the non-video viewers, 24 participants (approximately 36.9%) knew about Montasio DOP, 23 participants (approximately 35.4%) had eaten it, and 9 participants (approximately 13.8%) consumed it frequently. In general, the percentage of video viewers who were aware of Montasio DOP (47.7%) is slightly higher than the non-video viewers (36.9%). However, when it comes to having eaten the product, both groups are similar, with a marginal difference (35.4% for video viewers vs. 35.4% for non-video viewers). For frequent consumption, the rates are quite close as well, with 12.3% of video viewers consuming it frequently compared to 13.8% of non-video viewers. Overall, these findings suggest that the video had a slightly greater influence on awareness of Montasio DOP but did not significantly impact the actual consumption frequency compared to those who did not watch the video.

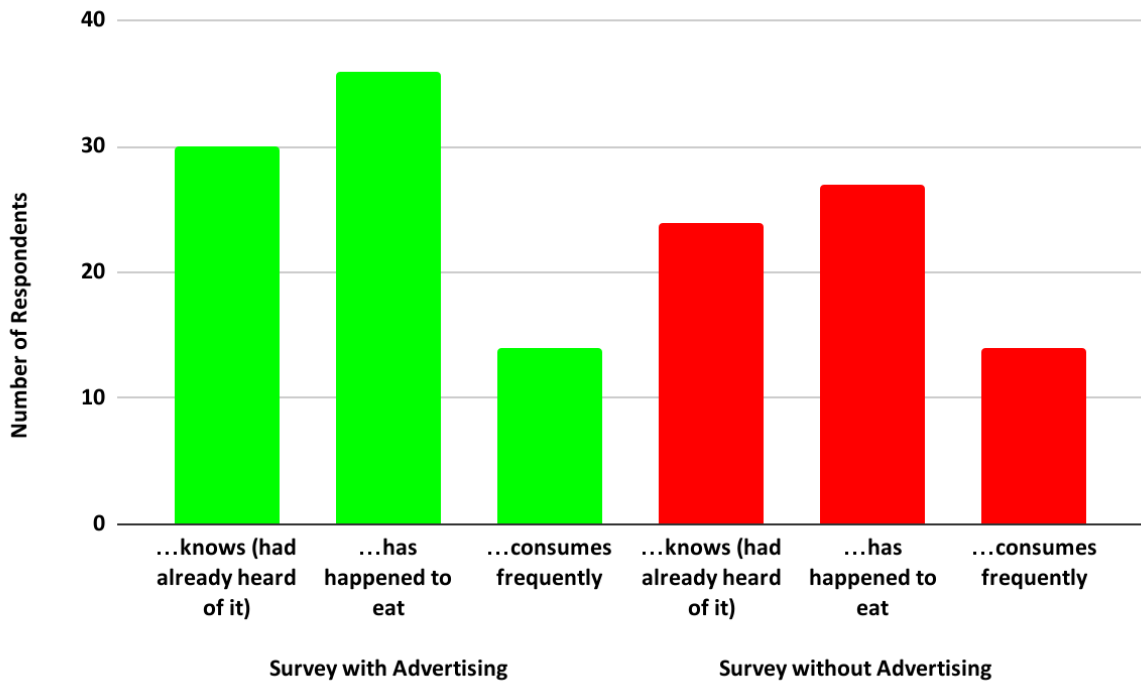
Figure 16. Respondents' Recognition and Consumption Habits of Montasio DOP



Source: Author's Elaboration

In Figure 17, the data suggests that video viewers have a slightly higher level of awareness and have consumed Mela Alto Adige IGP more frequently than those who did not watch the video. Specifically, 46.2% of video viewers know the product, compared to only 36.9% of non-video viewers. The percentage of people who have tried the product is also higher in the video group (55.4%) than the non-video group (41.5%). However, when it comes to frequent consumption, both groups show the same rate of 21.5%. This indicates that while video viewers are more familiar with and have tried Mela Alto Adige IGP more often, the frequency of consumption between the two groups is similar. In conclusion, while the video seems to have a positive effect on recognition and trial, the long-term consumption patterns appear similar across both video and non-video viewers.

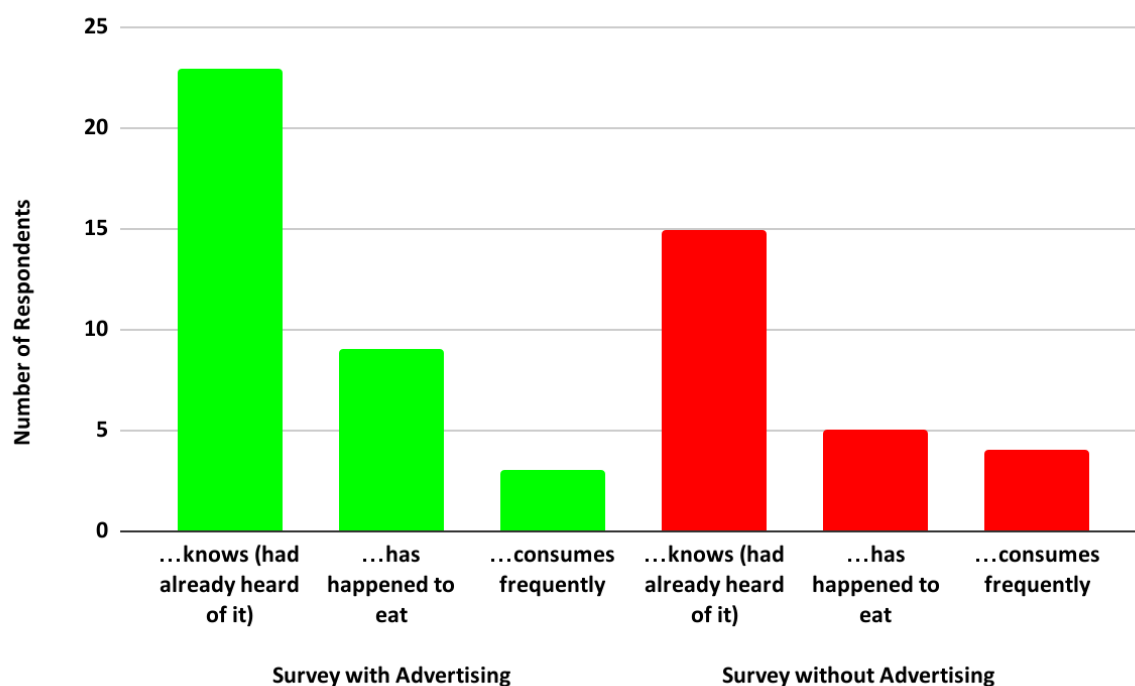
Figure 17. Respondents' Recognition and Consumption Habits of Mela Alto Adige IGP



Source: Author's Elaboration

In Figure 18, the data shows that video viewers have a higher awareness of Casatella Trevigiana DOP than those who did not watch the video. Specifically, 55.3% of video viewers are familiar with the product, compared to 44.1% of non-video viewers. Video viewers also reported a higher rate of having eaten the product (25.7%) compared to non-video viewers (20.8%). However, when it comes to frequent consumption, non-video viewers slightly surpass video viewers, with 16.6% of non-video viewers consuming the product frequently compared to just 8.6% of video viewers. This suggests that while video viewers are more likely to know about and have tried the product, non-video viewers are slightly more inclined to consume it regularly. In conclusion, video viewers seem to have higher initial engagement with Casatella Trevigiana DOP, as shown by their higher awareness and trial rates. However, the frequency of consumption seems to be more common among the non-video group, although the overall consumption patterns for both groups are still relatively low.

Figure 18. Respondents' Recognition and Consumption Habits of Casatella Trevigiana DOP



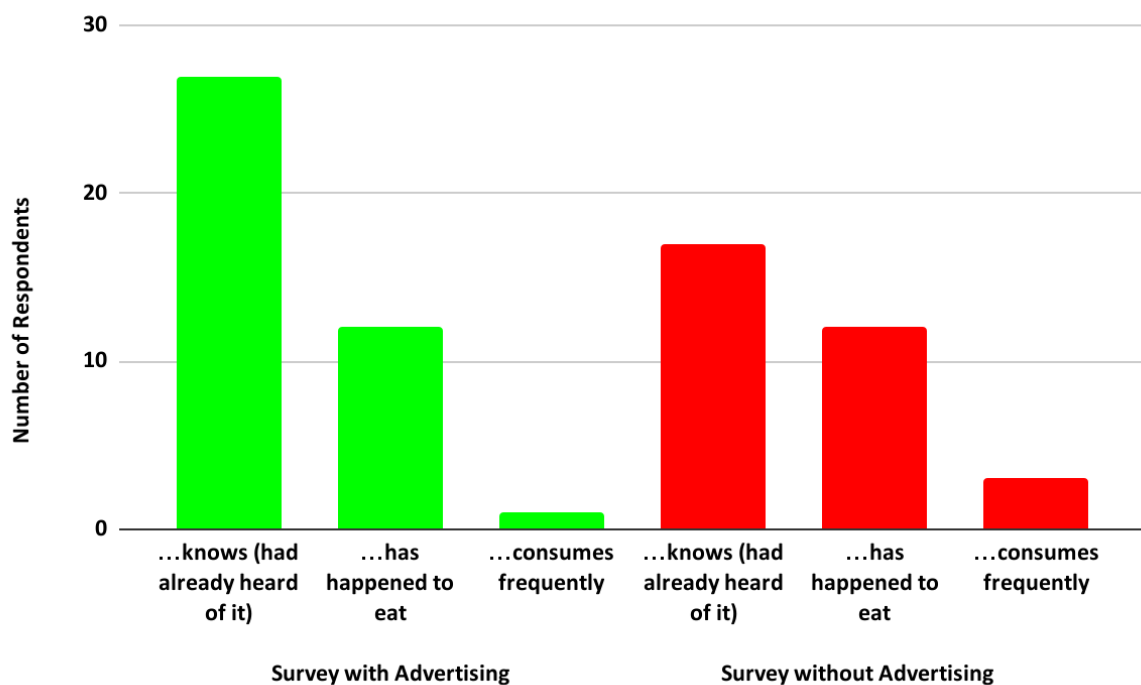
Source: Author's Elaboration

In Figure 19, the data shows that video viewers have a significantly higher awareness of Ciliegia di Vignola IGP, with 61.4% of them knowing the product, compared to only 39.5% of non-video viewers. Video viewers also reported a higher rate of having eaten the product (28.6%) compared to non-video viewers (37.5%). However, when it comes to frequent consumption, non-video viewers tend to consume the product more frequently, with 9.4% of non-video viewers consuming it regularly, compared to just 2.3% of video viewers. In conclusion, while video viewers are more aware of and have consumed Ciliegia di Vignola IGP to a greater extent, non-video viewers tend to consume the product more often. This suggests that video exposure might increase initial engagement with the product, but it does not necessarily translate into more frequent consumption.

Lastly, the data shows that a significantly higher percentage of video viewers consume none of them frequently, with 61.9% of them indicating frequent consumption. On the other hand, non-video viewers also have a substantial percentage (55.8%) who consume none of them frequently, but they show slightly lower rates of awareness and consumption compared to video viewers. A higher percentage of non-video viewers (20.3%) are aware of None of them compared to video viewers (10.7%). This could suggest that some non-video viewers might

have prior exposure to the product, even without watching the advertisement. The video viewers are more likely to consume none of them frequently (61.9%) than non-video viewers (55.8%). This suggests that video advertising might encourage more frequent consumption among those who are already somewhat familiar with the product. In conclusion, while non-video viewers show slightly higher awareness and have eaten the product more frequently, video viewers are more inclined to consume the product on a regular basis. This could imply that video ads may lead to increased consumption frequency among those already familiar with the product.

