

Collaboration between Culinary Chefs and Agro-Food Industry and the Influence that it can
have on the impact of the Food Consumer perception

Clémentine Dijoud

Master in Culinary Management – Leadership - Innovation
Institut Paul Bocuse – Håaga Helia – University of Stavanger

Thesis tutor : Mme Philomène Bayet-Robert

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ABSTRACT & KEY WORDS

Abstract

Nowadays, the agro-food sector represents 21% of the industrial market in France, and is one of the main players in the French and World economic role.

The growth of this sector therefore implies that the majority of French consumers consume daily product from the agro-food industry, although the consumer feels fear and mistrust towards the industrialists after the many crises resulting from this sector in the last decades.

The purpose of this study is to determine the responses of sampled consumers to “ready-to-eat” products derived from collaboration between agro-food companies and famous culinary/pastry chefs. In order to meet the objectives of the research we adopt a quantitative study using a questionnaire distributed in a targeted sample of 155 individuals. The results show that the consumer react positively to the “ready-to-eat” products that are the results of this collaboration; Consumers consume them on the one hand for pleasure, the quality proposed, but also by discovering new range of products.

On the other hand, these criteria are not sufficient to influence the consumer in terms of his frequency of purchase and consumption for this type of products resulting from collaboration food brand and Famous culinary/pastry chefs.

Key Words

Food Product Consumer’s Perception, Agro-food industry, Power of Famous Culinary Chefs,

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MAIN ABBREVIATIONS USED

RTE product: « Ready-to-eat » product

PT worker: Part-time worker

FT worker: Full-time worker

Y.O: Years-old

INTRODUCTION

Nowadays, in the occidental society, the act of eating is not anymore perceived as the principal vital act, but can be interpreted by different meanings depending of people. First, it is important, and still today, to define the act of eating as an act of life's order: This is a vital act that enables us to maintain oneself in good health and to renew our energy.

However, we can interpret the "act of eating" by another way, and as, (Poulain, 2002)

« Eating is also an act of desire, desire to live, desire of the world, desire of others, an act necessary to live, sustained by pleasure [...] »

Even if the fact to have three meals a day at home is less popular in France than before, we have always this very strong culture of the culinary traditions, and we live in an environment where the good-eating is part of our culture: Gastronomy and Haute cuisine, the culinary trends, Biological product, the vegetarianism, the veganism, are part of our daily lives.

However, we can notice that the majority of the population are very distrustful and afraid of the agro-food industries, event though, these industries provide the majority of French people's food.

Despite of this distrust from French people, it is even more important today to know that agro-food industry is one of the most important activities of the French economy and represents 21% of manufacturing industrial turnover (INSEE, 2017) .Moreover, these sectors of activity, which are highly criticized and mediated under any possible forms, intersect with a very large number of very different activities, which the majority of French citizens do not know, and which we are led to use and consume very regularly.

Today we noticed that almost all French households buy and consume products from the agro-food industry. This is why, especially in the context of my final thesis, I have been really particularly interest in the agro-food industry sector. Especially to observe if this it is able to

capture the today's culinary trends, and by which way does regain the confidence of their consumers.

For some decades, we have noticed that great chefs have collaborated in partnership with the agro-food companies: And following this work of collaboration, it is very interesting to see what the approach has been for both, the Cooking head chef, and the agro-food industries to work together, and for what purpose.

Personally very interested in this current topic that affects the majority of French people, I wanted through my research, and my research question demonstrate that "chefs in the case of culinary product development on agribusiness, can have a direct influence in the choice in the food consumer perception".

And that's why, the main research question on my paper is: **the impact of culinary leaders implementation in agro-food industry can impact on the Food product consumer perception?**

In order to be able to order my research, and also to give a precise answer for my question, following my literature review and my experience, I have established two hypotheses, which will be validated and discussed throughout this thesis:

H1: The brand marketing around chef's collaboration with the agro-food industry can influence the food product quality consumer perception

H2: The work collaboration between culinary/pastry Chefs and the R&D department can be the new vision of the agro-food industry of tomorrow, and influence the purchase and consumption attitude of the consumer.

The answers that we made to responds to our research question and our hypothesis, was established with the literature review in the first part of this paper, and then with the support

of our experience, following by its analysis, and then the discussion of the results that we obtained.

The literature review, first part of this paper, has two distinct parts: first a culinary approach which encompass the agro-food industry functioning, and then the consumer's point of view especially about their expectation from this industry. And then, a second part based on the marketing side of these agro-food industries.

These two approaches allow us to better understand the actual positioning of the today's consumer. (Consumer of today)

The experimental part of this paper is based on a quantitative experience. We made a questionnaire, with a defined and targeted sample. The experience's analysis and the literature review allowed us to give an answer to our research question and also for our two hypotheses.

I. LITERATURE REVIEW

A. The culinary aspect: An overview of agro-food industry state and the consumer mind-set

1. *The agro-food industries' evolution from their creation until today*

During the history of the occidental food, it is in the 20th century that we observed a fundamental break between the human being and his life's environment. And it is during the 30's, in France, that the trend where inverse between the urban and rural population. This inversion causes a radical upheaval of the French people's lifestyle, and quite particularly the links which unite the eaters with food: the food becomes then more and more a simple goods, which few years ago was perceived as a rare commodity by an important part of the French population. « And it is at the beginning of the 60s, that hypermarkets make their appearances and take, in a generation a dominant position: the food purchases of the French people is this type of business pass from 10,4% to 62,2% between 1969 and 1991 » (POULAIN, 1998)

However, the farmer's market resists to the agro-food industry setting-up, because they are part of the French culture, but we observe the decline of the small shops of closeness. We lost contact with the production site and the food becomes then a simple object of consumption.

With the exponential arrival of the food industries, the consumers goes further and further away from the product which they consume, either on a social point that on a spatial point of view.

Nevertheless, it is important to specify and not to underestimate this particular point, that “the French food-processing companies (except the tobacco industry) establish one of the most important sectors of the industry” (INSEE, 2017). “In 2014, these companies generate 184,5 billion euro of turnover, which represent 21% of the industrial/manufacturing sector's

turnover in France, and represent 525 000 employee representing more than 20% of the total industrial staff.” (INSEE, 2014).

The agro-food industries play a key role in the French economy as well as in its evolution and its economic growth.

Most of the French people are consuming every day, products that are from the agro-food industry, without any knowledge of how these products are made and also the manufacturing process that remain unknown to the consumer, and involve then a certain anxiety, because they do not know what they really ingest.

It is true that “(...) The industrialist awkwardly cultivated the secret towards the population, bound in unwieldy reluctances to reveal the manufacturing process, the recipes and the used products” (PICHON, 2002). Furthermore, the industrialization, and the appearance of the new technologies of the 20th century also had strong repercussions on the French food lifestyle: From (POULAIN, 1998) “The food consumption ways know also some mutations. The numbers of meals, which are taken in the house, is going down and down, and the out-of-home catering (the food catering service and the collective catering) unfold, until to represent 20% of the food expenditure in 1991 against 11% in 1969”.

Over the years and of the strong food-industries' growth, they arrive gradually to separate the link between the food and the nature, and disconnect partially the eater-consumer to his bio-cultural universe. The agro-food industries are offered more products, which are closer and closer from the state of consumption, and becomes in the eyes of the consumer a product without identity, nor even of symbolic quality.

So the industrialization made undergo to the world of the food lots of modifications. The product's origins, their diversity, their elaborations, their storage's method, as well as the consumption use of certain product have considerably distress the food's universe, “we

moved to a food product that is always affectively identified where the eater know personally and confidentially the person who has cooked this product or what he has in his/her plate, to an industrialization of production and transformational food” (PICHON, 2002).

Moreover, “this worry about the agro-food products was cultivated in the 80’ by the continuous flow of the different controversy: Utility and toxicity of the food additive (aspartame, saccharin, modified starches)” (PICHON, 2002).

And these polemics was at the heart of fears and distrusts of the consumers. “We noticed even today the presence of this fracture, where people have the idea that products from the food-processing industry are not “natural”, they have a negative vision of the product itself, to compare to the small local producer which represents a more human’s dimension to the consumer” (SALVADOR-PERIGNON).

And the legitimate reaction of the consumer is to know how the products or food that they ingest were made and also where they come from. “The Willingness to know the consume product is at the heart of the consumer’s preoccupations that search the transparency and the traceability of the product that they eat” (PICHON, 2002).

Today, the traceability, even if it has a symbolic role on the product, is one of the most important points about the food security.

Although the food-processing companies establish an important part of the French and worldwide economic market, they have to follow the culinary trend that are set but also to follow the mind-set of the French population, that are henceforth concentrate on the “product taste” they consume, and also the spotlight of the product’s manufacturing process transparency.

2. *The customer point of view: how the consumer perceives the agro-food industries and which expectations they want from them.*

In answers to all these turbulences, and to these industrial changes, the consumers adopt an attitude of anxiety by losing their traditional references (PICHON, 2002). The consumers are incessantly subjected to the media's information which can be sometimes alarming, and they are in a situation where they don't know which one they can trust.

“Face to the food anxiety and the perception of the risk, the consumers must react to this situation. They feel the need to know what he eats, they don't want anymore ingest any unidentified edible product” (PICHON, 2002).

The justifiable consumer's reaction is to know about the manufacturing processes of the food that they ingest. The will to know the consummate product is at the heart of the concerns of the consumer who looks for the transparency and the traceability of the consummate products.

“Event today if the traceability does not play on the product symbolism, it became the key word of the food safety. It is one of solutions to prevent the risk and to answer to the consumer's needs and anxiety” (PICHON, 2002).

