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A conceptual framework and review explaining the role and potential of product marketing in preserving traditional cultural landscapes

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Traditional cultural landscapes (TCL) in Europe provide a variety of ecosystem services. This kind of landscapes are increasingly under threat, however, and there is growing recognition of the need for measures to preserve them. While consumers can contribute to preservation by purchasing more of the food produced in these landscapes, three main barriers currently limit consumer demand: lack of consumer knowledge about these products' attributes; lack of trust in product information, and limited availability. Bringing systematically together research on products from TCL from different scholarly domains and marketing research, this study develops a conceptual framework explaining the role of product marketing in preserving these sustainable landscapes. The findings show that product marketing can bridge the attitude-behavior-gap between products from TCL and consumers to increase consumer demand. Marketing efforts for these products should aim (1) to highlight their unique qualities, (2) to increase consumers' knowledge of the benefits of these products, and (3) to build relationships and trust through creating closer proximity between consumers and producers and ensuring that products from TCL are available to target groups. In order to motivate consumers to buy products from TCL and overcome the three main purchase barriers and the resulting attitude-behavior gap, marketing management needs to harmonise all four marketing instruments: product policy, price policy, place policy, and promotion policy. Marketing for TCL products would benefit from more interdisciplinary research focusing on the entire value chain, including innovative farming and processing, to increase consumer value and economic benefits for farmers while promoting sustainable land management.

KEYWORDS

traditional cultural landscapes, food, product, marketing, consumption, communication

1 Introduction

Traditional cultural landscapes (TCL) in Europe contribute to human wellbeing in multiple ways (Bieling et al., 2014; Fagerholm et al., 2020). The need for their preservation, including a range of positive ecological, economic, social, and cultural sustainability outcomes associated with this kind of landscapes, have gained increasing attention over the past decade from scholars and policymakers alike (García-Martín et al., 2021; García-Martín et al., 2022; Plieninger et al., 2020). However, the total area covered by TCL in Europe has continued to decline. In many cases this decline is due to farmers discontinuing traditional forms of

cultivation because of its lower profitability compared to more intensive land use (García-Martín et al., 2020; Tieskens et al., 2017; Wolpert et al., 2020). Beyond Europe, TCL worldwide face similar threats of abandonment and agricultural intensification, highlighting their global significance as agricultural heritage systems. These multifunctional landscapes are crucial for addressing global challenges such as climate change and food security, emphasizing their ongoing importance for the future of rural areas and communities globally (Santoro, 2024).

Previous studies have examined TCL and their products from various scientific perspectives, including research focused on food systems (García-Martín et al., 2021), landscape ecology (Bieling et al., 2014; García-Martín et al., 2021; García-Martín et al., 2022), ecosystem services (Bieling et al., 2014; Schaich et al., 2010), as well as on the historical (Barthel et al., 2013) and sociological aspects of this kind of landscapes (Duarte et al., 2008). While such studies have emphasized the importance of TCL and their products for society and sustainability, however, there remains a lack of scientific research examining the role of markets and product marketing in contributing to the preservation of these landscapes.

This study proceeds from the premise that consumers can contribute to preserving TCL by adapting their purchasing decisions in favor of products from this kind of landscapes. In short, if existing barriers to greater consumption are overcome then markets can reward farmers for maintaining sustainable farming practices in TCL (Balogh et al., 2016; Escribano et al., 2020; García-Martín et al., 2021; García-Martín et al., 2022). Marketing measures can help open up new market opportunities for products from TCL by improving market opportunities through focusing on target consumer preferences (e.g., Hollensen and Oprešnik, 2015).

The main objective of this article is to demonstrate how product marketing can help to preserve TCL. This article reviews and extends the understanding of the relationship between marketing and TCL and the products produced in these landscapes. The study answers the following two research questions: (i) How are TCL and products from these landscapes linked with consumers and marketing? and (ii) Which marketing measures can help to increase the consumption of products from TCL?

The remainder of this article is structured as follows. Section 2 presents key concepts developed in the literature to date, identifying common terms used in scientific research to refer to TCL (2.1) and products produced in these landscapes (2.2). Here the aim is not to develop a universally valid definition but to identify the specific characteristics that distinguish them from other landscapes and products and which could be interesting for consumers. Examples of TCL and products are also presented. Subsection 2.3 draws on findings from prior research to identify the potential target consumer groups for these products. The main barriers hindering consumers from buying this kind of products are then discussed in 2.4. Subsection 2.5 introduces marketing theory and explains the marketing mix as an approach that helps to manage marketing measures in a targeted and systematic way. Section 3 outlines the methodology, detailing the framework-based literature review used to identify and categorize marketing measures for TCL products. Section 4 synthesises findings from this review on which marketing measures are most appropriate to promote products from TCL. Building on the literature-based analyses and review findings presented in the previous sections, Section 5 summarises current knowledge about the successful

marketing of products from TCL, introducing a novel conceptual framework that explains the role of marketing in their preservation and shows the relationships between TCL, related products, farmers, consumers, and marketing. The fifth and final section discusses requirements for future research.