Figure 19. Respondents' Recognition and Consumption Habits of Ciliegie di Vignola

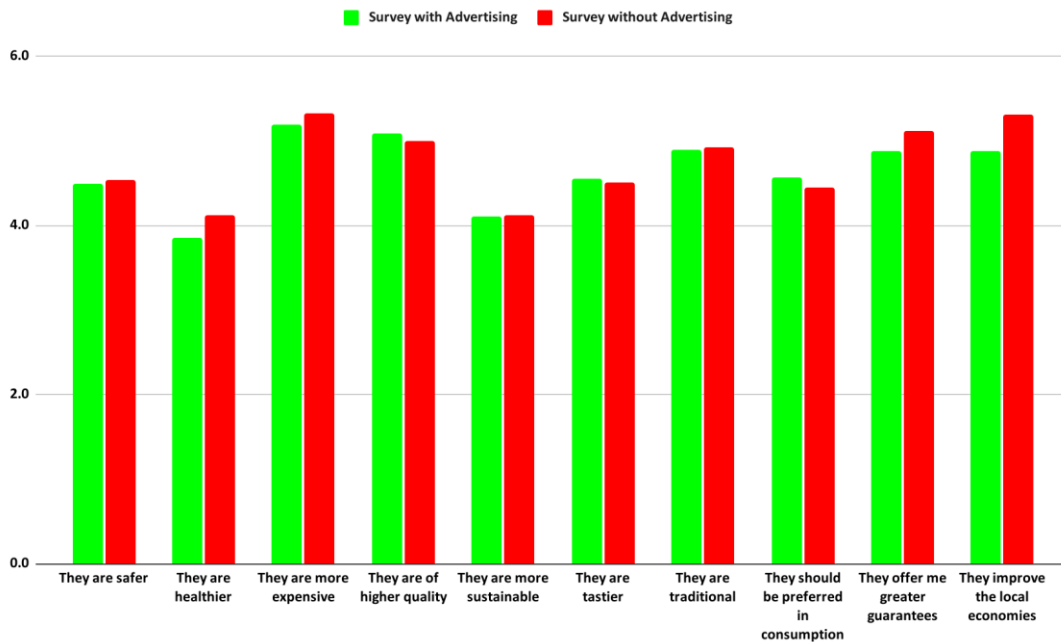


Source: Author's Elaboration

In Figure 20, participants generally expressed positive opinions about DOP and IGP products. The perception that these products are safe was evaluated equally in both the advertised (4.5) and non-advertised (4.5) groups, indicating that participants have strong confidence in the safety of the products. This result reveals that DOP and IGP labels provide a significant advantage in terms of safety. In terms of health, the perception of health remained at a moderate level with 3.9 in the advertised group and 4.1 in the non-advertised group. This implies that although DOP and IGP products have a good perception in terms of health, more information and confidence should be gained about the effects of these products on health.

The price of the products was evaluated as high in both groups, with 5.2 points in the advertised group and 5.3 points in the non-advertised group. This reinforces the perception that DOP and IGP products are more expensive than other products. However, participants understand that the prices of the products are high because they are of higher quality and more traditional. The perception of quality is quite high with 5.1 (advertisement) and 5.0 (non-advertisement), and the participants think that these products are of higher quality. The perception of sustainability is evaluated equally as 4.1 in both groups. This shows that DOP and IGP products are better than other products in terms of environmental sustainability, but more awareness should be created in this regard. The participants stated that DOP and IGP products are more delicious (4.6 with advertisement, 4.5 without advertisement). This reveals that the perception of deliciousness is a strong feature of the products, regardless of their marketing strategies. The perceptions of traditional and to be preferred in consumption were evaluated with a high score (4.9 for both groups). The participants see DOP and IGP products as products that represent traditional values and should be consumed, and emphasize the cultural and historical importance of these products. Finally, the idea that DOP and IGP products contribute to local economies was also evaluated quite positively, with 4.9 points in the group with advertisement and 5.3 points in the group without advertisement. This shows that participants recognize that such products support local production and provide social benefits.

Figure 20. Average Perceptions of Respondents Regarding DOP and IGP Products and Other Products

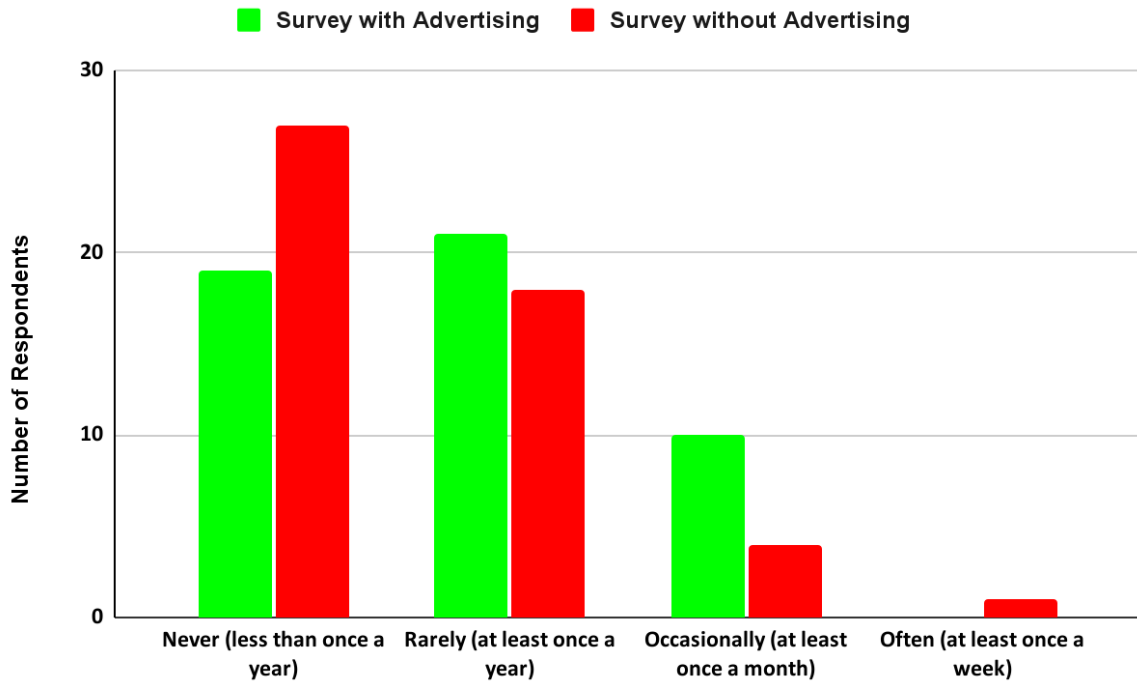


Source: Author's Elaboration

The questions related to fast food restaurants were asked to participants after the geographical indications questions. In both surveys, all participants (100%) stated that they are familiar with McDonald's. This result indicates that the McDonald's brand is extremely well-known.

In Figure 21, it was found that 46% of the participants go to McDonald's less than once a year. This means that 46 people in the group of 100 people almost never visit McDonald's. This rate indicates that McDonald's is very rarely preferred by a certain customer group. 39% of the participants go to McDonald's several times a year. This means that 39 people in 100 people visit McDonald's occasionally. It shows that McDonald's is a less regular choice, but it is not completely ignored. 14% of the participants visit McDonald's at least once a month. This means that 14 people in the sample of 100 people prefer McDonald's with a regular frequency. Only 1% visit McDonald's once a week. This means that only 1 person in 100 people consume McDonald's frequently and it emphasizes that the restaurant is not a frequent choice.

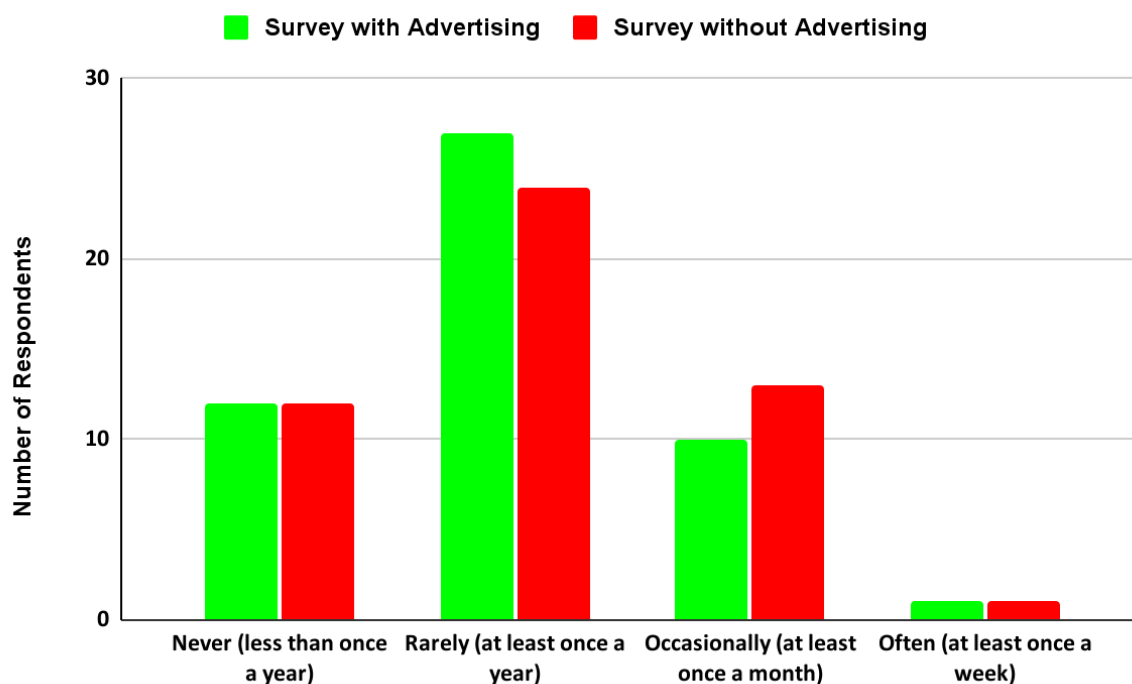
Figure 21. McDonald's Consumption Frequency of Respondents



Source: Author's Elaboration

When the two survey groups are examined and general comments are made, as it can be seen in Figure 22, the largest portion of the participants (51%) go to fast food restaurants at least once a year (rarely). This shows that fast food restaurants are considered as an option preferred several times a year but not a regular habit. The percentage of participants who selected the option "Never (less than once a year)" is 24%. The rate of this group shows that fast food restaurants are a rare option for some participants, and some do not prefer them at all. The percentage of participants who consume fast food "Occasionally (at least once a month)" is 23%, which indicates that fast food is not a regular habit, but a preferred option for some people several times a month. Only 2 participants selected the option "Often (at least once a week)". This shows that fast food is not a weekly habit for the participants.

