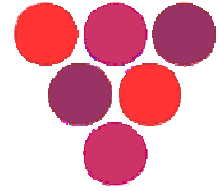




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## Is Region of Origin a Valuable Cue for the Consumer?

**Sihem DEKHILI, Mohamed Akli ACHABOU**

University of Strasbourg, CESAG; IPAG Paris

[sihem.dekhili@urs.u-strasbg.fr](mailto:sihem.dekhili@urs.u-strasbg.fr), [mohamed.achabou@ipag.fr](mailto:mohamed.achabou@ipag.fr)

In the marketing literature, authors have favored the study of “country of origin” concept, and less attention was given to the “region of origin”, and the question of the combined use of the two concepts was neglected. The general goal of this research is to investigate whether the two concepts are distinct or in interaction.

The results of an empirical study involving French consumers of olive oil show that the name of the "region" gives consumers information which is different from that generated by the "country". And that the indication of the name of the "region", in addition to that of the "country", has a positive effect on the consumer choice.

**Keywords:** Country of origin, region of origin, perceived quality, olive oil, choice modelling.