

AN INVESTIGATION INTO THE RELATIONSHIP BETWEEN GEOGRAPHICAL INDICATION (GI) AND CONSUMER PERCEPTION OF QUALITY

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**Does Geographical Indication Improve Marketing Opportunities for
Origin-based Products such as Welsh Whisky?**

WHAT IS GEOGRAPHICAL INDICATION?

Belletti et al, 2017

‘Geographical Indications (GIs) are a form of intellectual property rights, intended to protect, strengthen and maintain the reputation and quality of a product from a particular geographical region’.

AIMS

- **The proposed study will aim to address the following questions:**
 1. Do consumers show preference to products or in particular whiskies with geographical indication?
 2. Is there a demand for products or whiskies with geographical indication in the global market?
 3. Are consumers in Wales more likely to purchase Single Malt Welsh Whisky than consumers in other countries?
 4. What whisky characteristics are most likely to influence consumer perception of quality?

RESEARCH DESIGN & METHOD

❖ Design

- Descriptive Research – Allison et al, 1996 'A way of gathering accurate and adequate descriptions of activities, objects, processes and persons'
- Survey Questionnaire – Fink, 1995 'A system for collecting information to describe, compare, or explain practices'

❖ Participant/Sample

- Sample sourced via convenience Sampling
- Participants selected via non-probabilistic/accidental sampling

AREA OF LIMITED RESEARCH

- Consumer Quality Perception in Traditional Food: Parmigiano Reggiano Cheese (Silvestri et al, 2019)
- The influence of packaging on consumers' quality perception of carrots (Olesen and Giacalone, 2018)
- Consumer perception of meat quality and implications for product development in the meat sector (Grunert et al, 2004)

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