2 State of research

2.1 What are traditional cultural landscapes?

This section outlines key terms referring to TCL used within the scientific discourse. While a comprehensive, universally accepted terminology remains elusive in this interdisciplinary field, the following terms illustrate the diverse conceptualizations and research approaches, and form the basis for our literature search in Section 3 (Bürgi et al., 2017): cultural landscapes (e.g., Domingo and Sánchez, 2023); traditional rural landscapes (e.g., Tempesta and Vecchiato, 2019; Torquati et al., 2018); bio-cultural refugia (e.g., Barthel et al., 2013); biocultural heritage landscapes (e.g., Svensson et al., 2023); world agricultural heritages (e.g., Sekine, 2022); high nature value farming landscapes (e.g., Plieninger et al., 2019); and agroforestry landscapes (e.g., Wolpert et al., 2020). The varied terminology reflects the rich, multidisciplinary engagement with landscapes shaped by long-term human interaction. For the purpose of this study, TCL are considered as the overarching concept, characterized by extensive management, historical human–environment interaction, and their provision of both ecological and cultural values. Other terms presented herein represent broader categories (e.g., cultural landscape), specific manifestations (e.g., agroforestry landscapes), or conceptual frameworks for valuing heritage (e.g., bio-cultural refugia), which collectively informed our understanding and search strategy for this review.

Examples of TCL in Europe include various agroforestry systems, such as the holm oak landscapes (e.g., Tieskens et al., 2017), chestnut landscapes (e.g., Wolpert et al., 2020), terraced olive groves (e.g., Torquati et al., 2015), and orchard meadows (e.g., Forejt and Syrbe, 2019), as well as traditional sheep pastures (e.g., Dugum et al., 2021), heathlands (e.g., Fischer and Küster, 2023), and extensive fish ponds scattered across a mosaic of landscapes (e.g., Wezel et al., 2013).

While the majority of TCL are concentrated in mostly rural regions with decreasing populations and scarce economic resources, they are heterogeneous in size, structure, and biophysical conditions, differing also in their socio-economic characteristics. They include areas smaller than 50 km² within specific regions as well as more cohesive landscapes of over 500 km². While some farmers rely on TCL production as a primary source of income, others cultivate their land for predominantly altruistic purposes (García-Martín et al., 2021).

Notwithstanding this diversity, three key characteristics are typical of TCL. First, this kind of landscapes are usually managed and farmed extensively rather than intensively in the manner of modern agricultural systems (García-Martín et al., 2021; García-Martín et al., 2022). Unlike intensive farming, a low level of external inputs are used in production, and farmers breed their animals to be long-living and well-adapted to their habitat (García-Martín et al., 2021; García-Martín et al., 2022). Extensive cultivation

practices also allow for the presence of landscape elements such as trees, stonewalls, terraces, hedgerows, small forest patches, and ponds (Tieskens et al., 2017; Wezel et al., 2013). As such, many TCL are agroforestry systems that allow multiple uses of the area (Plieninger et al., 2020). Second, TCL have been established over a long period of time through the interactions of people with their natural environments. Indeed, those found in Europe today have developed over thousands of years (Bieling et al., 2014; Fernández-Ferrín et al., 2018). Third, they are often managed using traditional techniques and tools. Moreover, they are typically distinguished by strong associations with distinct crafts, styles of architecture, music, place names, and specific forms of social organization (Fernández-Ferrín et al., 2018; García-Martín et al., 2022).

These three common characteristics are closely related to the valuable ecosystem services provided by TCL (García-Martín et al., 2021; García-Martín et al., 2022). Importantly, this kind of landscapes help maintain biodiversity in agriculture. For example, the use of old varieties serve as on-farm 'gene banks' (Dugum et al., 2021). Agroforestry systems contribute to reducing soil erosion and nutrient losses, with greater potential for carbon sequestration (Plieninger et al., 2020). In addition to scenic values and the opportunities they often provide for recreation, these landscapes often contribute to wellbeing by helping to build social relations and cultural identity (Schaich et al., 2010; Zander and Waibel, 2005). In many countries, moreover, products from TCL contribute to income in rural regions and create local value chains (Flinzberger et al., 2022). This is at least partly because this kind of landscapes provide the basis for a variety of locally and traditionally produced food and beverages made from fruit and livestock (García-Martín et al., 2022).

2.2 What are products from traditional cultural landscapes?

Several terms are used to define products originating from, or associated with, TCL in the literature and various policy frameworks. These include broadly defined concepts such as 'traditional food products,' 'local products,' and 'landscape products,' alongside specific European Union (EU) quality schemes like 'Protected Designation of Origin' (PDO) and 'Protected Geographical Indication' (PGI), as well as 'Traditional Speciality Guaranteed' (TSG) and 'Optional Quality Terms.' Table 1 provides an overview of these terms, their key characteristics, and primary usage areas.