It is important for the industrialist to take in consideration this need of transparency at the level of the food safety, but also to consider the consumer's requests on a return for “natural products”, as well as the “home-made”, which begin to appear 10 years ago at the biggest agro-food industry.

Indeed, the consumer wants that the taste and also the manufacturing method mode will be their main actor in their choice of industrial's food product.

According to (SALVADORE-PERIGNON) “the taste is a major quality criterion for the individuals. They estimate the product’s quality thanks to their previous experiences, if their exist, or by realizing inferences from the extrinsic attributes of the product (Pinson, 1989).”

From the customer point of view, the taste generates furthermore quality expectations:

“sensory expectation which characterize, a priori the taste quality perception of the product and which will come to influence optimistic expectation, bound to the pleasure which is waiting in the product’s consumption” (SALVADORE-PERIGNON).

“At the present time, we observe two main trends, in the consumer’s preferences to the food products that are consumed: One a side, a growing demand of the modernity (functional food product, alicament and product improving the health: fewer calorie, salt), and another hand, a growing demand for the naturalness (organic products, local product, natural products, and typical product)(Conference, 2015).

As mentioned earlier, it is very important to understand that beyond the taste, the “home-made” trend, with the emergence of natural products and the product’s origins, is back in force in the French mind-set population.

By setting up the artisanal manufacturing approach in their product manufacture, the agro-food industry put themselves in the same dynamics that the consumer want: They accept these kind of product and think that they come directly from the farmer or local grower. Thus, by being in the same consumer’s dynamic, the big agro-food industry found a niche, and observes that the consumers are more tolerant to them.

It was the case of the “Bonne-Maman” jams from Andros, “The brand of “Bonne-maman” jams essentially owes its success and tis leading position in the market to the initial choice of a good positioning, this one “traditional jam as good as the home-made one”, and to the fact that all the components of the marketing mix have been conceived or in the way the translate the choosing positioning: the product composition (fruits quality), the brand’s name (*Bonne-*

Maman), the shape and the packaging of the jars (glass jar, with facets, imitations of a handwritten label and a Vichy canvas on the lid), the relatively high price, the communication policy (on the theme: “*Bonne-Maman*, its you which I love so much”), and the *Bonne-Maman* positioning has been declined on a range of biscuits, desserts and yogurts”(LEVY, 2013).

With the hand-made fabrication and all the devices that are made around the product are a strong element for the agro-food brand in the consumer taste product perception. We observe that the product that comes from these ways are more appreciate by the consumer. From (SALVADOR-PERIGNON) “It is therefor the brand and all the values that it convey who gives the impression to the consumer that, the product was prepare by the artisanal way, and not because the product is perceived as being of a home-made mode, by the only fact that the consumer has information who allow them to suppose it”.

As we mentioned earlier, the hand-made way is becoming a source of differentiation for some food brands. “The symbolism of the artisanal mode is not without interest, especially for young brands or SMEs wanting to enter in the congested market, dominated by some national brands. By highlighting the artisanal product of their products, these new brands can convey values that constitute an interesting lever” (SALVADORE-PERIGNON).

It is interesting to see that the symbolic natures of the artisanal manufacture process, activate a positive and affective move by the consumer in the purchase of products from this process. By taking this approach, the agro-food industries have succeeded in increasing their market share. Moreover, with the high visibility of the cooking world trend with especially the various reality TV shows, and the networks-social, allows companies to increase their turnover. The major food brands have thus understood the strategic importance of this phenomenon, and thanks to the creation of new products produced by the “home-made” manufacturing, or with the choice of targeted ingredients, which will then be detailed in our next part.

B. The Marketing Aspect: The marketing strategy using by the agro-food industries to be in phase with the today's consumer

The agro-food industries follow many strategies in order to gain the consumer confidence. That is why all agro-food companies, major national brand and SMEs are increasingly developing their marketing strategy in order to be able to go in the same direction as the consumer satisfaction and thus bring them what they need. However, there are several kinds of marketing that will be specific to a particular field in the process of consumer acceptance of agro-food products. With the emphasis on artisanal production methods, agro-food companies are increasingly conveying values that integrate an emotional dimension as well as a positive vision of the brands and products perceived by the consumer. It was therefore interesting to have an overview of these different forms of marketing that are set by the agro-food companies, and in particular the beginning of the alliance with the famous head Chefs who have succeeded in changing the consumer's vision.

1. Understand the consumer: Behavioural evolution face to the agro-food industry, and understand the customer of today

Nowadays, it is essential for a company to follow a precise marketing process, allowing it to target precisely its customers, and thus be able to develop its brand image that will be representative for its consumers. First, the key step in the differentiating against the competition, is to apply a segmentation policy: "Segmenting the market is not about addressing to an average customer but about identifying different and homogeneous groups of customers in the same market according to a specific criteria" (LEVY, 2013). Then, it is necessary to establish the positioning that companies wants to adopt: "positioning is a policy desired by the company which consists in choosing where the company is located in a specific

market, with which competitors and with which proposal clear value for its customers” (LEVY, 2013).

Finally, the company is related to a world of reference, enabling it to have a specific identification with its consumer: “Choose the category to which this product is intended to be linked in the minds of public, in other words the concept marketing of the product” (LEVY, 2013).

The brand in a strict sense has to convey a specific image, message, and transmit the value that represents the company to these consumers. And it is thanks to the implementation of several marketing strategies that the companies elaborate their image and capital brands. As mentioned previously, the characteristics of an artisanal manufacture is increasingly coveted in our society. So for the industrialists, “the artisanal characteristics of the products are therefore a means of creating a brand capital. The discourse relating to artisanal manufacturing made it possible for very unknown brands to achieve scores of capital of very honourable brands in comparison with others, since information on artisanal manufactures could have encouraged the emergence of associations with the Brand, constituting a brand equity: reference to Michel & Augustin (spectacular rise in their sales rates and popularity ratings)” (SALVADOR-PERIGNON).

While branding is primordial for a company in its approach of demarcation face to the competition and also for the consumers, it is equally important to establish relational marketing with consumers: “the Relational marketing aim to attract, maintain and develop customer relationships (Berry, 1983) has emerged for companies in response to the increasing complexity and forms of competition” (PICHON, 2002). Companies then understood the need to get closer to their customers, retaining them and developing a long-term relationship with them. “Indeed, relational marketing activities aimed at establishing, developing and

maintaining successful relationship in lateral, internal purchasing and supply partnerships (Morgan and Hunt 1994)” (PICHON, 2002).

Moreover, in the current context, the brand is now a source of confidence, in an environment that has become unstable, following the various crises linked to the world of agro-food, where the consumer is looking for benchmarks. By creating this relationship with these consumers, “the brand then becomes a means of providing comfort on the product’s quality to customers who, because of the use of intermediaries, have lost contact with their products. As a result, the brand is part of a relational perspective; the company is committed to the client (Flambart-Ruaud, 1997)” (PICHON, 2002).

However, in addition to brand equity and customer relations, it is essential for brands to highlight the taste characteristics, face to an important consumer’s demand and where during a long time, manufactures didn’t in consideration this element: “ Taste is a major criterion of quality for individuals. They evaluate the quality product through their past experiences, if they exist, or by making inferences from the extrinsic attributes of the products (Pinson, 1986). (SALVADORE-PERIGNON). The taste of food is considered as an very influent element of in the expectations of the consumer in terms of quality: ”Sensory expectations that characterize, a priori, the taste perception of the product and that will influence hedonic expectations, related to the pleasure expected in the product consumption” (SALVADORE-PERIGNON).

Taste becomes an element that involves several parameters and subsequently becomes a symbolic and social element in consumer consumption, “because if the consumer buys a food product to eat, he buys it also for what its represents” (SALVADORE-PERIGNON).

More and more food brands play on the development of their packaging, which tries to focus on accentuating the notion of state in their approach to the customer. “ Six French out of ten consider food as a pleasure and not a simple necessity. We understand then the interest for

agro-food companies, condemned to innovate inside a relatively saturated market, to promote pleasure with the taste, a selling point” (POULAIN, 1998). This is why communicating around the product’s nutritional values is no longer their main concern, but the interference of the nostalgia for an idealized past that is imagined by the consumer or even the artisanal characters are sometimes put forward in order to inscribe the new products in a reinsurance approach and which would eventually give taste afterwards. “They therefore manipulate levers such as packaging or information that encourage the inference of speculative elements on the products. It is then interesting to ask themselves if an artisanal process has the faculty of endorsing, in terms of taste, products that are produced in the industrial ways”

(SALVADORE-PERIGNON).

However, more than a decade ago “according to a survey carried out by the CREDOC (December 2000), nearly two out of three French people think that food products can develop health’s risks” (PICHON, 2002). Face to this insecure feeling, which is perceived by the consumer, there is also a sense of loss of traditional food bench-markers, as we discussed earlier. Agro-food brands have therefore been able to develop marketing strategies in order to regain consumer confidence and on the other hand deliver their expectations: “however, brands remain only one of the quality indicators for the consumer” (PICHON, 2002). And some brands, food groups and retailers have chosen to develop food products with help of with the help of famous French culinary head chefs such as Michel GUÉRARD in collaboration with Nestlé, Paul BOCUSE with William SAURIN, Joël ROBUCHON with Fleury-michon or Alain SANDERENDS with Carrefour; In order to promote their brands while using the brands capital associated with this products, and thus establishing a relationship of trust, both on the product and on the product’s quality and on the manufacturing process.