Figure 22. Frequency of Fast Food Consumption of Respondents

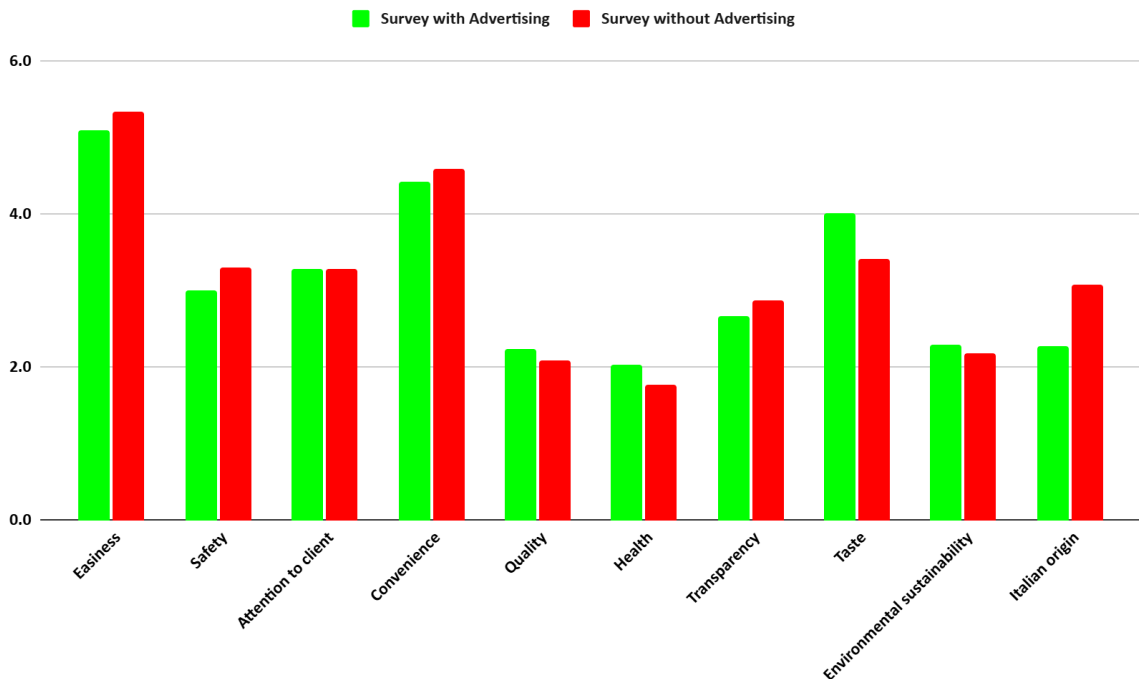


Source: Author's Elaboration

The consumer perceptions of DOP/IGP Products are evaluated in Figure 23 and it was found that the “Easiness” criterion has the highest score with an average of 5.2. This shows that McDonald's is considered a fast and practical food option. The “Convenience” criterion has an evaluation close to the "Easiness" criterion with an average score of 4.5. This shows that the restaurant offers customers an easily accessible and comfortable service. The “Taste” criterion shows an average satisfaction in terms of taste with a score of 3.7. Although the taste perception is positive, it does not stand out compared to other criteria. The “Safety” and “Attention to client” criteria were evaluated at an average level with 3.2 and 3.3 points, respectively. In these criteria, it is seen that McDonald's can meet some customer expectations but does not reach the perfect level. When the “Quality” and “Health” criteria are examined, it shows the lowest satisfaction levels with 2.15 points in the “Quality” criterion and 1.9 points in the “Health” criterion. This situation shows that McDonald's is inadequate in meeting the expectations of customers in terms of general health and quality perception. The “Transparency” criterion is one of the criteria that is evaluated low with a score of 2.8 and it seems that the restaurant has room for improvement in terms of product content and information transparency. The “Environmental Sustainability” and “Italian Origin” criteria

remained at low levels with a score of 2.25 and 2.7 respectively. It seems that it did not meet the expectations in terms of environmental sensitivity and Italian product characteristics.

Figure 23. McDonald's: Respondent Perception Assessment



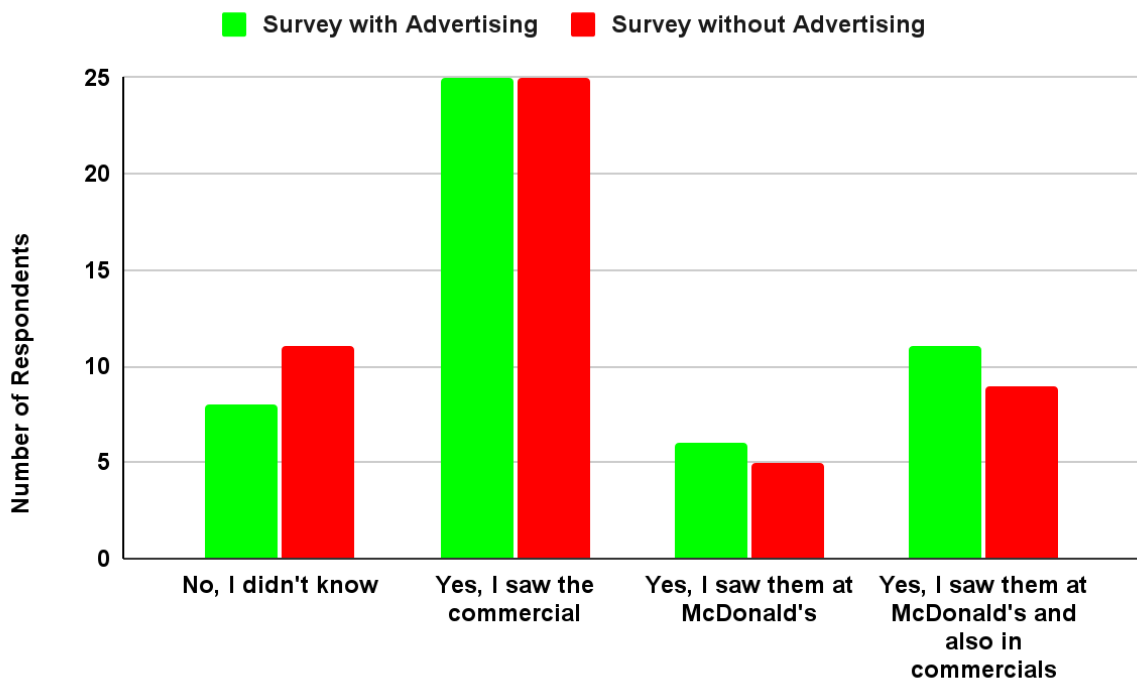
Source: Author's Elaboration

For the participants who only solved the survey without advertisement, the number of those who said "Yes" to the question asked was 39, which indicates that 78% of the participants who did not watch the advertisement video had previously seen an advertisement of McDonald's DOP and IGP products. The number of those who said "No" was 11, which constituted 22% of the whole group. This group had never seen McDonald's advertisements promoting DOP and IGP products.

When Awareness of DOP and IGP Products offered by McDonald's is evaluated in Figure 24, the rate of participants who chose the option "No, I didn't know" was 16% in the group that watched the advertisement and 22% in the group that didn't watch it. This rate is higher in the group that didn't watch the advertisement, indicating that the advertisement was a factor in learning about these products. The rate of those who chose the option "Yes, I saw the commercial" was 50% in both groups. This result shows that the ad was equally effective on both groups and that the advertisements used to promote McDonald's DOP and IGP products created awareness. The rate of those who chose the option "Yes, I saw them at McDonald's"

was 12% in those who watched the advertisement and 10% in those who didn't watch it. This rate is quite low, indicating that those who directly noticed the DOP and IGP products at McDonald's were limited. The rate of those who said "Yes, I saw them at McDonald's and also in commercials" was 22% in those who watched the advertisement and 18% in those who didn't watch it. The group that watched the advertisement had higher awareness, indicating that those who watched the advertisement developed a stronger perception of the products.

Figure 24. Awareness of DOP & IGP Products Offered by McDonald's

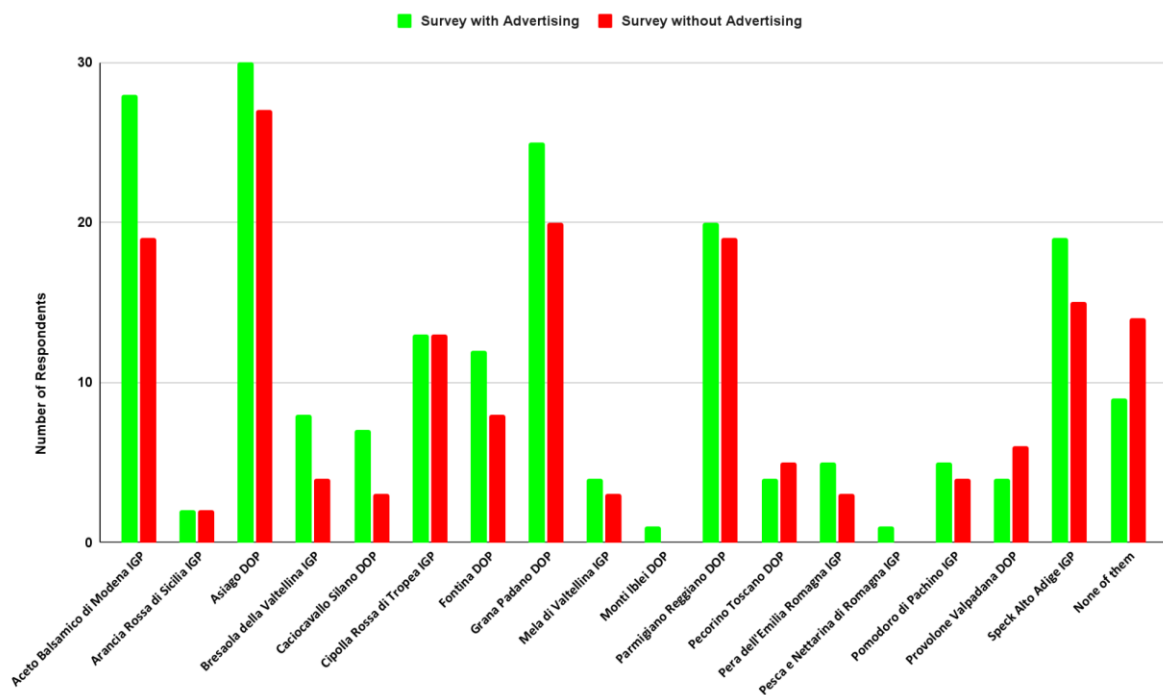


Source: Author's Elaboration

In Figure 25, the data shows varying levels of awareness regarding DOP and IGP products sold by McDonald's among video viewers and non-video viewers. For Aceto Balsamico di Modena IGP, video viewers exhibited a higher recognition rate, with 60.9% compared to 40.4% among non-video viewers, indicating that the video had a significant positive impact on product awareness. Similarly, Asiago DOP saw a slight increase in awareness among video viewers (63.8%) compared to non-video viewers (57.4%), suggesting that the advertising had a modest effect. However, for products like Arancia Rossa di Sicilia IGP, awareness was extremely low in both groups, with only 4.3% of video viewers and 4.0% of non-video viewers recognizing it, showing minimal influence from the video. Bresaola della Valtellina IGP and Caciocavallo Silano DOP saw more pronounced differences, with video viewers showing higher recognition

by 8.5 and 8.5 percentage points respectively. In contrast, Cipolla Rossa di Tropea IGP had equal recognition (27.7%) in both groups, suggesting the product was already well known. Fontina DOP also had higher recognition among video viewers (25.5%) compared to non-video viewers (17.0%). These results indicate that the video had a generally positive effect on product awareness, particularly for certain products like Aceto Balsamico di Modena IGP, Asiago DOP, and Caciocavallo Silano DOP, while other products saw minimal changes in recognition.