The boundaries of all these terms and concepts are not clear, however, with each term focused on a certain aspect of products from TCL while some aspects are cross-cutting. Overall, though, it can be concluded that there are three typical characteristics that distinguish this kind of products from other food products: (1) they are produced (but not necessarily consumed) in a distinct TCL; (2) they are linked with lower-input land-use practices (with greater environmental friendliness and sustainability); and (3) they are connected with traditional cultural and ecological knowledge (traditional and social embedding).

Finally, products from TCL in Europe vary in spatial prevalence, processing, and product type, depending on region and landscape. A large abundance of products from TCL can be found in the Mediterranean region and Southern Europe, with hotspots located in Portugal, southern Spain, southern France, northern Italy, Sicily, and Crete (Flinzberger et al., 2022). Most food products from TCL in Europe are processed, often from fruit trees and vines (e.g., wine, oil,

TABLE 1 Overview of key terms for products from TCL (own compilation).

Term	Definition/key aspects	Core discipline	Source
Traditional food products	Characterized by defined place/origin, long history of production, and ritual, cultural, and symbolic significance.	Food science, anthropology, consumer studies	Rocillo-Aquino et al. (2021)
Traditional (as defined by EU) products	Refers to proven usage on the domestic market for a specific period (e.g., 30 years), reflecting characteristic production or processing methods, or a traditional composition.	EU quality schemes (Regulation 2024/1143), agrifood policy	European Parliament and Council. (2024); Regulation 2024/1143, Article 2
Protected designation of origin (PDO)	Products produced, processed, and developed in specific geographical areas employing local know-how and regional ingredients. Strongest link to origin.	EU quality schemes, agrifood policy, consumer protection	Flinzberger et al. (2022); Regulation (EU) 2024/1143
Protected geographical indication (PGI)	Products originating from a specific place, region or country, where a given quality, reputation or other characteristic is essentially attributable to its geographical origin and at least one of the production steps takes place in the defined geographical area.	EU quality schemes, agrifood policy, consumer protection	Regulation (EU) 2024/1143
Traditional speciality guaranteed (TSG)	Protects traditional recipes and methods of production, distinguishing products with a traditional character in terms of their composition, means of production or processing, not linked to a specific geographical area.	EU quality schemes, agrifood policy, consumer protection	Regulation (EU) 2024/1143
Optional quality terms	Specific terms (e.g., "mountain product," "product of island farming") that highlight particular characteristics of a product due to its production conditions or specific geographical features, used voluntarily.	EU agrifood policy, marketing, consumer information.	Regulation (EU) 2024/1143, Article 82
Local products	Defined by geographical proximity of production to consumption (short transport distance) and/or strong social connection between food and society (local specialties).	Food systems, consumer studies, regional marketing	Zhang et al. (2022)
Landscape products	Products that originate in a distinct landscape and typically are sold at prices higher than those of usual agricultural commodities. Emphasizes landscape as a source of value.	Landscape ecology, agricultural economics, marketing	García-Martín et al. (2021)

juice), livestock products (e.g., meat and cheese), and to a lesser extent from cereals and vegetables (Flinzberger et al., 2022; García-Martín et al., 2021).

2.3 Who are the potential consumer target groups for products from traditional cultural landscapes?

When cultivating TCL, farmers are bound to particular forms of extensive and traditional farming and products resulting from such use. Switching to a more intensive production system to reduce unit production costs would result in the loss of TCL and its ecosystem services (Sekine, 2022). Harnessing the market potential of products from TCL is thus highly dependent on identifying suitable target consumer groups willing to pay the higher prices of these products with added values (Balogh et al., 2016). A target group of consumers consists of a defined group of people who are similar in terms of demographic and psychographic characteristics such as needs, values and behavior. Marketers address these groups systematically via customised products and coordinated communication measures (Hollensen and Opresnik, 2015).

A key target group for products with added values are consumers who take ethical aspects into account when purchasing (Carrington et al., 2010; Zander, 2015; Zander et al., 2013). Such 'ethical consumers' evince preferences for products on account of these products' environmental, social, economic, and/or cultural attributes, including environmentally-friendly production methods, equitable working conditions, fair prices for farmers, and/or their contribution to the preservation of cultural heritage (Zander et al., 2013). Current market data indicate that 47% of European consumers take environmental aspects into account in some or all of their purchases (European Commission, 2023).