2. *The famous culinary/pastry chefs and the agro-food companies: A real strategy for the agro-food industries.*

As often in economic crises, high-end products are seen as a safe haven by providing additional assurance on the quality of the product. “It seems that using Famous Culinary head chef have a federative role in the product’s sales that they endorse, according to the turnover growth of certain brands associated with these Chefs” (PICHON, 2002). From a sociological and historical food’s point of view, this situation allowed the industrialist to understand how the associations with Famous heads Culinary Chef and agro-food brands can be a reducing factor in the consumer’s risk perception. “ The food consumption is a major consumer concern. As mentioned Weill (1993), feeding has never been a purely physiological act” (PICHON, 2002).

Thus, to personalize the customer’s relationship, while valuing their brand’s trust capital, some industrials are offered, the guarantee of Famous Culinary Head Chefs to cater the consumer’s reassurance needs. From (Lenglet, 2007) “ Today, individuals have a strong need for identifying models. Even though with the best comfort situation, humans always need to dream to feed their imagination”. This principle is therefore the basis for the association of Culinary Head Chefs and food brands; And by buying products that are guaranteed by Famous Head Chefs, consumers will then be able to identify themselves with the Famous culinary head chefs. So these Head Chefs therefore guarantee: the quality of the product, the product origin, and the product’s composition. “After identifying themselves with the Head Culinary Chefs, the consumer appropriates their gastronomic know-how and all the values they convey, according to the model of values’ transfers developed by McCracken (1989)” (PICHON, 2002).

The chef is positioned by being the best mediator for agro-food companies between the consumer and the food products: In customer’s mind, the Famous Culinary Head Chef has a

perfect products knowledge that they produced and guaranteed. It is interesting to understand by what the industrial products elaborated by Famous Culinary head Chef afford to meet the customer's expectations by reassuring them. "Face with this loss of contact about what the consumers eat, they reassured themselves by the fact that for other people (The culinary head chef or the flavour experts), these products have a natural truth, and this products have escaped from industrial process or they provide from the nature cycle, respecting our society values: time and security. The brands that collaborate with the Head Culinary Chefs truly emerge as extrinsic quality indicators for the customer, in the same way as the price, the country of origin, the place of sale etc." (PICHON, 2002).

The presence of Famous Culinary Head Chefs is a confidence indicator inside a climate of uncertainty where are the consumers, and they also appear to be an additional strategy, in the risk reduction and in the needed reinsurance for the customer requirement. Moreover, the food products signed by Famous Culinary Head Chefs, appear as a symbolic representation for the consumers. Thus, by buying a food products warranted by Famous Culinary Head Chefs, the consumers benefit a superior quality product but above all they appropriate the Culinary Head chefs' values of what they represent, namely The French Haute-cuisine, the Food tradition and the art of living. They are naturally representing as a solid benchmark and also as a credible voice for the consumers.

Among the Famous Culinary Head Chefs who have lent their names to some agro-food industry, we have The chef Thierry MARX who worked for Nestlé and Lustucru; Cyril LIGNAC was associated for many years with Findus; Joël ROBUCHON with Fleury-Michon; Jean-François PIEGE with BONGRAIN, Pierre GAGNAIRE with ELLE&VIRE; or as Marc VEYRAT with Madrange and Sodexo: Refer to the Annexe N°2 (ISEG Marketing & Communication School, 2017).

As explained earlier, we understand that for agro-food brands, this association has been an added value both on the vision that the Culinary Head Chefs disclose for the consumer to the identifying symbol that they represent. However, it is equally interesting to know the point of view of the Famous Head Chefs who are at the beginning of this collaboration project: From Joël ROBUCHON (LAMY, 2017) “ We helped to eliminate all the pharmaceuticals products and additives. On the hams products, progress has been remarkable”; As well as for Cyril LIGNAC “If the manufacturers come to us, it is because we can bring them something. At Findus (...) I had to work like crazy for a year to succeed in improving products at five euros!”

It is important to underline that this association allowed for agro-food companies to regain consumer confidence and also significantly increase their turnover, “At Fleury-Michon, Joël ROBUCHON’s dishes represent 5% to 10% of the group’s prepared-meals activities, and represent around 7 to 8 millions euros” (Economie). It is the same for the group Jardin D’Orante where Marc VEYRAT lends his name in the development of seasonings and Soups. “Our partnership with Marc VEYRAT has allowed us to propel the brand. Last year we realized 5 millions euros in turnover” (Economie).

For nearly 20 years, Culinary Head chefs have begun to collaborate with major food groups, although communication has been long on this subject as: Alain SANDERENS is a Carrefour partner since 1987, the TROIGOIS Family associated with Casino since 1989, Antoine WESTERMANN cooking for System U since 1998, And as Jean-Pierre COFFE was the ambassador of Leader Price since 2009. This approach of the association of the major Food companies and Famous Culinary Head Chefs have been proved that a positive effect has been operating on the consumer’s buying intention. Firstly by reassuring them and then by reducing their perception of the food risk.

But it is legitimate to see if this process can lead to further steps in the process, and therefore as, ourselves about this reassuring function that Culinary Head chefs bring and can we think to develop this collaboration with all the agro-food industry and not only the most important ones? This collaboration could be a permanent issue with an increase of Culinary Head Chefs in the Agro-food companies.

II. EXPERIMENTATION

A. Quantitative experience

As part of this paper, the best way to present the results that will validate and will be discussed the hypothesis' answers is with the support of a quantitative experiment. Indeed, we have developed a questionnaire that we gave to a large sample in order to collect enough data to analyse. In this section, we will first explain the method that we used; we will discuss the design of our experience, the sample that we have targeted in order to provide a solid validation. We will briefly introduce our data collection, introducing more precisely the population that we have targeted, then we will explain you how and by which tools we were able to carry out this experience in good time, and finally the analysis of our data. We decided to analyse each question, which gives us an overview of the experiment and how it goes. This also allows us to highlight the most important points in comparison of the other topics addressed which support the most important question of this experiment.

The analysis of the data then allows us to highlight the different subjects that we will analyse during the experiment's results, and which will be useful during the discussion.

The data analysis in a review of the elements that we have collected through the distributed questionnaires (Annex 1) and supports graphical representations that helps to understand this analysis of data.

1. The method

This research requires the assistance of a quantitative experience in order to have a large participant sample. This experience allowed us to analyse a significant number of responses to our questionnaire, and we partially established the big ideas and general opinion of our sample about our research question. This allows us to validate and control the hypotheses we have established.

A large sample is useful and important for correctly constructing and interpreting the statistics of the responses that we receive by our populations. Better conclusions can be given to the answers analysed, which will allow us to give a precise answer to the hypotheses as well as our discussion.

2. Design

As we explained earlier, our quantitative experience was carried out through the development of a questionnaire.

In order to be able to accompany our population as simple as possible to answer the different question we asked for, and thus bring them to the central subject of our research, we have established this questionnaire in three steps: A first part based on the personal aspect of our sample, a second part on their general way of consumption of RTE products, and finally the questions that directly correspond to our research question.

The three parts of the questionnaire are presented in this way:

- The first part is the characterization of the individual by their gender, their age and their social-professional category
- The part two of the questionnaire is understanding their purchases and consumption habits on RTE products
- Third category is the feeling of our sample (feeling, experience, felt) of the Famous Culinary Head chefs who collaborate with the agro-food companies.

3. *Sample*

In the framework of this experiment, we did not establish or strictly choose the population that responded to our questionnaire. However, it is important to take into consideration that we have made sure to exclude anyone who come from the Culinary and the hospitality industry. We followed this approach because people from this background could not be objective with this kind of subject and would mislead the validation of our hypothesis. And to follow our experience, we are interested and to be able to catch the opinion of the typical consumer.

4. *Data collection*

First, through the family link, we distributed a large proportion of the questionnaires in the medical and paramedical sectors. It is interesting to be able to have this professional category as a sample because they can have the scientific knowledge and can be more easily alert about the manufacturing processes by certain agro-food industry. In addition, the questionnaire was distributed equally in the professional environment of culture. This population is interesting because they are closely connected with medias, and therefore interesting to be able to have their feedback about the different interpretation that the media gave on the manufacturing process elaborated by some major food brand. But this questionnaire, in the large majority, was distributed in the student area, regrouping medicine students, translation terminology student and economic students. The student point of view is an important element for our research, because they are demanding of RTE products. So this allows us to observe their reactions as well as their feelings faced with the collaboration of Famous Culinary Head Chefs and Food brands in preparing RTE products.

5. *Measurement*

The analysis of our data and the interpretation of our experience have been done seriously by the Google-form tool. This tool has been very useful in the development of the questionnaire both on the reading of the data and on the understanding of the statistic of some particular point on which we want to put forward, in particular in our results part and in our final discussion. In addition, we have used the excel statistics graph in order to provide a smooth interpretation, reading and understanding by everyone who will read this research.

6. *Data Analysis*

We have ordered our data analysis in order of the three parts we have established in our questionnaire, which were listed above.

It is true that dividing the questionnaire and our analysis into three parts has been easier to read and allows a better understanding of the data and explanations that will be given in the results section as well as in the final discussion.

For the identification of our analysed sample, we presented all our data in the form of a table that allows a simple and quick reading.

Part 1/ Identification of our analysis sample: This is the raw data processing that we collected from the 155 participants in our questionnaires.