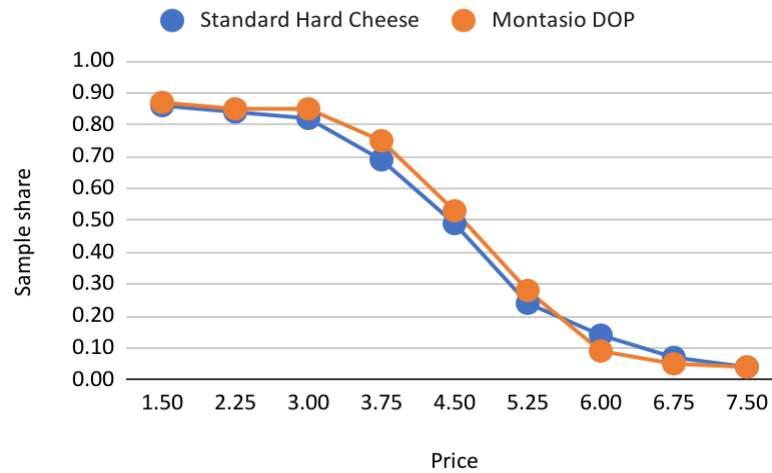
Figure 25. Awareness of DOP & IGP Products Sold At McDonald's



Source: Author's Elaboration

Demand curves were drawn for the four product pairs that were the subject of analysis. The Figure 26 above, shows the aggregated demand for both Standard Hard Cheese and Montasio PDO across various price points. As observed, the demand for both products decreases as the price increases, though the trends are quite similar between the two products. At lower price points, demand for both products is relatively high (around 86%–87% for Montasio PDO and Standard Hard Cheese at €1.50), but as the price rises, demand drops significantly. For example, at €7.50, both products show a drastic decrease in demand with Montasio PDO and Standard Hard Cheese both dropping to approximately 4% demand.

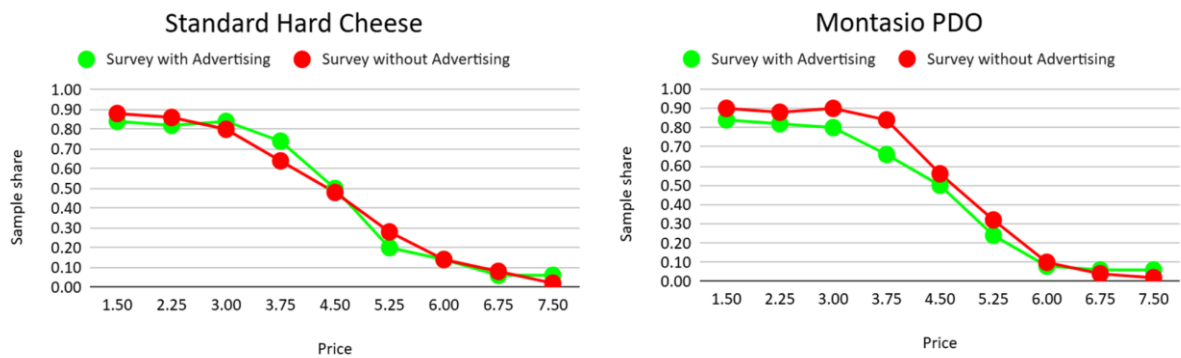
Figure 26. Aggregated Demand of "Standard Hard Cheese" and "Montasio DOP"



Source: Author's Elaboration

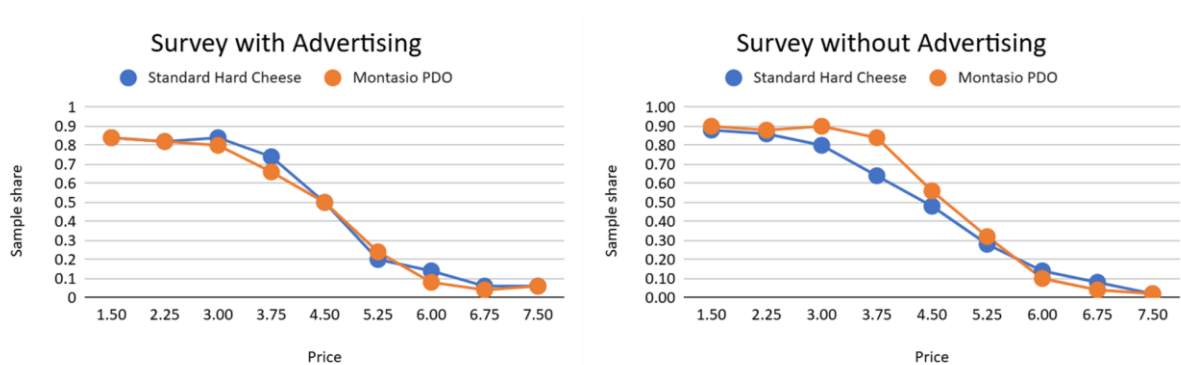
The individual and combined price comparison for Standard Hard Cheese and Montasio DOP under advertising and no advertising condition is shown in Figure 27 and Figure 28. Standard Hard Cheese is less affected by price increases and the effect of advertising on demand is relatively small. The difference between demand with and without advertising is only 4% at €1.50 (84% vs. 88%). At higher prices, demand drops significantly. Montasio DOP shows lower demand in surveys with advertising (84% at €1.50) and higher demand in surveys without advertising (90%). Although demand decreases as price increases, the effect of advertising is stronger for products with geographical indications. For example, at €7.50, demand without advertising is 2%, while demand with advertising increases to 0.06. Table 7 compares the purchase rates between Standard Hard Cheese and Montasio DOP in environments with and without advertising. These rates reveal the effect of advertising on both products. While Standard Hard Cheese is in demand by 44.9% in an environment with advertising, this rate increases to 46.5% in an environment without advertising. This means that advertising increases demand by only 1.6%. In other words, the effect of advertising is limited and the product is preferred more in an environment without advertising. Montasio DOP shows a greater decrease in demand due to advertising. While there is a demand of 43.2% in an environment with advertising, this rate is 51.4% in an environment without advertising. This creates a difference of 8.3%. It can be said that advertising has a more significant negative effect on Montasio DOP.

Figure 27. Individual Price Comparison for "Standard Hard Cheese" and "Montasio DOP" under Advertising and No Advertising Condition



Source: Author's Elaboration

Figure 28. Combined Price Comparison for "Standard Hard Cheese" and "Montasio DOP" under Advertising and No Advertising Condition



Source: Author's Elaboration

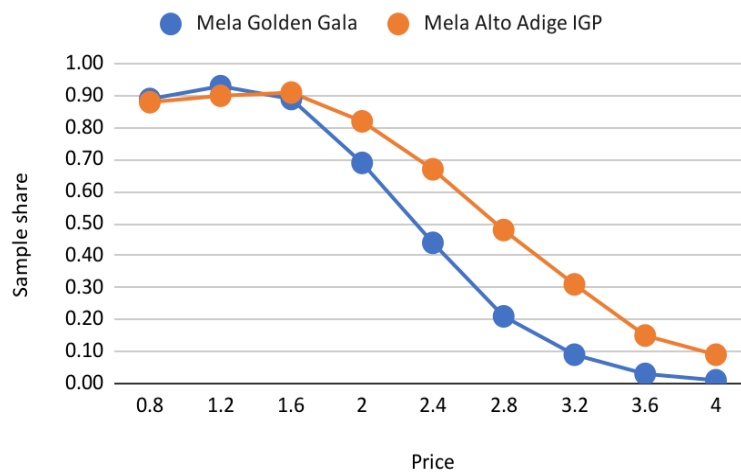
Table 7. Comparison of Purchase Rates of Standard Hard Cheese and Montasio DOP under Advertising and No Advertising Condition

Purchases (%)	Standard Hard Cheese			Montasio DOP		
	Survey with Advertising	Survey without Advertising	Difference	Survey with Advertising	Survey without Advertising	Difference
	44.9	46.5	1.6	43.2	51.4	8.3

Source: Author's Elaboration

As illustrated in Figure 29, the demand for both apple varieties declines as the price increases, reflecting a typical negative relationship between price and demand. At the lower price points, demand for both varieties is relatively strong. For example, at a price of €0.80, the demand for Mele Golden Gala stands at 89% and for Mele Alto Adige IGP, it is 88%. However, as the price rises, demand for both products decreases substantially. At €4.00, Mele Golden Gala sees a dramatic fall in demand to 1% and Mele Alto Adige IGP drops to 9%. In particular, the demand for Mele Golden Gala experiences a sharp decline with the highest drop occurring between €2.00 and €2.40, where demand falls from 69% to 44%. Similarly, Mele Alto Adige IGP sees a steady decrease across the price points, though it maintains slightly higher demand at each corresponding price compared to Mele Golden Gala.

Figure 29. Aggregated Demand of Mela Alto Adige IGP and Mela Golden Gala under Advertising and No Advertising Condition

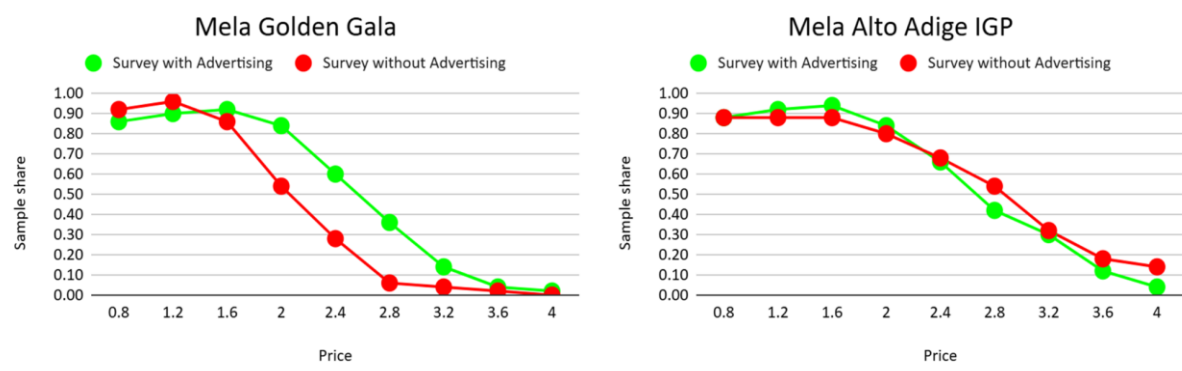


Source: Author's Elaboration

The individual and combined price comparison for Mela Golden Gala (standard apple) and Mela Alto Adige IGP under advertising and no advertising condition is shown in Figure 30 and Figure 31. The demand for Mela Golden Gala decreases as the price increases in the advertising environment, and in the non-advertising environment, high demand is observed at lower prices. For example, while the demand is 86% in the advertising environment at a price of €0.80, it is 92% in the non-advertising environment. As the price increases (e.g. €2.00 and above), the demand in the non-advertising environment shows a sharper decrease, while the effect of advertising is more pronounced. In the advertising environment, the demand for this product is