The target group of ethical consumers can be described in terms of their specific needs and characteristics. Typically they are highly involved in their ethical purchase decisions and can be expected to perform extensive information search when the ethical aspects of a product are relevant to them (Carrington et al., 2014). Regarding sociodemographic variables, research has consistently shown that certain factors can influence individuals' propensity to engage in ethical consumption, though it is important to note these relationships are not always straightforward and that the influence of these variables can vary across different contexts and cultures (Carrington et al., 2014; Zander, 2015). For example, the finding that women overall tend to be more involved in ethical consumption than men is often attributed to women having a greater sense of social responsibility and concern for environmental and social issues; yet gender roles and societal expectations prevailing across contexts can also influence these patterns (Vicente-Vicente et al., 2022). Research also shows that younger generations evince a higher propensity for ethical consumption compared to older generations, which is widely attributed to their relatively higher awareness of social and environmental issues (Tempesta et al., 2010; Torquati et al., 2018). Individuals with higher levels of education are also more likely to engage in ethical consumption, not least because further education can foster critical thinking, awareness of global issues, and a greater understanding of the impact of consumer choices (Vermeir and Verbeke, 2006; Vicente-Vicente et al., 2022).

2.4 What are the main barriers to consumers buying products from TCL?

Although the target group of ethical consumers evince preferences for ethical attributes, in certain situations they do not buy products with such attributes. This phenomenon of ethical attitudes and even intentions not being directly translated into action is referred to as the ethical consumption 'attitude-behavior gap,' though also as the 'intention-behavior' gap (Carrington et al., 2010; Sultan et al., 2020; Vermeir and Verbeke, 2006). Studies have identified several reasons why observable behavior may deviate from attitudes and intentions. First, an important factor in the purchase decision process relates to consumers' level of knowledge about the ethical attributes of products and their access to clear and reliable information. In practice, ethical consumers often have limited knowledge of agricultural production (Vermeir and Verbeke, 2006; Zander, 2015). Second, limited knowledge or information can also lead to lack of trust. This is because ethical attributes are 'credence attributes,' meaning consumers cannot evaluate them directly themselves but must trust the information provided by producers and certification bodies (Padel and Foster, 2005; Vermeir and Verbeke, 2006). A third potential barrier is that sustainable products are often unavailable in the quantity, the volume, and the variety that consumers want in their marketplace. A longer search for products can significantly reduce the 'convenience' of buying this kind of products (Carrington et al., 2010; Padel and Foster, 2005).

2.5 Marketing background

Marketing affords farmers the opportunity to gain access to markets by directly addressing potential target groups. Kotler et al. (2016, p. 33) have usefully defined marketing "as the process by which companies engage customers, build strong customer relationships, and create customer value in order to capture value from customers in return." In this process marketers must first identify and understand the marketplace and consumer needs before defining their marketing objectives, developing a consumer value-driven marketing strategy, and constructing a marketing programme and measures (Kotler et al., 2016).

The 'marketing mix' concept refers to all the activities and measures undertaken to achieve marketing objectives. As such it is an approach and decision-making toolkit for companies that essentially consists of four marketing instruments, also known as the '4Ps' of marketing, namely product policy, price policy, place policy, and promotion policy (Borden, 1964). By harmonising all four instruments, producers can effectively address their target groups and build long-term customer relationships (Hollensen and Opresnik, 2015).

Product policy, which is focused on offering products that meet customers' needs, is often referred to as the core of marketing (Armstrong et al., 2020). The criterion for assessing how well a product meets consumers' needs is referred to as the 'utility' of that product. The total utility of a product consists of its functional attributes and its added values. Functional attributes satisfy the basic and objective needs of consumers (e.g., their provision of calories and nutrients), whereas added values satisfy social-oriented needs (e.g., social reputation), egocentric needs (e.g., aesthetic sense) (Hamm,

1991) and ethical needs (e.g., protection of the environment) (Zander et al., 2013). These functional and added values need to be communicated effectively, most typically via labeling on product packaging. Labeling is thus an important part of product policy, though also of promotion policy since it is important for informing consumers about the product. Labeling includes the name of the product, a description of it (e.g., via pictorial representations and/or textual descriptions), the brand, as well as additional information supporting its positioning (e.g., via ethical labels) (Hollensen and Opresnik, 2015). The second element in the marketing mix is pricing policy, with price being the amount of money charged for a product and at the same time the amount consumers have to pay for a product. The price should be set in a way that reflects the value of the product while ensuring it remains competitive on the market. A value-based pricing strategy is oriented to consumers' perceived value of the product (Hollensen and Opresnik, 2015).

The third component of the marketing mix is place policy, i.e., how and where the product is sold and distributed. This includes decision-making about distribution to ensure the product is available in the right places at the right time (Armstrong et al., 2020). Marketers can either sell their products directly to consumers or use intermediaries to enable a broader product range. In making decisions about which main shopping places to focus on, marketers must ensure the product is easily accessible for their target consumers (Hollensen and Opresnik, 2015).

The fourth component of the marketing mix is promotion policy, which includes all the communication measures used by a company for conveying its message to the target group, including advertising, sales promotion, and public relations. Promotion policy informs and motivates potential customers to buy. Advertising aims to generate long-term interest in a product or brand among consumers (e.g., through advertisements). Sales promotion aims to stimulate purchases through short-term and usually temporary incentives (e.g., discounts, the provision of product samples or recipes) (Hollensen and Opresnik, 2015). Public relations efforts aim at building and maintaining a relationship of understanding, trust, and sympathy between the company and the public (Armstrong et al., 2020; Hamm, 1991).