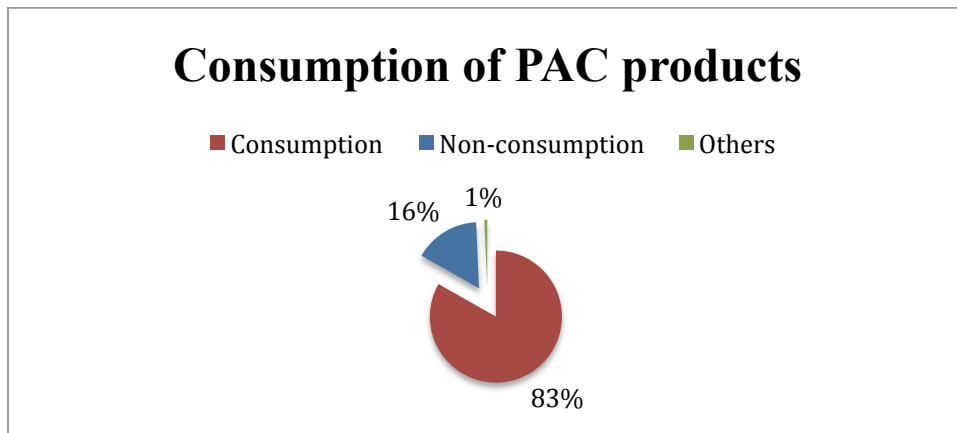
Explications of the using terms:

- n: The total participants number
- F/H: The ration between women and men. We thought it was useful to clarify this point because we have a large majority of women who answered to this questionnaire.
- Age range: We proposed a sample of age ranging from 18 years Old to overs 65 years old.
- Age Average: The sample age where we got the most answer for our questionnaire is 18 years old – 25 years old.

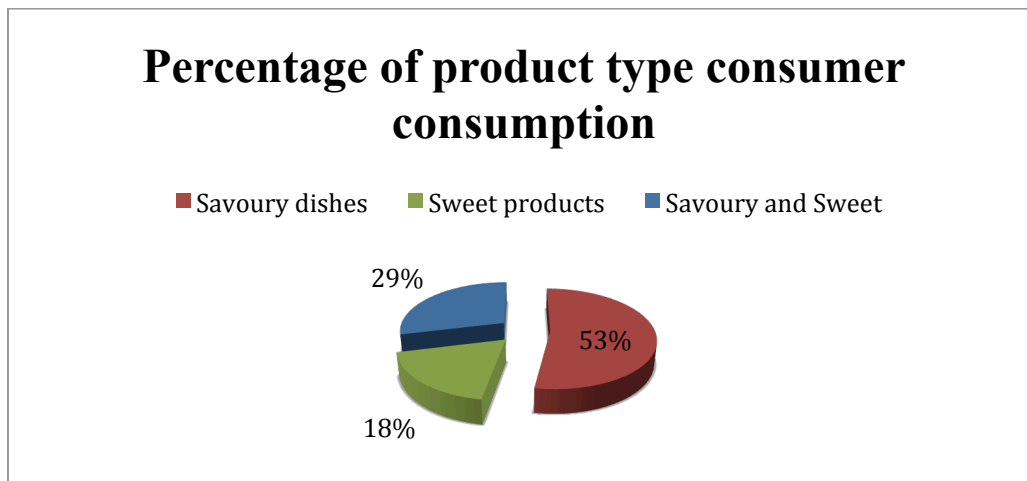
IDENTIFICATION OF OUR IDENTIFYING SAMPLE		
n (SAMPLE)		155
F/H		4,31
AGE	Range	18 y.o => +65 y.o
	Average	18-25 y.o = 56,9% 25-40 y.o = 26,8%
SOCIO- PROFESSIONAL CATEGORY	Professional Category	Students = 54,5% Workers = 43,9% 37,7% FT 5,2% PT
		Social Category

Part 2/ Understanding the consumer purchasing habits: All questions were analysed with the help of graphs, which support explanations and comments based on the results we obtained. You can refer to the appendix (Nbr) in order to see the questions that were established in the questionnaire.

- Question 4 & 5: The Percentage and the type of consumption about RTE products by our sample's consumption:



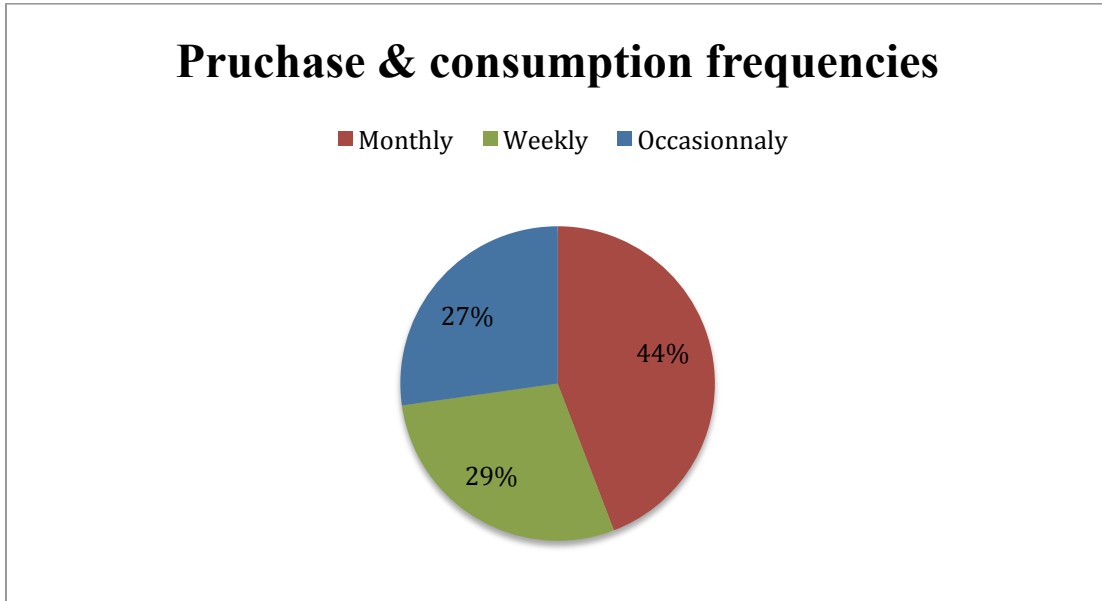
We observe that 83% of our sample buys and consumes RTE products regularly. Moreover we judge that it is interesting to see their purchasing habits for this type of products, between savoury, sweet and a shared consumption:



The majority, therefore, consumer savoury products, but 29% of them consume both types of products regularly.

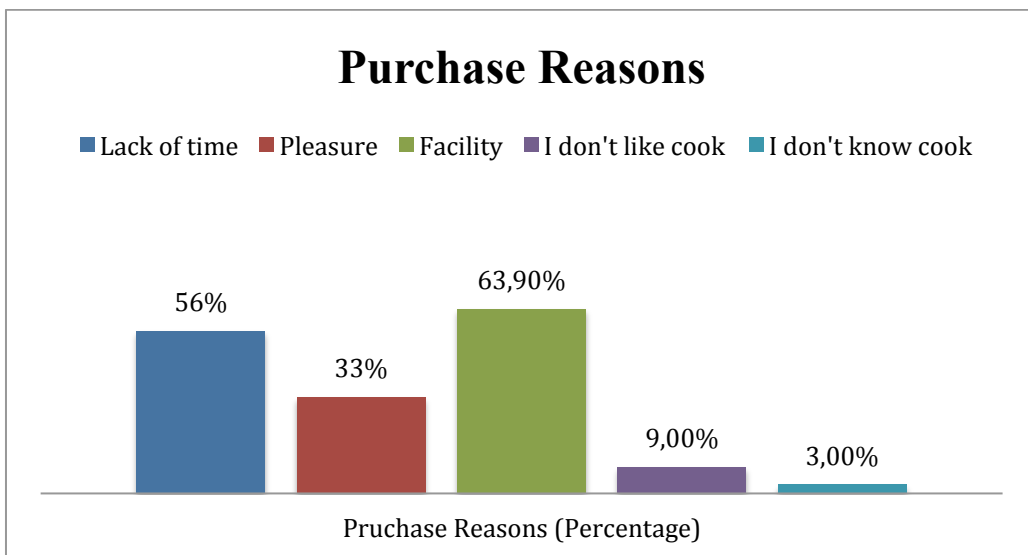
- Question 6/ The frequency of purchase and consumption about the RTE products by the our sample:

In our questionnaire, we staged two choices for a monthly consumption as well as for a weekly consumption. To give the simplest explanation, we have grouped the percentages following a monthly consumption, a weekly consumption and an occasional consumption.



We observe the majority of our sample consumes the RTE products regularly.

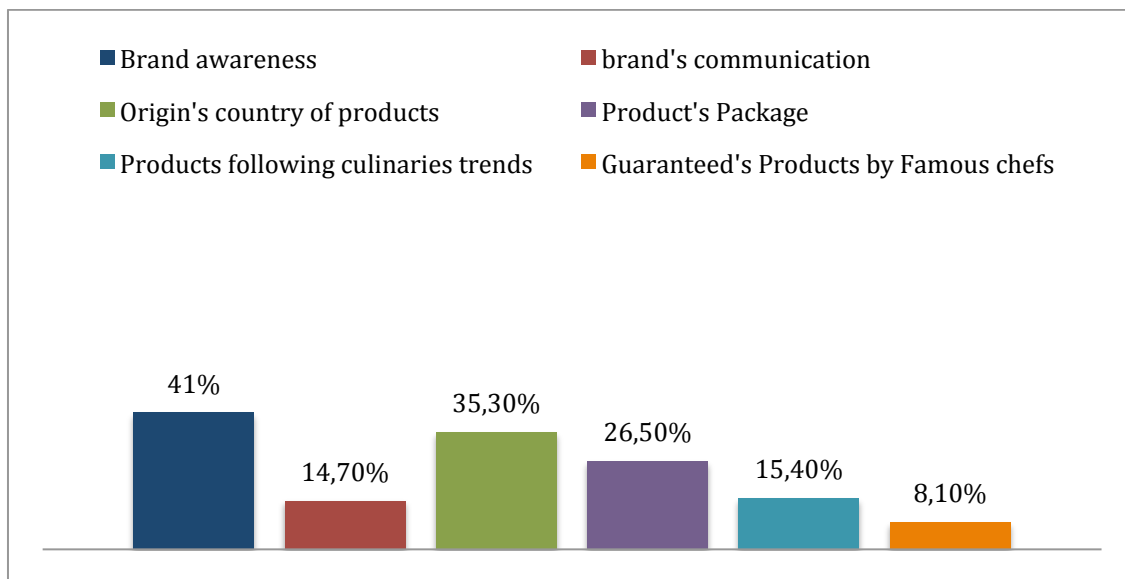
- Question 7/ The Purchasing's reasons about the RTE product by our consumers type:



We have identified that 30% of our sample buy this type of product for the pleasure.