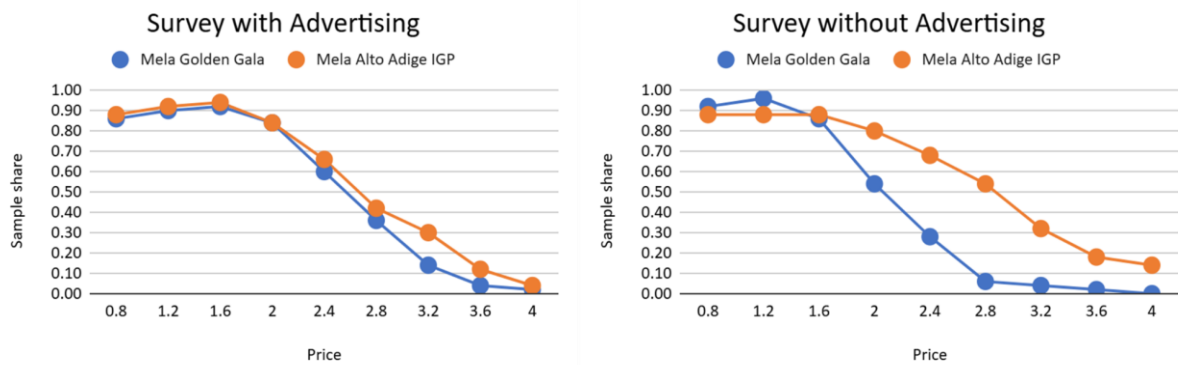
generally lower than in the non-advertising environment. With the price increase, the negative effect of advertising on demand is evident, because the demand for the product decreases rapidly. Mela Alto Adige IGP is slightly less sensitive to the effect of advertising. In the advertising environment, the demand generally decreases more than in the non-advertising environment. For example, at the price of €0.80, the demand is seen as 88% in both environments. As the price increases, the demand decreases more in the non-advertising environment, while this decrease is more limited in the advertising environment. For example, at the price of €2.40, the demand is observed as 28% in the non-advertising environment, while it is observed as 60% in the advertising environment. This may indicate that the advertisement had a positive impact on the Mela Alto Adige IGP and that products with geographical indications received more attention through the advertisement. Table 8 compares the purchase rates between Mela Golden Gala and Mela Alto Adige IGP in the advertising and non-advertising environments. The purchase rate of Mela Golden Gala is significantly higher in the advertising environment (+12.8%). The purchase rate of Mela Alto Adige IGP shows a much smaller increase in the advertising environment (+1.7%). These data show that advertising has a more significant impact on Mela Golden Gala but a more limited impact on Mela Alto Adige IGP.

Figure 30. Individual Price Comparison for Mela Golden Gala and Mela Alto Adige IGP under Advertising and No Advertising Condition



Source: Author's Elaboration

Figure 31. Combined Price Comparison for Mela Golden Gala and Mela Alto Adige IGP under Advertising and No Advertising Condition



Source: Author's Elaboration

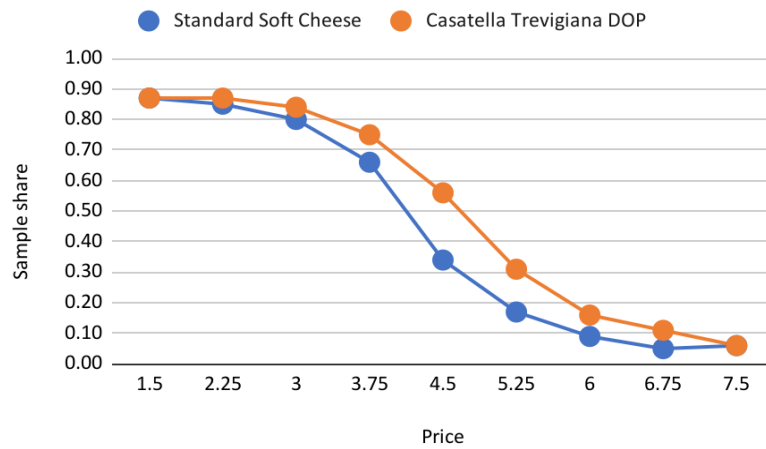
Table 8. Comparison of Purchase Rates of Mela Golden Gala (Standard Apple) and Mela Alto Adige IGP under Advertising and No Advertising Condition

Purchases (%)	Mela Golden Gala (Standard Apple)			Mela Alto Adige IGP		
	Survey with Advertising	Survey without Advertising	Difference	Survey with Advertising	Survey without Advertising	Difference
	53.3	41.6	-12.8	57.3	55.6	-1.7

Source: Author's Elaboration

As seen in Figure 32, the demand for both standard soft cheese and Casatella Trevigiana DOP decreases as the price increases, demonstrating the typical inverse relationship between price and demand. At lower price points, demand for both cheese types is relatively robust. For instance, at a price of €1.50, the demand for both types stands at 87%. However, as prices rise, a significant decline in demand is observed for both. At the highest price of €7.5, the demand for standard soft cheese drops to 6%, while Casatella Trevigiana DOP also sees a reduction to the same level of 6%. The demand for standard soft cheese shows a sharper decline, especially between the prices of €3 and €4.5, where the demand falls from %80 to 34%. On the other hand, Casatella Trevigiana DOP demonstrates a more gradual decrease in demand across price points, maintaining slightly higher levels of demand at each corresponding price compared to standard soft cheese until the upper price range.

Figure 32. Aggregated Demand of Standard Soft Cheese and Casatella Trevigiana DOP under Advertising and No Advertising Condition

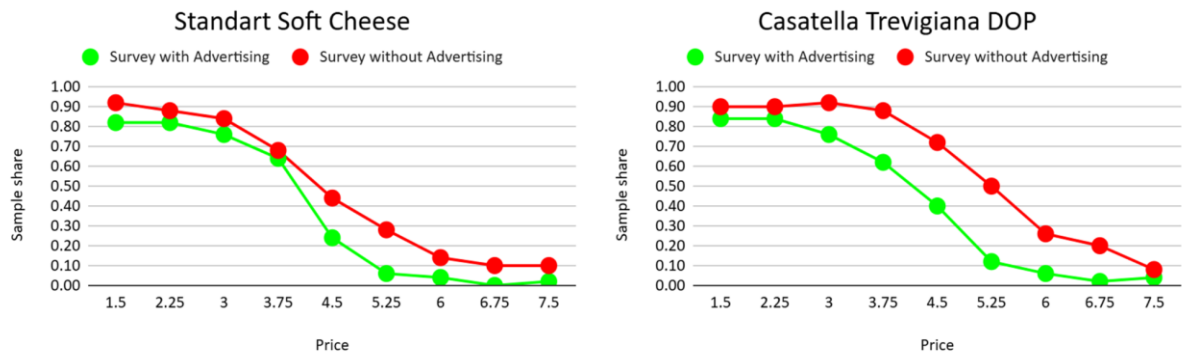


Source: Author's Elaboration

The individual and combined price comparison for Standard Hard Cheese and Casatella Trevigiana DOP in Figure 33 and Figure 34 shows that Standard Soft Cheese demonstrates a significant decline in demand as the price increases, especially when advertising is present. At a price of €1.50, demand in the advertising environment is 82%, while in the non-advertising environment it is 92%. As the price increases, demand continues to decrease sharply in both environments, but the decline is slightly more pronounced in the advertising environment. For example, at €7.50, demand in the advertising environment is only 2%, compared to 10% in the non-advertising environment. In contrast, Casatella Trevigiana DOP, a product with a geographical indication, is less sensitive to advertising. At €1.50, demand in the advertising environment is 84%, while in the non-advertising environment it is 90%. Although demand decreases as price increases in both environments, the decrease is less steep compared to Standard Soft Cheese. At €7.50, demand for Casatella Trevigiana DOP is 4% in the advertising environment and 8% in the non-advertising environment. These results suggest that Casatella Trevigiana DOP, with its geographical indication, is somewhat more resistant to price increases and maintains more consistent demand regardless of advertising influence. Table 9 compares the purchase rates of Standard Soft Cheese and Casatella Trevigiana DOP in both advertising and non-advertising environments. The purchase rate for Standard Soft Cheese in the advertising environment is 37.9%, whereas it increases to 46.1% in the non-advertising environment, showing a difference of 8.2%. This indicates that Standard Soft Cheese is less influenced by advertising and is preferred more in the absence of advertisements. Conversely, the effect of advertising is more significant for Casatella Trevigiana DOP. The purchase rate in

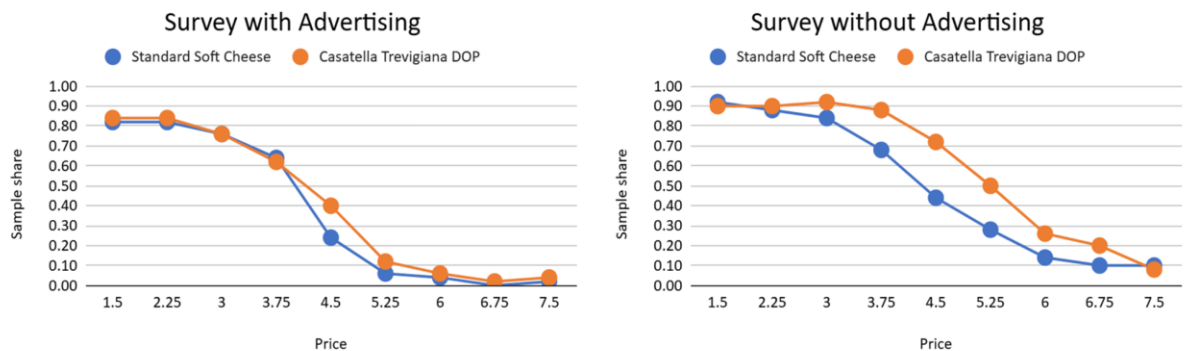
the advertising environment is 40.2%, while in the non-advertising environment it rises to 57.6%, resulting in a difference of 17.4%. This suggests that Casatella Trevigiana DOP benefits more from advertising, and the geographical indication enhances consumer interest in the product.