3 Framework-based literature review

Systematic literature reviews summarise previous research findings and highlight areas where further research is needed, where extant research is inconsistent, and/or where the topic is highly interdisciplinary (Snyder, 2019). They are also suitable as a methodology to support the crafting of conceptual frameworks (Paul et al., 2021). Domain-based reviews are one form of systematic literature review focused on further developing or broadening an area or topic by reviewing, synthesising, and expanding a body of literature (Palmatier et al., 2018; Paul et al., 2021; Paul and Criado, 2020). One type of domain-based review is a framework-based review, which relies on an established framework to structure a systematic literature search (Paul et al., 2021; Paul and Criado, 2020). A rigorous framework for conducting and justifying systematic literature reviews is the Scientific Procedures and Rationales for Systematic Literature Reviews (SPAR-4-SLR) protocol (Paul et al., 2021).

In this study a framework-based literature review is used to identify relevant research papers on marketing measures for products

from TCL. The detailed execution of this SPAR-4-SLR protocol for this study is given in Figure 1. This structured approach, was crucial for synthesizing findings and deriving overarching conclusions from the diverse empirical studies included in our review.

The review is structured on the basis of the marketing instruments (4Ps) described in subsection 2.5. The data collection process involved the identification and extraction of peer-reviewed articles and publications from academic databases Web of Science and ScienceDirect. The search strategy was devised to include only studies directly related to marketing measures for products from TCL in Europe. The products tested in the studies thus had to be related to a specific TCL based on extensive production systems and/or on lower input practices than modern agricultural systems, using traditional and cultural knowledge. The selection criteria excluded studies that were not empirical (e.g., reviews and conference papers) or that examined non-market products (e.g., biodiversity of landscapes, services).

Since there is no single agreed-upon terminology for TCL and their products in the literature, a combination of keywords and phrases was used to conduct systematic searches across the selected databases. In a first step, keywords concerning this kind of landscapes (see 2.1) and products (see 2.2) were employed in various combinations with 'marketing,' 'consumer' and 'food' to capture a broad spectrum of studies relevant to the research objectives. The second step involved a targeted search for well-known TCL in Europe and their products (e.g., 'dehesa,' 'orchard meadow,' and 'olive groves').

The final selection reviewed comprised 31 empirical studies conducted in 14 countries and published in the period 2007–2023, including 12 studies conducted in Spain and nine in Italy (see Table 2). The data-collection methods used in these studies were mostly quantitative, mainly consisting of discrete choice models (13 studies) and conjoint analyses (three studies). Five studies were based on qualitative research with focus group discussions or interviews. Reflecting this diversity of methods, the sample sizes of the studies varied significantly, ranging from 20 to 1,501 participants.

4 Marketing measures for products from traditional cultural landscapes

This section is based on the framework-based literature review and provides insights into marketing measures that can stimulate increased demand for products from TCL. The marketing measures are described in detail based on the marketing mix.

4.1 Product policy

4.1.1 Product attributes

Food products from TCL offer a variety of product attributes that are perceived by consumers either as functional attributes or as added values (Figure 2).

As shown in Figure 1, the functional attributes of these products relate directly to the traditional processes of their production, including the use of old breeds and plant varieties, manual and low processing, with few additives. This kind of products are often perceived by consumers as being healthier (Dugum et al., 2021; Escribano et al., 2020; Wezel et al., 2013; Wiedemann et al., 2023) and more natural than alternative products

Assembling	Identification • Domain: Role of product marketing in preserving traditional cultural landscapes • Research question: How are TCL and products from these landscapes linked with consumers and marketing? Which marketing measures can help to increase the consumption of products from TCL? • Source type: Peer-reviewed empirical studies • Source quality: Academic databases (Web of Science, ScienceDirect)
	Acquisition • Search mechanism: Systematic searches using keyword combinations. • Search period: 2007 to 2023 • Search keywords: Combinations of landscape/product terms (see 2.1 and 2.2) with 'marketing', 'consumer', 'food' • Total numbers of articles returned from the research: Not recorded
Arranging	Organization • Organizing codes: Title, authors, year, journal, product, country, landscape, method, sample size • Organizing framework: Marketing mix
	Purification • Article type excluded: Non-empirical studies and non-market products, non-European studies • Article type included: 31 empirical studies directly related to marketing measures for products from TCL in Europe. The products tested in the studies had to be related to a specific TCL based on extensive production systems and/or on lower input practices, using traditional and cultural knowledge
Assessing	Evaluation method • Analysis method: Synthesized findings from 30 empirical studies using a thematic analysis approach, structured by the marketing mix (4Ps) • Agenda proposal method: Research agenda addresses challenges: terminology heterogeneity, limited product/landscape diversity in studies, underresearched marketing mix elements (price, place, promotion), and need for interdisciplinary value chain research
	Reporting • Reporting conventions: textual discussion with figures and tables for reporting, including a conceptual framework and a list of included articles • Limitations: Study diversity (product types, geographical areas) and research focus (primarily product policy) • Sources of support: valuable feedback from colleagues and manuscript proofreading. No external funding was received.