However, the majority of our population consumes them due to a lack of time as well as a facility order: it is important to remind ourselves that the majority of our sample is either student or part-time worker and full-time workers.

- Question 8/ The characteristics that can influenced the consumer in their choice of RTE products:

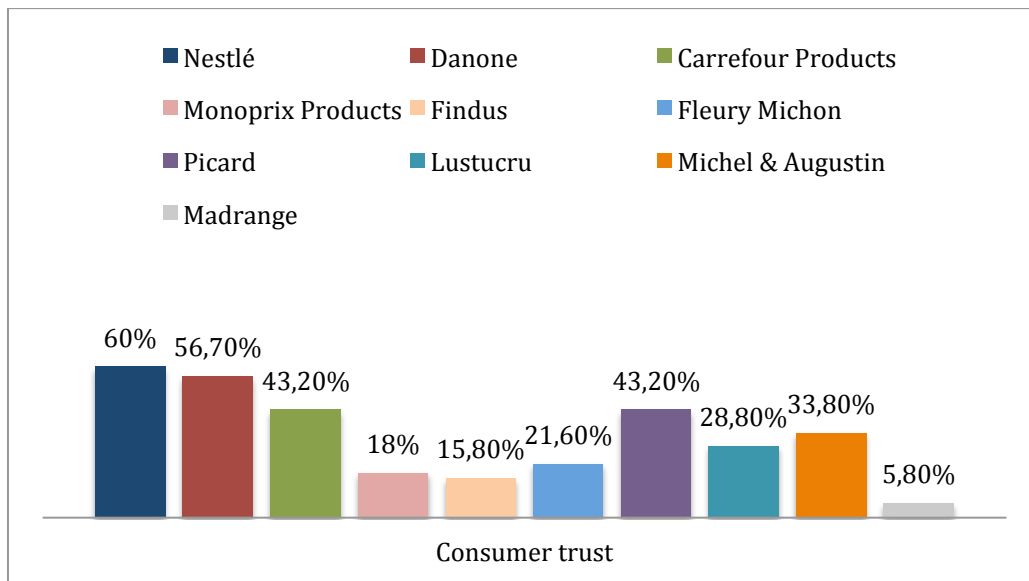


The reputation of the brand is the first criterion to 41,2%, influencing the consumer in their choice of purchase and consumption.

We then noticed that the country of origin of the product (35,3%), and the packaging (26,5%) appear to be an influencing criterion in the consumer decision about the purchase and the consumption. However, products that follow the culinary trends represent only 15,4% of our population.

We observe that the criterion that most of our sample chose about the influence of the RTE products choice are directly related to the marketing policy of the brand. The interaction with Famous Culinary/pastry head chef and Agro-food companies represent only 8,1% in the consumer choice for this type of products.

- Question 9/ Percentage of the Consumer trust with these Agro-food Companies:



The brands that inspire the most confidence in our sample are:

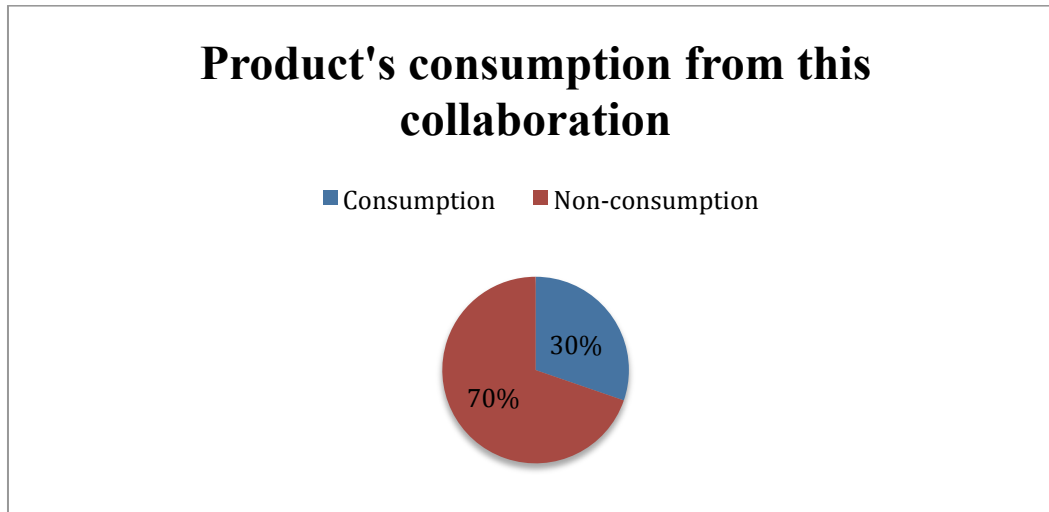
- Nestlé (60,4%)
- Danone (59,7%)
- Picard (43,2%)
- Carrefour products (43,2%)
- Michel & Augustin (33,8%)

Consumer confidence for other brands ranges from 18% to 28,8%, with the exception of Madrange, which earns only 5,8% of consumer confidence.

Part 3: The character of Famous Culinary Head Chef can influence the consumer

product perception? :

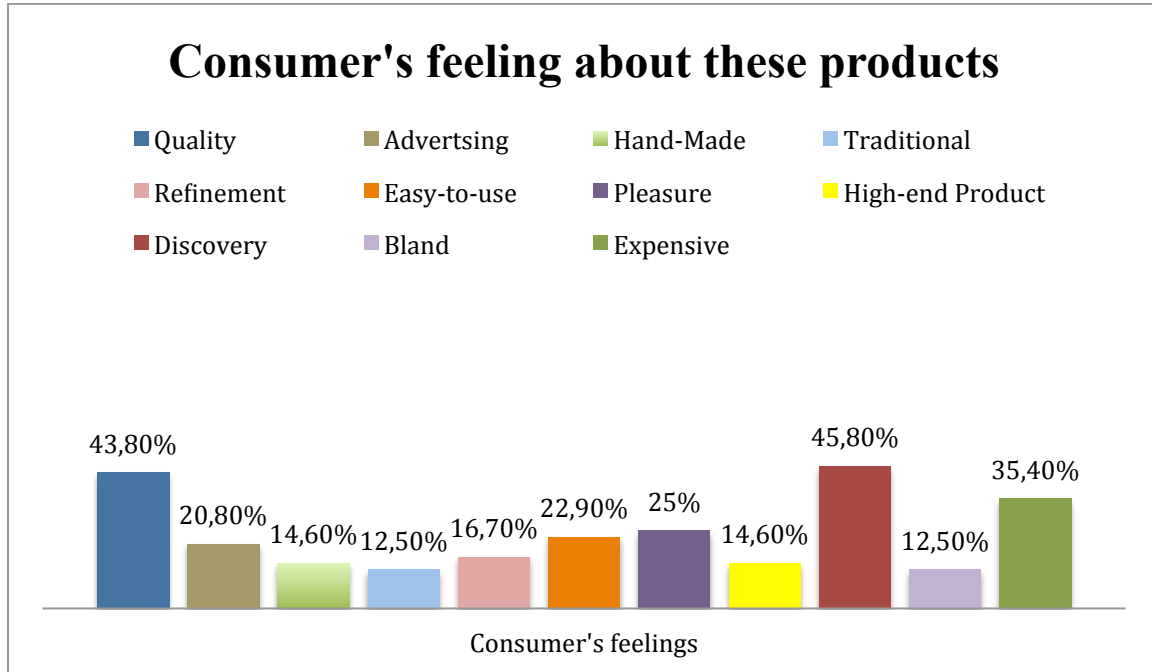
- Question 10/ The percentage of our sample's consumption about the RTE products manufactured by the collaboration between Famous Culinary/Pastry chefs and agro-food companies:



We note that the majority of our sample (70,7%) has never consumed products for the agro-food industry with the collaboration with Famous Culinary Head Chefs.