Figure 33. Individual Price Comparison for Standard Soft Cheese and Casatella Trevigiana DOP under Advertising and No Advertising Condition



Source: Author's Elaboration

Figure 34. Combined Price Comparison for Standard Soft Cheese and Casatella Trevigiana DOP" under Advertising and No Advertising Condition



Source: Author's Elaboration

Table 9. Comparison of Purchase Rates of Standard Soft Cheese and Casatella Trevigiana DOP under Advertising and No Advertising Condition

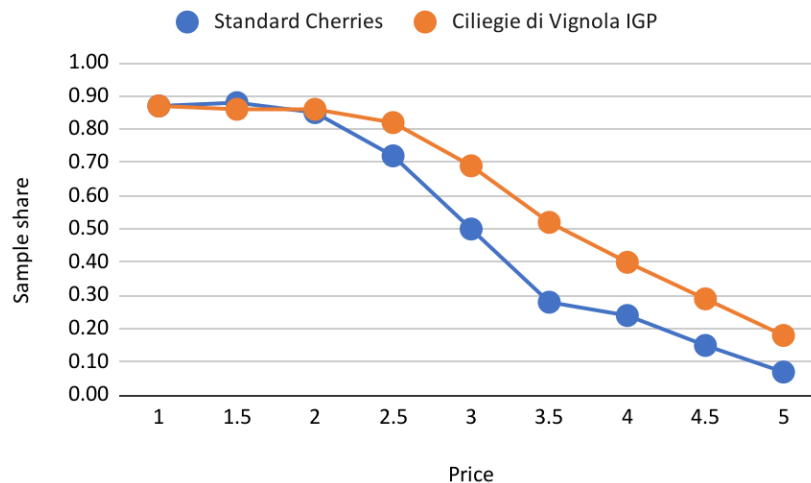
Purchases (%)	Standard Soft Cheese			Casatella Trevigiana DOP		
	Survey with Advertising	Survey without Advertising	Difference	Survey with Advertising	Survey without Advertising	Difference

	37.9	46.1	8.2	40.2	57.6	17.4
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Source: Author's Elaboration

As seen in Figure 35, the demand for standart cherries and Ciliegie di Vignola decreases as the price rises, but with some differences in the rate of decline between the two. At the lower price points, the demand for both products remains relatively high. For instance, at €1.00, the demand for standard cherries is 87% and for Ciliegie di Vignola IGP, it is 87% as well. However, as the price increases, demand for both products begins to fall, with Ciliegie experiencing a more noticeable decrease compared to Ciliegie di Vignola IGP. For standard cherries , there is a sharp drop between €2.50 and €3.00, where demand decreases from 72% to 50%. By €5.00, the demand for Ciliegie is reduced to 7%, a significant decline from the initial demand at €1.00. On the other hand, Ciliegie di Vignola IGP shows a more gradual decline in demand across price points. Although demand falls, it does not decrease as drastically as standard cherries. At €5.00, the demand for Ciliegie di Vignola IGP stands at 18%, still higher than that of standard cherries at the same price point.

Figure 35. Aggregated Demand of Standard Cherries and Ciliegie di Vignola IGP under Advertising and No Advertising Condition

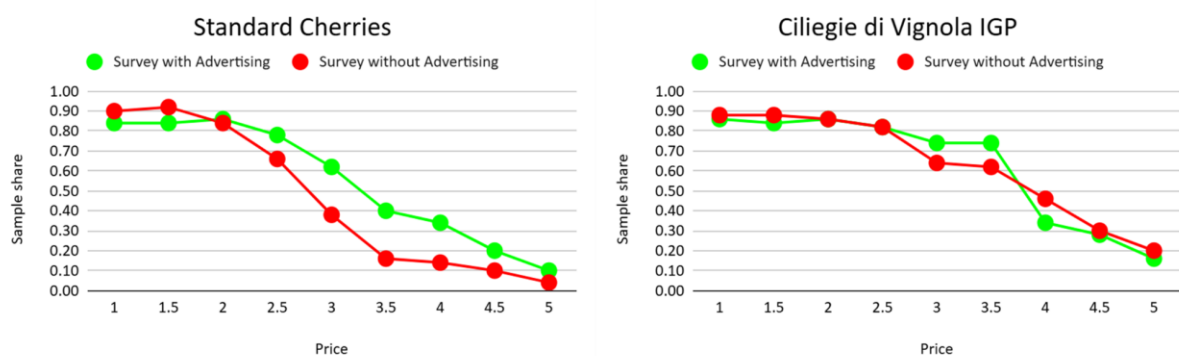


Source: Author's Elaboration

The individual and combined price comparison for standard cherries and Ciliegie di Vignola IGP products is shown in Figure 36 and Table 37. For standard cherries, demand in an advertising environment tends to decrease as price increases. For example, while the demand

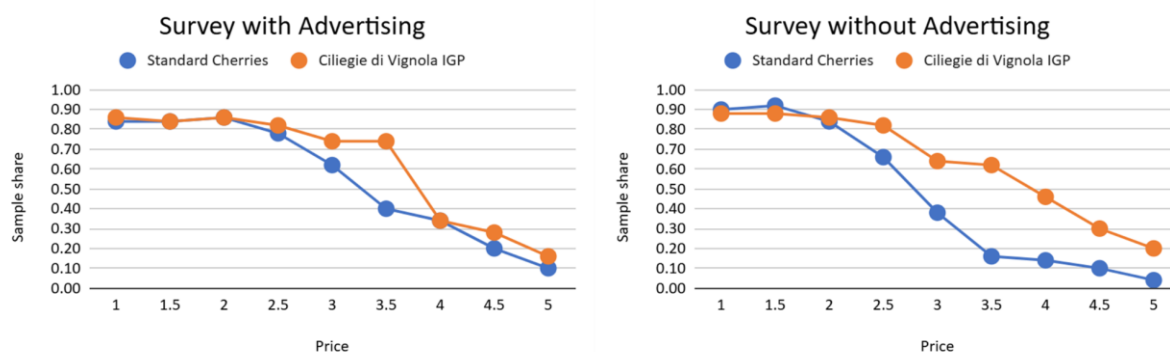
rate is 84% in an advertising environment at a price of €1.00, this rate decreases to 10% when the price increases to €5.00. In an unadvertised environment, demand starts at a high rate of 90%, but decreases rapidly as price increases. For example, it decreases to 62% at €3.00 and to 4% at €5.00. The effect of advertising on standard cherries becomes more pronounced as price increases, because demand decreases rapidly even in an unadvertised environment. When we look at the demand for the Ciliegie di Vignola IGP product, we see that advertising is less effective. Although demand decreases as price increases, demand remains more stable in an unadvertised environment. For example, while demand is 88% in an unadvertised environment at a price of €1.00, this rate is 86% in an advertised environment. As the price increases, there is more demand without advertising, and demand falls more quickly, especially at prices of €3.00 and above. According to Table 10, the purchase rates of Standard Cherries and Ciliegie di Vignola IGP products differ in the environments with and without advertising. For Standard Cherries, the purchase rate in the environment with advertising is 53.9%, while this rate is 45.3% in the environment without advertising. In this case, the effect of advertising is negative, and purchases are higher in the environment without advertising, indicating that advertising has a negative effect on the demand for standard cherries. For Ciliegie di Vignola IGP, the purchase rate in the environment with advertising is 58.5%, while it is 56.8% in the environment without advertising. In this case, the effect of advertising is much less, creating a difference of only 1.8%. Although the purchase rate in the environment with advertising is slightly higher than in the environment without advertising, the difference is quite small.

Figure 36. Individual Price Comparison for Standard Cherries and Ciliegie di Vignola IGP under Advertising and No Advertising Condition



Source: Author's Elaboration

Figure 37. Combined Price Comparison for Standard Cherries and Ciliegie di Vignola IGP under Advertising and No Advertising Condition



Source: Author's Elaboration

Table 10. Comparison of Purchase Rates of Standard Cherries and Ciliegie di Vignola IGP under Advertising and No Advertising Condition

Purchases (%)	Standard Cherries			Ciliegie di Vignola IGP		
	Survey with Advertising	Survey without Advertising	Difference	Survey with Advertising	Survey without Advertising	Difference
	53.9	45.3	-8,6	58.5	56.8	-1.8

Source: Author's Elaboration

After the analysis of demand curves, product pairs were evaluated under advertising and non-advertising environments. In this context, regression analysis was used to determine consumers' willingness to pay (WTP) and to examine the statistical significance levels of the results. The analyses were carried out to measure and interpret the effects of advertising on demand.

As shown in Table 11, the intercept term is highly significant at 4.43 (p-value 0.000), indicating that the baseline level of the model is a strong starting point. However, the p-values for Video YES (-0.09, p-value 0.705), Type Montasio DOP (0.21, p-value 0.355), and Video YES: Montasio DOP (0.00, p-value 0.996) are greater than 0.05, indicating that these variables are not statistically significant. That is, it is determined that these variables have no significant effect on the WTP for cheese. The Log (Scale) term (0.12, p-value 0.027) is statistically significant, indicating that the logarithmic transformation contributes to the performance of the model.

Table 11. Regression Analysis for Consumer Preferences Based on GI-Product Type and Advertising Video: Montasio DOP

	Variables	Coefficients	Standard Error	Z Statistics	p Value	Significance (p<0.05)
MONTASIO DOP	Intercept	4.43	0.16	27.07	0.000	Significant
	Video YES	-0.09	0.24	-0.38	0.705	Not significant
	Type Montasio DOP	0.21	0.24	0.93	0.355	Not significant
	Video YES: Montasio DOP	0.00	0.33	-0.01	0.996	Not significant
	Log (Scale)	0.12	0.05	2.21	0.027	Significant

Source: Author's Elaboration

As shown in Table 12, the intercept term of the model for apple (2.11, p-value) indicates a significant base level. The p-values for Video YES (0.44, p-value 0.000) and Type Mela Alto Adige IGP (0.55, p-value 0.000) are less than 0.05, indicating that video usage and product type have statistically significant effects. In addition, the interaction Video YES: Type Mela Alto Adige IGP (-0.41, p-value 0.019) is also significant, indicating that the interaction of video with product type has a significant effect. The Log (Scale) term (-0.54, p-value < 2.00E-16) shows a very strong significance, indicating that the model performs better with logarithmic transformation.

Table 12. Regression Analysis for Consumer Preferences Based on GI-Product Type and Advertising Video: Mela Alto Adige IGP

	Variables	Coefficients	Standard Error	Z Statistics	p Value	Significance (p<0.05)
MELA ALTO ADIGE IGP	Intercept	2.11	0.08	25.09	0.000	Significant
	Video YES	0.44	0.12	3.67	0.000	Significant
	Type Mela Alto Adige IGP	0.55	0.12	4.47	0.000	Significant

	Video YES: Type Mela Alto Adige IGP	-0.41	0.17	-2.35	0.019	Significant
	Log (Scale)	-0.54	0.05	-10.13	0.000	Significant

Source: Author's Elaboration

As shown in Table 13, the intercept (5.13, p-value 0.000) is significant, indicating that the base level of the model is statistically significant. Video YES (-0.84, p-value 0.000) and Type Casatella Trevigiana DOP (-0.89, p-value 0.000) show significant effects, while Video YES: Type Casatella Trevigiana DOP (0.64, p-value 0.040) also shows borderline significance. This indicates that the independent effects of video and product type as well as their interaction are significant. However, Log (Scale) (0.04, p-value 0.446) is not statistically significant, indicating that the log transformation does not contribute to the performance in this model.

Table 13. Regression Analysis for Consumer Preferences Based on GI-Product Type and Advertising Video: Casatella Trevigiana DOP

	Variables	Coefficients	Standard Error	Z Statistics	p Value	Significance (p<0.05)
CASATELLA TREVIGIANA DOP	Intercept	5.13	0.16	33.04	0.000	Significant
	Video YES	-0.84	0.22	-3.81	0.000	Significant
	Type Casatella Trevigiana DOP	-0.89	0.22	-4.00	0.000	Significant
	Video YES: Type Casatella Trevigiana DOP	0.64	0.31	2.05	0.040	Significant
	Log (Scale)	0.04	0.05	0.76	0.446	Not significant

Source: Author's Elaboration

As shown in Table 14, the intercept (2.87, p-value < 0.000) is significant. Video YES (0.47, p-value 0.006) and Type Ciliegie di Vignola IGP (0.57, p-value 0.001) variables are significant.