FIGURE 1

Scientific procedures and rationales for systematic literature reviews (SPAR-4-SLR) protocol, detailing the assembling, arranging, and assessing phases. Source: own compilation.

(Escribano et al., 2020; Fernández-Ferrín et al., 2018; Philipp and Zander, 2023; Tempesta et al., 2010; Wiedemann et al., 2023). They are also often perceived as having unique nutritional and organoleptic qualities (Domínguez-Torreiro, 2014).

The added values of these products relate to environmental, economic, social, and cultural attributes often associated with the traditional farming systems and food production processes used in TCL. In particular, extensive production has positive influences on the environment and biodiversity (Fernández-Ferrín et al., 2018; Gracia, 2014; Granado-Díaz et al., 2022), meaning these products can satisfy consumers' ethical environmental preferences (Escribano et al., 2020; Torquati et al., 2018; Wiedemann et al., 2023). In addition, the fact that farmers can earn an income by selling such products (Balogh et al., 2016) means buying these products can satisfy consumers' ethical economic preferences for financially supporting local farmers. The local and often community-based structures of their production (Granado-Díaz et al., 2022) further means this kind of products can satisfy consumers' ethical social preferences for strong social relations at local level. Finally, the strong links of these products with traditional cultural and ecological knowledge (Dugum et al., 2021; Fernández-Ferrín et al., 2018) mean they can satisfy consumers' ethical preferences for preserving cultural heritage.

The crucial question for marketing here is which of these product attributes are most likely to induce willingness to buy and additional willingness to pay (WTP) and should therefore be the focus of marketing communications by producers and marketers. Although this differs according to different types of products, in general it can be concluded that for meat products such as ham, traditional local animal breeding, and the traditional production process (from feeding and grazing to manufacturing) are more important than other attributes and lead to higher WTP (Balogh et al., 2016; Domínguez-Torreiro, 2014; Gracia, 2014; Granado-Díaz et al., 2022; Sahelices et al., 2016; Torquati et al., 2018; Villanueva et al., 2021). For other product types (e.g., wine, oil, lentils, honey, and juice), research shows that local origin (see Table 1) is particularly important for consumers (Cosmina et al., 2016; Di Vita et al., 2013; Erraach et al., 2014; Kos Skubic et al., 2018; Paffarini et al., 2021; Tempesta et al., 2010; Tempesta and Vecchiato, 2019).

4.1.2 Packaging and labeling

When choosing the type of packaging for products from TCL, marketers need to find a balance between functionality and the representation of high quality. For example, consumers associate glass bottles (rather than plastic) with higher quality and high-end

TABLE 2 Summary of all studies included in the framework-based literature review.

Title	Authors	Year	Journal	Product	Country	Landscape	Method	Sample size
Consumer willingness to pay for traditional food products	Balogh et al.	2016	<i>Food Policy</i>	Mangalitza salami	Hungary	Pasture farming	Discrete choice experiment	309
Agricultural landscape certification as a market-driven tool to reward the provisioning of cultural ecosystem services	Borrello et al.	2022	<i>Ecological Economics</i>	Meat	Italy (Umbria)	Terraced olive groves	Artefactual field experiment	149
Attitudes toward honey among Italian consumers: a choice experiment approach	Cosmina et al.	2016	<i>Appetite</i>	Honey	Italy	Traditional beehives in mountain landscape	Discrete choice experiment	427
Historical wines of Portugal: the classification, consumer associations and marketing implications	De Almeida Costa et al.	2021	<i>Foods</i>	Historical wine	Portugal	Historical vineyards	Online questionnaire	641
Consumers' willingness-to-pay for sustainable food products: the case of organically and locally grown almonds in Spain	De-Magistris et al.	2016	<i>Journal of Cleaner Production</i>	Almonds	Spain	Almond groves	Choice experiment	171
Quality perception of PDO extra-virgin olive oil: Which attributes most influence Italian consumers?	Di Vita et al.	2013	<i>Agricultural Economics Review</i>	Olive oil	Italy	Traditional vineyards	Conjoint analysis	1,000
Alternative experimental design paradigms in choice experiments and their effects on consumer demand estimates for beef from endangered local cattle breeds: an empirical test	Domínguez-Torreiro	2014	<i>Food Quality and Preference</i>	Beef steak	Spain	Pasture	Choice experiments	248
Opinion of Croatian consumers on traditional Dalmatian lamb in the process of obtaining a PDO label	Đugum et al.	2021	<i>MESO: Prvi hrvatski časopis o mesu</i>	Dalmatian lamb	Croatia	Pasture	Online questionnaire	1,034
Consumer-stated preferences toward Protected Designation of Origin (PDO) labels in a traditional olive-oil-producing country: the case of Spain	Erraach et al.	2014	<i>New Medit</i>	Olive oil	Spain (Andalusia)	Rural olive groves	Conjoint analysis	439
Creating market opportunities in rural areas through the development of a brand that conveys sustainable and environmental values	Escribano et al.	2020	<i>Journal of Rural Studies</i>	Dehesa products	Spain	Dehesa	Focus groups	48
The valuation and purchase of food products that combine local, regional and traditional features: the influence of consumer ethnocentrism	Fernández-Ferrín et al.	2018	<i>Food Quality and Preference</i>	Cheese and wine, dry-cured ham	Spain	Pasture	Online questionnaire	422
Consumers' preferences for a local food product: a real choice experiment	Gracia	2014	<i>Empirical Economics</i>	Lamb	Italy	Semi-extensive pasture	Discrete choice experiment	133
What effect does the presence of sustainability and traceability certifications have on consumers of traditional meat products? The case of Iberian cured products in Spain	Gaspar et al.	2022	<i>Meat Science</i>	Iberian ham	Spain	Dehesa	Online questionnaire	1,501