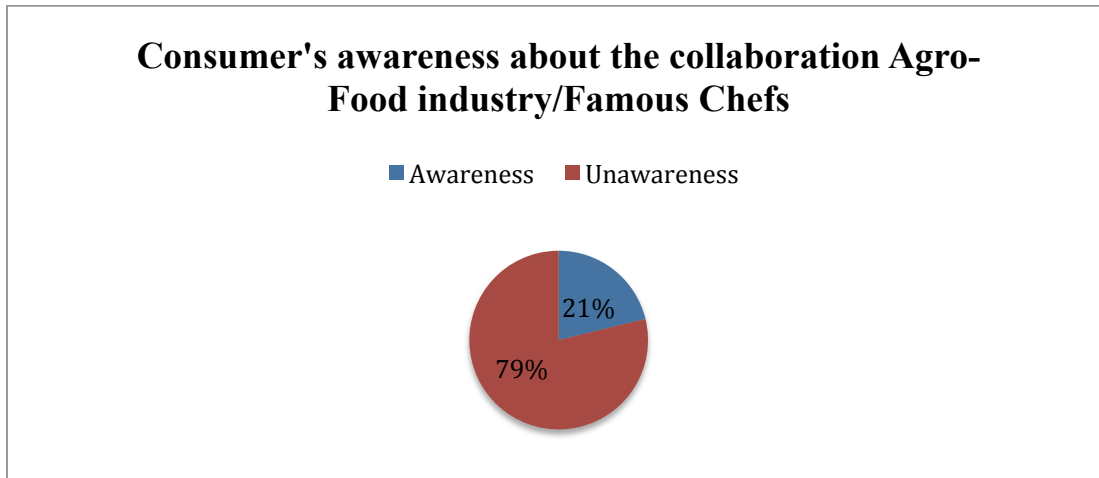
It is interesting to be able to argue this important ignorance of these products in our discussion; On the one hand, it can be justified by an absence or an insufficient communication around this type of products and on the other hand, by the fact the our population does not seem sensitive to this notions of Culinary Chefs and Gastronomy.

Question 11/ Feelings who are perceived during the RTE product consumption. This population are resulting of the 30,7% of our sample that are concerned about this collaboration:



The notion of “discovery” (45,8%) and the “quality” (43,8%) are the two main consumers feelings when they buy or consume a product that has been made by a Famous Culinary Head Chefs in collaboration with the agro-food industry. We note that the notion of price is an element that we have to take into consideration; because 35,4% of our population judges that these products are relatively expensive. However, in general, our populations characterize these products in a positive way with the terms “pleasure” (25%), “the Easy-to-use” of consuming this type of product (22,9%), “the refinement” (16,7%), or the ‘high quality’ of product realized (14,6%).

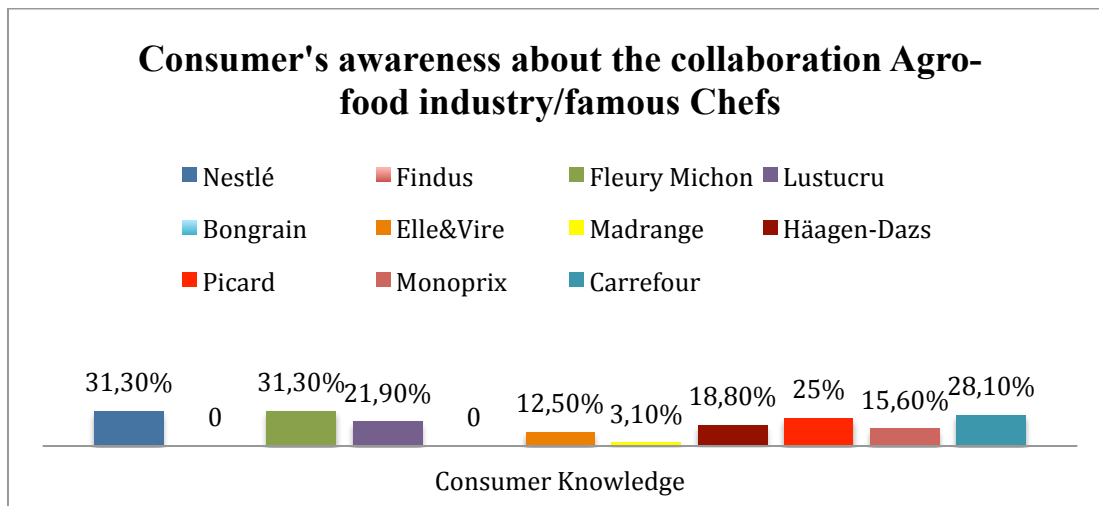
- Question 12/ The consumer's awareness about the communication that is established around the collaboration between food-brands and Famous Culinary/Pastry Chefs:



This question is based with our entire sample. But only 21,5% of our population know agro-food brands that have collaborated with Famous Culinary Chefs. The analysis of this question will be one of the subjects of our discussion in the last part.

- Question 13 / Our sample's knowledge about the collaboration and the agro-food companies that we propose in the questionnaire:

The analysis of this question is based on a sample of 32 people representing 21,5% of our sample that are aware about the collaboration between agro-food brands and Famous Culinary Chefs.



Among the proposed brands only three of them are not part of this collaboration:

- Häagen-Dazs
- Picard
- Monoprix products

Nevertheless, we observe that our sample attributed collaboration between Agro-food brand and Famous Culinary Chef in Picard with 25%, for Häagen-Dazs at 18,8% and for Monoprix product at 15,6%.

We also observe that the best-identified collaboration are:

- Nestlé: 31,3%
- Fleury-Michon: 31,3%
- Carrefour Products: 28,1%
- Lustucru: 21,9%

Moreover, we note that some collaboration are not at all or identified by a very few range of our population as:

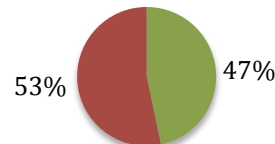
- Findus: 0%
- Bongrain: 0%
- Madrange: 3,1%

- Question 14/ The percentage about the Influence of the consumer purchase's frequency from this collaboration:

We observe that 53,3% of our population do not consider that the collaboration of famous culinary head chef with an agro-food brand can influence their choice of purchase and consumption.

Impact on the consumer influence on their product's consumption related to the collaboration agro-food Brand/Famous chefs

■ Positive Impact ■ Negative Impact



B. Results

The aim of our study is to show the influence about the collaboration between the agro-food industry and Famous culinary head chefs in the manufacture of RTE products, in relation to the decision of the purchase and the consumption of the consumer; displayed here by our sample. Among the different question we asked to the population of our sample, we identified the main information and results that will be argued in our discussion in order to give the best answer for our hypotheses and the research question.

First of all, we realized that 83,2% of the respondents consume more or less regular RTE products. But among this sample of consumers, less than half, 46,7%, are influenced by the collaboration of a famous culinary head chef and the agro-food company. Although the Culinary Chefs ensure a better product delivery on both the taste and the quality of the product, it is interesting to understand why less than half of our sample are not interested and are not susceptible by this collaboration, in their habit of purchase and consumption.

The purchase process is one of the key elements that we decided to put forward and which is more necessary to be able to validate our hypotheses and our research question. As we previously argued, the main motivation for purchases the RTE products by the consumers

is first the “easy to use” character, which is perceived by 63,9% of our sample, as well as the “lack-of-time” identified by 56,3% of our population. These percentages can be explained by the fact that 54,5% of our specimen is students as well as 43,9% of them are workers whose 37,7% are full-time workers.

We also observe that “pleasure” represents nevertheless the motivation of 33,3% of our sample in the consumption of RTE products.

The third point to analyse, following the analysis of the results that we obtained, is the reasons that lead the purchase and consumption of our sample about RTE products. Indeed, we have identified two main reasons that play a role in the purchase and the consumption influence: first of all the “brand awareness” with 41,2% of our sample being concerned with this element, as well as the “origin of the products” concerning by 35% of our population. It is not insignificant to mention that 26,5% of our population would be packaging influenced, which can play sometimes a key role in the purchase decision of RTE products for the consumers.

It is also important to understand what the consumer feels when purchasing and consuming RTE product from this collaboration: Despite a rather negative impact on the purchasing influence of consumers for the RTE products resulting from this collaboration, we note that the population we targeted identify this collaboration as a positive way. We can therefore briefly imply that our people perceive these products to be better quality products and that this collaboration allow them to discover new products. However, these products are still too expensive to be stem from a regular and daily consumption for our sample.

Consumer positive view	Consumer negative view
Discovery = 45,8%	Expensive = 35,4%
Quality = 43,8%	Advertising: 20,8%
Refinement = 16,7%	
Pleasure = 25%	
Easy-to-use = 22,9%	

Finally, the latest important findings of our experiment to be put forward, and which will be discussed in our next part, is the relative lack of knowledge from our sample about this existing collaboration between Famous Culinary Head Chefs and Agro-food companies. After the analysis of our results several points may be brought to discuss: As first the representativeness of our sample from a gastronomic point of view. It is possible the sample we selected does not care much about the gastronomic phenomenon that surrounds it, and is not a strong enough criterion to be able to influence them in their purchase decision. It is, however, very interesting to ask which components can be required, or from a marketing and communication point of view, what modification can be made in order to better attract this population which does not feel concerned by this collaboration. This result can also be explained by the communication that is made around this collaboration, which perhaps, is not enough emphasized for a population that is not concerned about the culinary trends. And finally, following these results, we realized that the consumer perceives some brands like Picard, Monoprix or Häagen-Dazs as brands resulting from this collaboration, when in reality they are not. We will therefore try to explain and know why some brand can be impressionable by the consumer when they are not from this movement.

III. DISCUSSION

Based on our analysis of our data, we found that 83,2% of our sample consumes RTE products on a regular or a daily basis. On the other hand, 53% of them say they are not influenced by this collaboration about Agro-food companies and Famous Culinary Head Chefs, in their attitude of purchasing and consuming products resulting from this collaboration.

These data have a direct impact on the purpose of our research, which is: **The impact of culinary leaders implementation in agro-food industry can impact on the Food product consumer perception?**

To better understand the 53% of the sample that uses RTE products, we need to discuss about specific point of our experience to understand those results. First of all, let's try to understand the motivation to buy RTE product by our sample of consumers. We have to remember that our samples are made mostly of students (54,5%), and also worker (43,9%): Full-time workers (85,8%) and part-time workers (4,2%).