In addition, the interaction term Video YES: Type Ciliegie di Vignola IGP (-0.50, p-value 0.047) is also significant, which shows that the interaction between video and product type is significant for the model. The term Log (Scale) (-0.21, p-value 0.000) is also statistically significant, which shows that logarithmic transformation increases the fit of the model.

Table 14. Regression Analysis for Consumer Preferences Based on GI-Product Type and Advertising Video: Ciliegie di Vignola IGP

	Variables	Coefficients	Standard Error	Z Statistics	p Value	Significance (p<0.05)
CILIEGIE DI VIGNOLA IGP	Intercept	2.87	0.12	23.82	0.000	Significant
	Video YES	0.47	0.17	2.74	0.006	Significant
	Type Ciliegie di Vignola IGP	0.57	0.18	3.21	0.001	Significant
	Video YES: Type Ciliegie di Vignola IGP	-0.50	0.25	-1.99	0.047	Significant
	Log (Scale)	-0.21	0.06	-3.75	0.000	Significant

Source: Author's Elaboration

6. Discussion

McDonald's attempts to contribute to the Italian gastronomic heritage present deep contradictions and interesting opportunities. On the one hand, the inclusion of geographically indicated (GI) products on the menu of a world-renowned fast food chain in order to support local gastronomic values creates a unique opportunity to introduce these products to a wider audience. On the other hand, the business model of a brand like McDonald's, based on speed, low cost and standardization, may have difficulty reconciling with the quality, authenticity and traditional production values represented by GI products. In this context, both short- and long-term effects need to be carefully evaluated.

The inclusion of 19 Italian DOP and IGP products on the menu of McDonald's Italy could not only open new markets to local producers, but also increase the awareness of GI products among young consumers. As a global brand, McDonald's has a strong advertising network to

promote its products, which could make GI products reach a wider audience not only in Italy but also worldwide. As it is known, McDonald's generally offers an attractive platform for young consumers. Including GI products in its menu at affordable prices can help young people become familiar with and consume these products. This will enable GI products to gain a long-term consumer base.

In particular, McDonald's offers a significant opportunity for GI products that are less well-known and have a limited market share. Thanks to high volume sales, manufacturers can increase their revenues and have the chance to source their products more sustainably. However, these advantages can also bring a number of risks in terms of long-term sustainability.

Perhaps the biggest paradox of the collaboration between McDonald's and GI products is the contradictory values represented by the brands. While McDonald's is associated with fast service and affordable prices, GI products are often associated with quality, tradition and regional identity.

Also, meeting McDonald's large-scale demand can be challenging for small-scale GI producers. Producers who have to speed up their production processes or increase product volumes may face the risk of deviating from traditional production methods. This may threaten the quality standards of GI products. If the partnership with McDonald's fails to achieve the expected commercial success, GI producers may face a major loss of revenue. If McDonald's removes GI products from its menu, producers may have difficulty finding alternative markets. Also, this collaboration not only makes GI products more accessible to a wider audience but it can also have a profound impact on the GI system itself. Large-scale production of GI products can weaken or standardize the traditional identity of these products. This can affect both consumer perception and the reputation of the GI system.

McDonald's extensive advertising network can be used to highlight the authentic value of GI products. Providing information about the origins, production processes and quality characteristics of products in advertising campaigns can create a positive image for both GI products and McDonald's. While this collaboration enables traditional gastronomic values to be delivered to a wide audience, it also causes these values to face the risk of adapting to popular culture and the fast food image.

McDonald's and GI manufacturers can develop marketing strategies around a shared value message. For example, they can balance the authenticity of GI products with the accessibility of McDonald's, presenting consumers with an image that "makes luxury accessible." If

carefully managed, the collaboration with McDonald's could create a great opportunity for GI products. However, the sustainability of this collaboration depends on the manufacturers' ability to meet the high demand without compromising on quality and authenticity.

This study was conducted solely in the context of McDonald's advertising, and further research is needed to determine how similar effects would play out in other fast food chains or in different advertising environments. Additionally, the GI products considered in this study are generally lesser-known products. Similar studies with more popular GI products may yield different results.

In this study, it was noted that most of the respondents in the data collected through the survey within the scope of this thesis were young and students. The demographic characteristics of the participants were examined and various results were reached. Factors such as the gender, age, education level, the provinces they live in and their financial status were analyzed. When the gender distribution was examined, it was seen that women were generally more. In terms of age distribution, the largest group was between the ages of 24-26, and this age range stood out more clearly than the other groups. When the level of education was examined, it was understood that most of the respondents were high school or undergraduate graduates, but the rates of respondents with higher levels of education also held a significant place. In terms of the provinces they lived in, the majority of the respondents came from outside Padova and Veneto. However, it was observed that the participation from the Veneto region was more intense. In the evaluation made regarding the financial status of the families, it was determined that the majority of the respondents had a "normal" or "good" income level. In addition, it was seen that the number of respondents with higher income levels was also significant. As a result of the data interpretation made at the end of this section of the survey, it was understood that the demographic characteristics of the two groups that watched and did not watch the advertising video were generally similar and that there was a balanced comparison in terms of variables such as age, gender, education, and income level.

This study examined the knowledge levels of the respondents regarding geographical indications (DOP and IGP) and their perceptions towards these products. Although there are some differences between participants who watched and did not watch the advertising video, in general both groups appear to have similar levels of knowledge and consumption habits regarding DOP and IGP products.

The most well-known requirement of the respondents regarding geographical indications is that the products must be produced in a specific geographical region. While the respondents who were most aware of this information had a high level of knowledge about DOP requirements, a similar awareness was observed regarding IGP requirements. It was determined that the respondents evaluated the quality and safety of DOP and IGP products positively, and perceived these products as more traditional and high-quality. In addition, there was a strong perception that geographically indicated products contribute to local economies.

In terms of consumption habits, it was observed that the majority of the respondents purchased DOP and IGP products with certain frequencies. However, the more frequent consumption of these products was generally carried out by a smaller group. However, the respondents reached a strong consensus that these products are delicious, healthy and sustainable.

The research examined consumer perceptions and awareness regarding McDonald's and the DOP/IGP products it offers. The majority of respondents stated that they know the McDonald's brand very well and the frequency of their restaurant visits was distributed according to different groups. Although McDonald's is not a frequently preferred option, it is rarely preferred by a certain customer group. Fast food consumption is generally seen as a habit that is done a few times a year, but this is not a regular choice for most respondents.

It was understood that McDonald's received high scores in criteria such as speed, practicality and easy access, but provided lower satisfaction in terms of quality, health, environmental sustainability and Italian origin. This shows that the brand falls short of meeting expectations, especially in terms of the perception of health and quality of its products. It was also observed that expectations regarding environmental sensitivity and Italian products were not met.

In this study, it was found that neither the advertising video nor the geographical indication had a significant effect on the willingness to pay consumers for Montasio DOP. The fact that the geographical indication did not create sufficient differentiation in the eyes of the consumer leads to the failure of this product to create a higher willingness to pay. It is understood that the advertising video is also insufficient to attract the attention of the target audience. In this context, alternative marketing strategies that emphasize the quality, uniqueness or traditional aspects of the product should be developed for Montasio DOP. It was found that the advertising video increased the willingness to pay for another product, Mela Alto Adige IGP. However, the interaction between the advertising video and the geographical indication weakens this positive effect. It can be evaluated that consumers perceive an incompatibility between the advertising

video and the product features. Despite this, the geographical indication itself has a positive effect and strengthens the perception of quality and originality. It is recommended that the advertising content be made more compatible with the messages of the geographical indication. It was observed that the advertising video had a decreasing effect on WTP for Casatella Trevigiana DOP. The geographical indication of the product also does not make a significant contribution. However, the interaction between the advertising video and the geographical indication increases the willingness to pay to a limited extent. In order to develop a more effective marketing strategy, advertising content should be designed that emphasizes traditional values and meets the expectations of the target audience. For Ciliegie di Vignola IGP, both the advertising video and the geographical indication were found to have positive effects on WTP. However, emphasizing these two factors together had an unexpectedly negative effect. This suggests that it may create complex perceptions in consumers. It seems that advertising strategies should combine the positive effects of these two factors in a more harmonious way.

The demand curves in the graphs show that the demand for products with geographical indication (GI) generally decreases more significantly under the influence of advertisements. In products without geographical indication (standard), the effect of advertisement on demand is more limited. For example, in products with GI such as Montasio DOP, the decrease in demand by advertisement has become more obvious, especially in higher price ranges. The fact that advertisement complicates the perception of GI products or does not sufficiently emphasize the basic features of these products can be considered among the possible reasons for this situation.

On the other hand, the effect of advertisement on standard products generally creates a more positive or limited difference. For example, in standard products such as Mele Golden Gala, while advertisement increases demand in lower price ranges, its effect on demand remains limited even at higher prices. On the other hand, it has been observed that the interaction between advertisement and price creates a more complex effect on consumers in products with GI. Although it is observed that advertisement has positive effects on demand in some GI products (for example, Mela Alto Adige IGP), these effects usually decrease rapidly with price increases or do not show the expected effect.

As a result, it is understood that the demand for GI products is generally more reduced by the advertising effect and responds more sensitively than standard products. This suggests that

advertising strategies should emphasize more strongly the traditional, quality and original aspects of GI products and should be redesigned to improve consumer perception.

7. Conclusion

This study examined the effects of marketing geographically indicated (DOP and IGP) products in the fast food sector on consumer perception and willingness to pay. It has been revealed that the inclusion of geographically indicated products in the menus of global brands such as McDonald's offers various opportunities for both producers and consumers, but also brings some risks.

While geographically indicated products symbolize values such as quality, traditional production methods and local identity, fast food brands are generally known for features such as speed, practicality and low cost. This contradiction can affect consumers' perspectives on products and create differences in the perceived value of the products. While a brand such as McDonald's offering these products provides new market opportunities for local producers, it can create difficulties in preserving the traditional identity and quality of geographically indicated products.

Demand curves and willingness to pay results created with data obtained from survey outputs show that the promotion of geographically indicated products, especially through advertisements, increases consumers' awareness but creates complex effects on their attitudes towards the price of the products. While advertisements increase the willingness to pay for some products, they decrease the perceived value of the products for others. This situation reveals the strategic elements that should be taken into consideration in the marketing of geographically indicated products in the fast food sector.

In general, this research emphasizes that the inclusion of geographically indicated products in the menus of fast food chains can be an important tool in introducing these products to the masses, but that preserving traditional values and correctly managing consumer expectations are critical in this process. The sustainability of such collaborations can be ensured with the right marketing strategies. For brands such as McDonald's, communicating the values offered by geographically indicated products more effectively can both strengthen the image of the brands and create economic opportunities for local producers.

This study has provided important findings on how geographically indicated products can be positioned in a dynamic market such as the fast food sector, and shows that future research

should be evaluated more widely in different fast food chains and with a variety of geographically indicated products.

Although the findings obtained in this study examined the effect of GI-labeled products on consumer perception in fast food chains such as McDonald's in Italy, it would be useful to conduct similar studies in different countries in terms of generalizability of the results. Cultural differences, consumer behaviors and local GI perceptions may affect the perception of GI-labeled products in fast food chains. For example, examining how GI products are received in fast food restaurants in countries such as Germany, France or the USA will provide a broader perspective on the perception of these labels at the international level. In addition, how the long-term use of such products in fast food chains will change consumer perception is also an important area of research. The permanent presence of GI-labeled products in such chains may cause positive or negative changes in consumers' perceptions of the products. Therefore, it is recommended to conduct long-term studies to examine whether GI labels can maintain their prestige over time and whether the quality promise they offer to consumers in the fast food context will be effective.