(Continued)

TABLE 2 (Continued)

Title	Authors	Year	Journal	Product	Country	Landscape	Method	Sample size
Spatial discounting in food products from high natural value agroecosystems	Granado-Diaz et al.	2022	<i>Spanish Journal of Agriculture Research</i>	Iberian ham	Spain	Dehesa	Discrete choice experiment	1,158
Demand for non-timber forest products: surveys of urban consumers and sellers in Switzerland	Kilchling et al.	2009	<i>Forest Policy and Economics</i>	Non-timber forest products	Switzerland	Forest	Consumer survey	897
Consumer preferences regarding national and EU quality labels for cheese, ham and honey: the case of Slovenia	Kos Skubic et al.	2018	<i>British Food Journal</i>	Cheese, ham, honey	Slovenia	Alpine farming (cheese); continental karst region (ham); rural olive groves, honey production with autochthonous Carniolan bees	Online survey	650
Consumer preferences for cheese products with quality labels: the case of Parmigiano Reggiano and Comté	Menozzi et al.	2022	<i>Animals</i>	Cheese	France	Hilly mountains	Online discrete choice	1,393
The role of protected designation of origin in consumer preference for Iberian dry-cured ham in Spain	Mesías et al.	2010	<i>Italian Journal of Food Science</i>	Iberian ham	Spain	Dehesa	Personal interviews, conjoint analysis, and cluster analysis	417
Consumption of fresh Iberian pork: two-stage cluster for the identification of segments of consumers according to their habits and lifestyles	Ortiz et al.	2021	<i>Meat Science</i>	Iberian ham	Spain	Dehesa	Online questionnaire	1,501
Rural sustainability and food choice: the effect of territorial characteristics on the consumers' preferences for organic lentils	Paffarini et al.	2021	<i>Agricultural and Food Economics</i>	Lentils	Italy (Umbria)	Marginal, hilly, and mountainous areas	Discrete choice experiment	213
Orchard meadows: consumer perception and communication of a traditional agroforestry system in Germany	Philipp and Zander	2023	<i>Agroforestry Systems</i>	Apple juice	Germany	traditional orchard meadows	focus groups	32
Consumers' acceptability of cured ham in Spain and the influence of information	Resano et al.	2007	<i>Food Quality and Preference</i>	Ham	Spain	Dehesa	Hedonic test and questionnaire	213
Shared landscapes: the impact of residents' sensual perceptions of regional meat production on brand development	Rodriguez et al.	2020	<i>Journal of Place Management and Development</i>	Meat	UK (Cumbria)	Lakeland	Soft-laddering interviews and hierarchical value maps	20
Are quality regulations displacing PDOs? A choice experiment study on Iberian meat products in Spain	Sahelices et al.	2016	<i>Italian Journal of Animal Science</i>	Ham	Spain	Dehesa	Discrete choice experiments	250
Analysis of the factors that influence olive oil demand in the Veneto region (Italy)	Tempesta and Vecchiato	2019	<i>Agriculture</i>	Olive oil	Italy (Veneto)	Olive groves	Discrete choice experiments	312
The importance of landscape in wine quality perception: an integrated approach using choice-based conjoint analysis and combination-based permutation tests	Tempesta et al.	2010	<i>Food Quality and Preference</i>	Wine	Italy	Vineyards cultivated on small plots of land, with scattered hedges, meadows and trees	Choice-based conjoint analysis and combination-based permutation tests	224

(Continued)

TABLE 2 (Continued)