Our data analysis showed that the "lack of time" (56,3%) and the "easy-to-use" (63,9%) were the two main reasons for consumption from the 83,2% of our sample. However, although these products are considered "practical" in the time management of our consumer, these RTE products have also been identified as a source of pleasure by 1/3 of our sample representing 33,3% of them.

We then identified the reasons why the consumer buys and consume this type of RTE products. On the one hand by the brand awareness (41,2% of them), and on the other hand the Country of origin of the products used (35,3%).

If we refer to the literature review, the provenance of the products is a subject that has been addressed repeatedly as part of the needs of consumers in their relationship of trust with agro-food companies. Indeed, this criterion is decisive in the purchase of food products in the

majority of French consumers. The consumer's legitimate response is to know about the manufacturing processes about the food that they ingest. The will to know the product consumed is at the consumer's heart concern, which seeks the transparency and the traceability of the consumed products. "Faced with food anxiety and its perception of risk, the consumer must react. He feels the need to know and know what they eats, they no longer want to eat in unidentified edible object" (PICHON, 2002).

However, although that these two criterion represent the majority of the consumer's reasons, the packaging criterion was attributed as a decision-making in the consumer's purchase and consumption of RTE products. This element has also been described in the literature review. Food brands rely heavily on the development of their packaging, in order to accentuate the notion of taste in the process of bringing the consumer closer from them. Packaging is the first element visible to the consumer and it is one of the decisive elements in the products choice and purchase by the consumer. Marketing development around the product's packaging has now become a key element in promoting new products to industrialist: "they therefore manipulate levers like packaging or speculative information on the product" (SALVADORE-PERIGNON).

To answer to our hypotheses and our research question, we have restricted the sample of our experience and focus only on the population that as already experienced RTE products that are resulting from the collaboration between Agro-food industry and Famous Culinary Head Chef. This small sample represent 30,7% of the original sample, which had previously consumed RTE products that represented 83,2% of our total sample. In order to better understand this population and their decision to select RTE products from this collaboration, we have emphasized our research on the feelings that our sample of consumers have during their purchases and consumption. Among the list of feelings that we proposed to our sample inside our questionnaire (Annex N°1), question N°11, the notion of "discovery (45,8%) and

“quality” are the principal feelings of our consumers sampled. However, the criterion of the products’ price is found to be relatively important for these consumers, because 35,3% of them considers that these prices are in a high price order. Following the interpretation of these results, and within the limits of this study, the first hypothesis can be validated by reading these results. Indeed, in general and in addition to the notion of price, which may sometimes be a consumer item, the products resulting from this collaboration are perceived in a positive way. That is to say that they allow a better acceptance of the food brand, because the Culinary Chef is an element of confidence, a safety marker in the agro-food industry. As explained in the literature review, “The presence of a Famous Culinary Chef, is a marker of confidence in the climate of uncertainty where the consumer is”.

Although our first hypotheses are confirmed by our literature review as well as by the gathered from our experiments, our second hypotheses is discussed with the last question proposed to our samples in our questionnaire. The results we get in the analysis of our last question are negative. That means, 53,3% of our restricted population will not be influenced in their purchasing and consumption decisions face to RTE products, which are resulting from the collaboration Culinary Chef and Agro-food industry. Even though the elements of our previous analysis confirm that the products resulting from this collaboration have a positive impact on the consumers questioned, it is interesting to understand why our sample does not approve a more regular consumption about this type of products. We can, however, put forward some explanations that may explain this phenomenon. Our first hypothesis may be restricted by the sample of our experience: The sample population may not grant interest on the gastronomy, and the culinary trends to feel more concerned with this type of collaboration. In effect, the majority of the population being part of the experience happens to be students. This criterion can then limit our sample in terms of financial means on the one

hand, and on the other hand it does not consider it necessary to give more values to products, which are elaborated by Famous Culinary Chefs.

A second explanation, which may argue this phenomenon on the part of our sample, is related to the marketing and the communication that is made around these products by the food companies. Let's see at the number we analysed, and among the 155 people who are participating in this experiment, only 46 of them are informed by this collaboration between the Agro-food companies and Famous Culinary Head Chefs. Let us not forget that this collaboration has been going on for more than twenty years: the Carrefour brands has been one of the first companies to establish this partnership with Alain SENDERENS since 1987; the TROIGROIS Family with the Casino group in 1989, Michel GUÉRARD worked for years with Nestlé and with Cyril LIGNAC for Findus brand, or Joël ROBUCHON with Fleury-Michon.

It is all the more interesting to note that the majority of the consumers, who constitute our sample, even if the device was set up some years ago, have not identified this alliance.

However, this collaboration has been the lever for the food industries to go out of the crisis of additives and food colouring used abundantly, as well as the secret of the manufacturing process, and which according to the testimony of Joël ROBUCHON: "We contributed to eliminate all the pharmaceuticals and additives. On the hams, the progress was remarkable".

The lack of communication around this collaboration is one of the elements that favours the consumer's lack-of-knowledge about this collaboration; And we assume that this communication has been restricted to a specific type of consumer. Although the price, after our analysis is an important issue in the decision making of our sample in their purchasing and consumption habits, it can become secondary if the marketing policy puts forward other equally important criterion for our consumer sample.

Moreover, we observed that certain brands, not participating in this collaboration, are perceived by a part of our sample, as being the result of this collaboration. Indeed, among the 30,7% of our sample that know this collaboration, 25% of them believe that Picard is part of it, followed by Häagen-dazs with 18,8%, and finally Monoprix with 15,6% of our sample. While Madrange, Bongrain and Findus are still unknown to this sample, whereas these three food brands are part of this collaboration. But how do these companies then get to integrate consumers that Famous Culinary Chefs can manufacture their products in collaboration with their brands?

These three brands have succeeded in attracting consumer by the products they offer: it is true that the products proposed are from a refined range of products, with quality aspect, and most of them respected the season of the products that they use. They have also increased their activity on social networks in order to attract a large age group: Generation Y, which included all the people born between 1980 and 2000 that are still called the digital native or the net generation; As well as the generation X, grouping people between the age of 30 to 50. They have developed also an important advertising campaign to expand the age range of their customer, in order to attract the generation W, called the baby boomers gathering all people over 50 years olds, and less present on the social network. And finally, the promotion of the packaging of their products, which is a decision-making tool for the consumer.

If we are referring to the following appendices (N°3 to N°5), we are in a position to better understand the consumers in their error of interpretation with these three companies about their collaboration with Famous culinary chefs. If we consider the products that Picard proposed, such as “éclair” cream puffs pastry (Annex N°3), which instinctively represent those from Christophe Adams, Famous French pastry chef specializing in cream puff pastry, or even the delicacies that the brand proposed (Annex N°3) represent those we can buy from a

pastry boutique. The products offered by Monoprix in its “gourmet” range inspire quality and High-end for the consumer (Annex N°4).

Indeed, the fact of having chosen black as packaging colour and a purple logo, unconsciously inspires to the consumer the luxury aspect, and therefore a product with added values. If we observe the advertising campaigns of Monoprix (Annex N°4), they emphasize the seasonality respect and the problem of the products waste. That of the Häagen-Dazs brand (Annex N°5) is also about respecting nature, the environment that surrounds us.

The strategic issues of these three brands to attract the consumer are considerable; The dimensions of the social networks enabled them to attract and sensitize especially the youngest consumers, as well as their marketing policies with the promotion of their packaging and their important advertising campaign, have a direct impact on the brand awareness. Indeed, on the Annexes n°3 to n°5, we observe that the advertising images of these three major brands reveal on the one hand an element of naturalness of the products and on the other hand generate the identity of the luxury through the colours chosen as well than descriptive words of their products. As we explained in the literature review, consumers need to identify with the return of the naturel, to choose these products, and to be able to eat a product that differentiates itself from others by the taste and the image that it represents. In fact, these three brands have thus clearly highlighted the belonging to the high-end, the choice of their products and the policy in which it is inserted in terms of manufacturing process. The consumer, by identifying these criteria then integrates the strengths of these food brands, as may results from this collaboration between Famous Culinary Chefs and Agro-food companies. It would be then possible to reflect upon the marketing policy that the brands resulting from this collaboration that they set up, so that they can put forward these different criterion which are found to be very important from the consumer point of view.

CONCLUSION

Through this work, we have studied the evolution of the French agro-food industries from their setting-up to these days, in particular in the framework of the recovering consumer confidence and the different ways they use for this purpose.

Trends such as “Home-made” or the “product origin” used were quickly realized and integrated by the majority of Agro-food brands; Especially in France, where the culinary culture and the gastronomy are part of our cultural heritage, and the idea of associating a collaboration between Famous Culinary/Pastry chefs and these companies appeared obvious to industrialists. The radical change of the agro-food companies in the brand image they present then made it possible to regain the consumer’s trust.

During this study, we have tried to understand the consumer’s reactions to the RTE products resulting from this collaboration between the agro-food companies and the famous culinary/pastry chefs, and if, this collaboration can influence consumers in their regular purchasing and consumption’s habits. The results of our experiments, subject to number and true representativeness of our sample, are in favour of one of our hypotheses: the collaboration between famous culinary/pastry chefs and agro-food companies has a positive impact on our population. The resulting products are perceived as valuable, high-quality, and enable the consumer to discover new products, which until now have not been identified in their eating habits.

On the other hand, the sample we selected did not validate our second hypothesis; In fact, the data from our survey show that, although the products resulting from the collaboration between the famous culinary/pastry chefs and the agro-food brands are perceived positively, this collaboration does not appear to influence their purchasing habits and daily consumption.

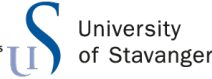
These results have to be taken into account both in terms of the evolution about the manufacturing process by agro-food companies, where the trend of “home-made” and “natural” continues to increase, and on the communication tools around this collaboration, perhaps perceived as too insufficient to be able to change the eating habits of consumers.