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Appendices

Food Preference Questionnaire

The questionnaire that we ask you to fill out was prepared as part of a master's thesis for the course "Italian Food and Wine", University of Padua. The questionnaire aims to investigate consumers' food preferences, with particular reference to products with geographical indication and fast food restaurants. Filling out the questionnaire takes about 5-10 minutes.

The data you provide will be processed anonymously, in compliance with Legislative Decree 196/03 and art. 13 GDPR Reg. (EU) N. 679/16. All individual information will be processed in an aggregate manner so that the processed data cannot be associated with identified or identifiable interested parties. It will also be possible to interrupt the questionnaire, if desired, at any time.

For questions or information, you can write to: mucessem.keklik@studenti.unipd.it or to leonardo.cei@unipd.it

(ADVERTISING VIDEO IS PLACED HERE IN THE QUESTIONNAIRE CONTAINING ADVERTISING)

Table A.1. Purchasing Choices

Standard Hard Cheese (300 grams)	I buy	I don't buy
1,50 €	<input type="checkbox"/>	<input type="checkbox"/>
2.25 €	<input type="checkbox"/>	<input type="checkbox"/>
3.00 €	<input type="checkbox"/>	<input type="checkbox"/>
3.75 €	<input type="checkbox"/>	<input type="checkbox"/>
4.50 €	<input type="checkbox"/>	<input type="checkbox"/>
5.25 €	<input type="checkbox"/>	<input type="checkbox"/>
6.00 €	<input type="checkbox"/>	<input type="checkbox"/>
6.75 €	<input type="checkbox"/>	<input type="checkbox"/>
7.50 €	<input type="checkbox"/>	<input type="checkbox"/>

Mele Golden Gala (1 kilogram)	I buy	I don't buy
0,80 €	<input type="checkbox"/>	<input type="checkbox"/>
1.20 €	<input type="checkbox"/>	<input type="checkbox"/>
1.60 €	<input type="checkbox"/>	<input type="checkbox"/>
2.00 €	<input type="checkbox"/>	<input type="checkbox"/>
2.40 €	<input type="checkbox"/>	<input type="checkbox"/>
2.80 €	<input type="checkbox"/>	<input type="checkbox"/>
3.20 €	<input type="checkbox"/>	<input type="checkbox"/>
3.60 €	<input type="checkbox"/>	<input type="checkbox"/>
4.00 €	<input type="checkbox"/>	<input type="checkbox"/>

Standard Soft Cheese (300 grams)	I buy	I don't buy
1,50 €	<input type="checkbox"/>	<input type="checkbox"/>
2.25 €	<input type="checkbox"/>	<input type="checkbox"/>
3.00 €	<input type="checkbox"/>	<input type="checkbox"/>
3.75 €	<input type="checkbox"/>	<input type="checkbox"/>
4.50 €	<input type="checkbox"/>	<input type="checkbox"/>
5.25 €	<input type="checkbox"/>	<input type="checkbox"/>
6.00 €	<input type="checkbox"/>	<input type="checkbox"/>
6.75 €	<input type="checkbox"/>	<input type="checkbox"/>
7.50 €	<input type="checkbox"/>	<input type="checkbox"/>

Cheery (500 grams)	I buy	I don't buy
1,00 €	<input type="checkbox"/>	<input type="checkbox"/>
1.50 €	<input type="checkbox"/>	<input type="checkbox"/>
2.00 €	<input type="checkbox"/>	<input type="checkbox"/>
2.50 €	<input type="checkbox"/>	<input type="checkbox"/>
3.00 €	<input type="checkbox"/>	<input type="checkbox"/>
3.50 €	<input type="checkbox"/>	<input type="checkbox"/>
4.00 €	<input type="checkbox"/>	<input type="checkbox"/>
4.50 €	<input type="checkbox"/>	<input type="checkbox"/>
5.00 €	<input type="checkbox"/>	<input type="checkbox"/>

Montasio DOP (Hard Cheese) (300 grams)	I buy	I don't buy
1,50 €	<input type="checkbox"/>	<input type="checkbox"/>
2.25 €	<input type="checkbox"/>	<input type="checkbox"/>
3.00 €	<input type="checkbox"/>	<input type="checkbox"/>
3.75 €	<input type="checkbox"/>	<input type="checkbox"/>
4.50 €	<input type="checkbox"/>	<input type="checkbox"/>
5.25 €	<input type="checkbox"/>	<input type="checkbox"/>
6.00 €	<input type="checkbox"/>	<input type="checkbox"/>
6.75 €	<input type="checkbox"/>	<input type="checkbox"/>
7.50 €	<input type="checkbox"/>	<input type="checkbox"/>

Mele (Golden Gala) Alto Adige IGP (1 kilogram)	I buy	I don't buy
0,80 €	<input type="checkbox"/>	<input type="checkbox"/>
1.20 €	<input type="checkbox"/>	<input type="checkbox"/>
1.60 €	<input type="checkbox"/>	<input type="checkbox"/>
2.00 €	<input type="checkbox"/>	<input type="checkbox"/>
2.40 €	<input type="checkbox"/>	<input type="checkbox"/>
2.80 €	<input type="checkbox"/>	<input type="checkbox"/>
3.20 €	<input type="checkbox"/>	<input type="checkbox"/>
3.60 €	<input type="checkbox"/>	<input type="checkbox"/>
4.00 €	<input type="checkbox"/>	<input type="checkbox"/>

Casatella Trevigiana DOP (Soft Cheese) (300 grams)	I buy	I don't buy
1,50 €	<input type="checkbox"/>	<input type="checkbox"/>
2.25 €	<input type="checkbox"/>	<input type="checkbox"/>
3.00 €	<input type="checkbox"/>	<input type="checkbox"/>
3.75 €	<input type="checkbox"/>	<input type="checkbox"/>
4.50 €	<input type="checkbox"/>	<input type="checkbox"/>
5.25 €	<input type="checkbox"/>	<input type="checkbox"/>
6.00 €	<input type="checkbox"/>	<input type="checkbox"/>
6.75 €	<input type="checkbox"/>	<input type="checkbox"/>
7.50 €	<input type="checkbox"/>	<input type="checkbox"/>

Ciliegie di Vignola IGP (Cherry) (500 grams)	I buy	I don't buy
1,00 €	<input type="checkbox"/>	<input type="checkbox"/>
1.50 €	<input type="checkbox"/>	<input type="checkbox"/>
2.00 €	<input type="checkbox"/>	<input type="checkbox"/>
2.50 €	<input type="checkbox"/>	<input type="checkbox"/>
3.00 €	<input type="checkbox"/>	<input type="checkbox"/>
3.50 €	<input type="checkbox"/>	<input type="checkbox"/>
4.00 €	<input type="checkbox"/>	<input type="checkbox"/>
4.50 €	<input type="checkbox"/>	<input type="checkbox"/>
5.00 €	<input type="checkbox"/>	<input type="checkbox"/>

Table A.2. Questions Related to Socio-Demographics

1. Sex
 - Male
 - Female
 - Other
 - Prefer not to answer

2. Please indicate your age To be specified as a number

3. What is your level of education?
 - Elementary school
 - Secondary school
 - High school
 - Bachelor's degree
 - Master's degree
 - Doctoral or post-master studies

4. Select the province you live in
 - Belluno
 - Padova
 - Rovigo
 - Treviso
 - Venezia
 - Verona
 - Vicenza
 - Outside of Veneto Region

5. How do you consider your family's financial situation?
 - Difficult
 - Modest
 - Normal (quite good)
 - Good
 - Very good
 - Prefer not to answer

Table A.3. Questions Related to Geographical Indications

1. Have you ever seen or heard of the DOP and IGP brands? *

- No, none of them
- Yes, DOP one
- Yes, IGP one
- Yes, both of them



1. In your opinion, what characteristics must a product have to be IGP? (multiple answers can be selected)

- At least one of the production stages must take place in the specified geographical area
- Must be produced mainly using organic farming methods
- Must respect the main traditional agricultural practices of the region
- Must be produced with limited use of genetically modified organisms (GMOs)
- Must meet the main quality standards specific to the region

2. In your opinion, what characteristics must a product have to be DOP? (multiple answers can be selected)

- All stages of production must take place in a specified geographical area
- Must be produced using organic farming methods
- Must respect all traditional agricultural practices of the region
- Must be produced without the use of genetically modified organisms (GMOs)
- Must meet all quality standards specific to the region

3. How often do you purchase the following products, on average during the year?

	Never	Rarely (at least once a year)	Occasionally (at least once a month)	Often (at least once a week)
Standard Hard Cheese	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard Apple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard Soft Cheese	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard Cherry (answer considering the frequency during cherry season)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Which of the following PDO/PGI products...

	Montasio DOP	Mela Alto Adige IGP	Casatella Trevigiana DOP	Ciliegia di Vignola IGP	None of them
... know (had already heard of)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... happened to eat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... consume frequently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Please express your level of agreement with the following statements on a scale from 1 (completely disagree) to 7 (completely agree):

"PDO and PGI products, compared to other products..."

	1 - Totally disagree	2	3	4 - Neither agree nor disagree	5	6	7 - Totally agree
They are safer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
They are healthier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
They are more expensive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
They are of higher quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
They are more sustainable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
They are tastier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
They are traditional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

They should be preferred in consumption	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
They offer me greater guarantees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
They improve the local economies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Table A.4. Questions Related to Fast Food Restaurants

1. Do you know (know what it is) McDonald's?
 - Yes
 - No

2. How often do you eat at McDonald's?
 - Never
 - Rarely
 - Occasionally
 - Often

3. How often do you eat at fast food restaurants?
 - Never
 - Rarely
 - Occasionally
 - Often

4. Please indicate how much you associate the following terms with McDonald's on a scale from 1 (not at all) to 7 (very much):

	1 - Not at all	2	3	4 - Neither a lot nor a little	5	6	7 - Very much
Easiness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attention to client	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transparency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental sustainability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Italian origin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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5. Do you remember ever seeing a McDonald's advert featuring DOP and IGP products?
(This questions was asked just on survey without advertising)
- Yes
 - No
6. Did you know that McDonald's offers some DOP and IGP products on its menus?
- No, I didn't know
 - Yes, I saw the commercial
 - Yes, I saw them at McDonald's
 - Yes, I saw them at McDonald's and also in commercials
7. Do you know that the following DOP and IGP products are sold by McDonald's? (tick the product if yes)
- Aceto Balsamico di Modena IGP
 - Arancia Rossa di Sicilia IGP
 - Asiago DOP
 - Bresaola della Valtellina IGP
 - Caciocavallo Silano DOP
 - Cipolla Rossa di Tropea IGP
 - Fontina DOP
 - Grana Padano DOP
 - Mela di Valtellina IGP
 - Monti Iblei DOP
 - Parmigiano Reggiano DOP
 - Pecorino Toscano DOP
 - Pera dell'Emilia Romagna IGP
 - Pesca e Nettarina di Romagna IGP
 - Pomodoro di Pachino IGP
 - Provolone Valpadana DOP
 - Speck Alto Adige IGP
 - None of the above