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APPENDIX

Annex1: Questionnaire distributed to our 155 individuals sample



Master de Management, Leadership et Innovation Culinaire

Questionnaire

Êtes-vous un Homme ou une Femme ?

Femme

Homme

Dans quel catégorie d'âge vous situez-vous ?

18-25 ans

25-40 ans

40-65 ans

+ 65 ans

Votre situation professionnelle ? (Possibilité de choix multiple)

Etudiant

Femme/Homme au foyer

Travailleur à mi temps

Travailleur à pleins temps

Sans emploi (chômage / retraite)

Célibataire

En couple

Famille avec enfants

Rappel : Les produits prêt-à-être consommé sont des plat entièrement cuisinés prêt à être remis à température (si ils sont surgelés) ou prêt à être consommé en l'état.

Ces produits regroupent :

- *Les desserts (frais et surgelés) que se soit un gâteau ou un dessert que l'on trouve au rayon des laitages (riz au lait, crème brulée, etc.)*
- *Les plats cuisinés frais et/ou congelés, où comme par exemple les articles apéritifs (Houmous, Tzaziki, etc.)*

Achetez-vous des produits prêt-a-être consommés issus d'entreprise agroalimentaire ?

Oui

Non

Si oui, quel type de ces produits achetez-vous le plus fréquemment? (Possibilité de choix multiple)

Sucré

Salé

Quelle est votre fréquence d'achats/consommation pour ce type de produits ?

1 fois par mois

1 à 3 fois par mois

1 fois par semaine

1 à 3 fois par semaine

Occasionnellement

Pour quelle raison achetez vous ces produits ? (Possibilité de choix multiples)

Par manque de temps

Par plaisir

Par facilité

Je n'aime pas cuisiner

Je ne sais pas cuisiner

Quelles sont les raisons qui guident votre choix d'achats ? (Possibilité de choix multiple)

La notoriété de la marque

La communication qui est faite autour de cette marque

Pays d'origine de la provenance des produits

L'emballage

Les produits qui suivent la/les tendance(s) culinaire(s) actuelle(s)

Cautionnés par un/une chef de cuisine/pâtisserie

Autre(s)



**Parmi ces marques d'agro-alimentaires, à laquelle ou lesquelles faites-vous confiance ?
(Possibilité de choix multiple)**

- | | |
|---|--|
| <input type="checkbox"/> Nestlé | <input type="checkbox"/> Madrange |
| <input type="checkbox"/> Danone | <input type="checkbox"/> Findus |
| <input type="checkbox"/> Produits carrefour | <input type="checkbox"/> Fleury Michon |
| <input type="checkbox"/> Produits monoprix | <input type="checkbox"/> Picard |
| <input type="checkbox"/> Lustucru | <input type="checkbox"/> Autre(s) |
| <input type="checkbox"/> Michel & Augustin | |

Avez-vous déjà consommé des produits prêts-à-être consommé qui ont été réalisés par de grand chef de cuisine/Pâtisserie en collaboration avec des entreprises agro-alimentaire ?

- Oui Non

Si oui, quel(s) sentiment(s) avez-vous eu en les achetant et/ou en les consommant ?

- | | |
|--|---|
| <input type="checkbox"/> Qualité | <input type="checkbox"/> Plaisir |
| <input type="checkbox"/> Publicité | <input type="checkbox"/> Haut de gamme |
| <input type="checkbox"/> Fait maison | <input type="checkbox"/> Découverte |
| <input type="checkbox"/> Prix trop élevé | <input type="checkbox"/> Sans intérêt |
| <input type="checkbox"/> Traditionnel | <input type="checkbox"/> Tendence |
| <input type="checkbox"/> Qualité | <input type="checkbox"/> Couteux |
| <input type="checkbox"/> Modernité | <input type="checkbox"/> Bon marché |
| <input type="checkbox"/> Raffinement | <input type="checkbox"/> Diversité des produits |
| <input type="checkbox"/> Praticité | <input type="checkbox"/> Pure communication |

Connaissez-vous des marques qui ont collaborés avec des chefs de cuisines/pâtisserie ?

- Oui Non

Si oui laquelle ou lesquelles ?

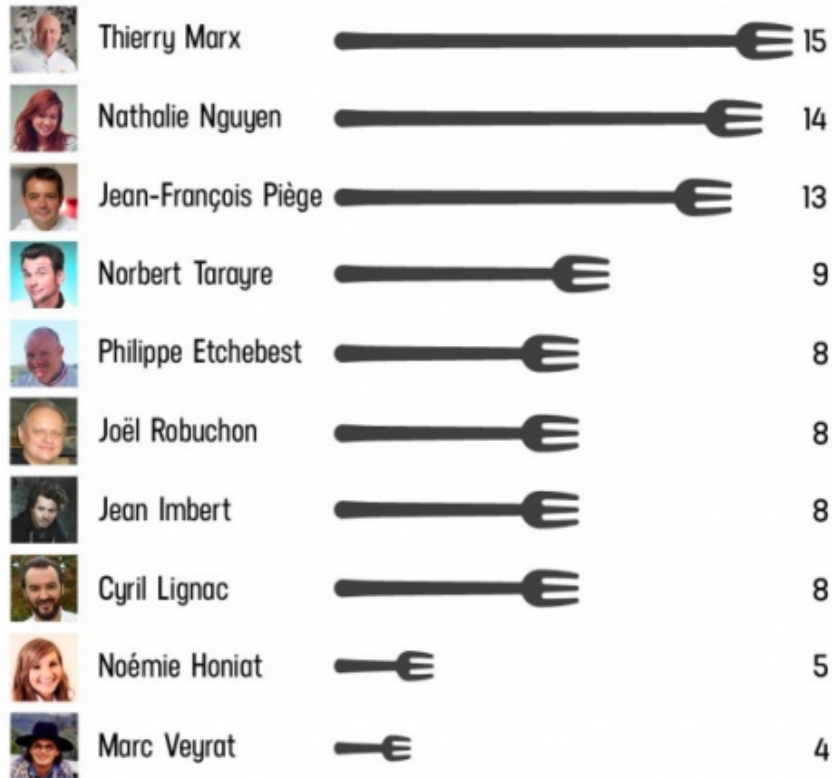
- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Nestlé | <input type="checkbox"/> Elle&vire |
| <input type="checkbox"/> Findus | <input type="checkbox"/> Madrange |
| <input type="checkbox"/> Fleury Michon | <input type="checkbox"/> Häagen Dazs |
| <input type="checkbox"/> Lustucru | <input type="checkbox"/> Picard |
| <input type="checkbox"/> Ferrero | <input type="checkbox"/> Monoprix |
| <input type="checkbox"/> Bongrain | <input type="checkbox"/> Carrefour |

Pensez-vous que votre fréquence d'achat/consommation serait influencée si une entreprise d'agro-alimentaire travaillait étroitement avec des chefs de cuisine/pâtisserie dans le domaine de la recherche et développement de produits ?

- Oui Non

Annex n°2: The number of collaboration by Famous Culinary/Pastry Chef with Agro-food companies:

Les 10 chefs qui comptent le plus de partenariats* avec des marques :



**Partenariats significatifs entre un chef et une marque depuis 2000, hors : conférences, salons, prestations de traiteur pour des entreprises ou de conseil pour des restaurants*

Annex n°3: Picard products and advertising



EN CE MOMENT

6 €95 ~~7 €95~~

La boîte de 180 g, soit 38^{€61} le kg - Jusqu'au 31 mai

Pour votre santé, mangez au moins cinq fruits et légumes par jour. www.mangerbouger.fr

CERTAINS FRUITS
NE VERRONT JAMAIS
UNE ASSIETTE.



LES NÔTRES NE VERRONT
JAMAIS UNE POUCELLE.



1% seulement des produits que nous vendons est jeté avant d'être consommé.

CERTAINS LÉGUMES
D'ÉTÉ SONT RÉCOLTÉS
EN PLEIN HIVER.



LES NÔTRES
PRÉFÈRENT ÊTRE CUEILLIS
À LA BONNE SAISON.



100% de nos fruits et légumes sont cultivés et récoltés dans le respect de leur cycle naturel.

picard
Chaque jour a un goût nouveau


Annex N°5: Product and advertising by Häagen-Dazs

Imagine a world without honey bees.


Now imagine that world without tasty pears, luscious raspberries and juicy strawberries. Honey bees are responsible for pollinating one-third of all the foods we eat, including many of the ingredients that define our all-natural ice creams, sorbets, frozen yogurt and bars.

We've created this site because honey bee populations are disappearing at an alarming rate, and we want to keep these little heroes buzzing.


We hope you'll join our mission.




GET INVOLVED




Donate Now!



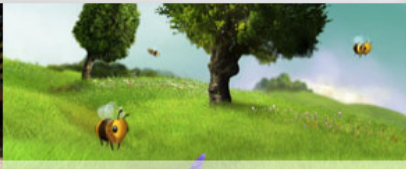
Buy a Carton, Save a Bee




Plant a Garden



FEATURED VIDEO



EXPLORE THE FIELDS



MAKE AND SEND A BEE



Nature needs honey bees. We all do. After all, they're responsible for pollinating one-third of all the foods we eat, like the cherries and pears that make our all-natural ice cream so delicious. But they're disappearing at an alarming rate. Learn how to help at hdbetheoneybees.com.
Now Häagen-Dazs® Vanilla Honey Bee Ice Cream.



MADE LIKE NO OTHER™



hd  hb
Häagen-Dazs loves Honey Bees

honey, please don't go