Title	Authors	Year	Journal	Product	Country	Landscape	Method	Sample size
An analysis of the potential effects of the modification of the Prosecco Protected Designation of Origin: a choice experiment	Tempesta et al.	2013	<i>International Agricultural Policy</i>	Prosecco wine	Italy	Vineyards in nine provinces of the Veneto and Friuli-Venezia Giulia Regions	Discrete choice experiment	440
Tasty or sustainable? The effect of product sensory experience on a sustainable new food product: an application of discrete choice experiments on Chianina tinned beef	Torquati et al.	2018	<i>Sustainability</i>	Chianina cattle beef	Italy	Pasture	Focus groups, sensory test, discrete choice experiment	264
Consumers' preferences for traditional meat products: production system and objective quality cues in Iberian ham	Villanueva et al.	2021	<i>Italian Journal of Animal Science</i>	Iberian ham	Spain	Dehesa	Discrete choice experiments	1,158
Using biodiversity to valorise local food products: the case of fish ponds in a cultural landscape, their biodiversity, and carp production	Wezel et al.	2013	<i>Aquaculture International</i>	Carp	France	Fish ponds in a cultural landscape dating back to the 13th century and currently used for cropping, livestock production, forestry, and fish production	Questionnaire and interviews	200
In search of the niche: targeting lamb meat consumers in North-East Germany to communicate the ecosystem services of extensive sheep farming systems	Wiedemann et al.	2023	<i>Sustainability</i>	Lamb meat	Germany	Extensive sheep grazing	Cluster analysis	445

products, though they also associate them with higher prices (Di Vita et al., 2013; Erraach et al., 2014; Philipp and Zander, 2023).

Some studies have found that the typical historical local names of landscapes are a promising element on packaging because consumers perceive TCL as natural and therefore have positive associations with them. Examples include specific and well-known names of landscapes such as 'orchard meadows' or 'dehesas' (Escribano et al., 2020; Philipp and Zander, 2023), and references to a region for which a certain TCL or a certain product, breed, or dishes is typical and well-known (e.g., Dalmatian lamb, Ojinegra from Teruel) (Dugum et al., 2021; Gracia, 2014; Wiedemann et al., 2023).

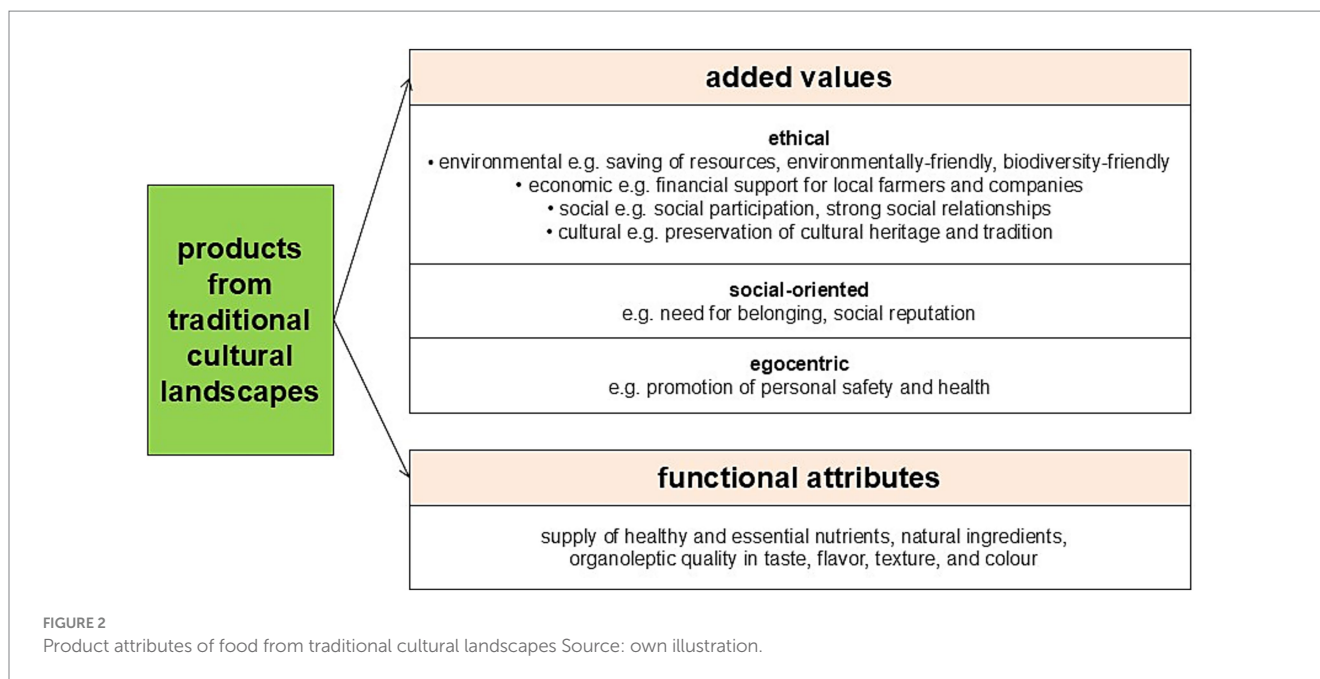
Pictorial representations are also important on the packaging of food products from TCL. Depictions of this kind of landscapes, of trees, forests, and other environmental motifs on labels are appreciated by consumers because they perceive these landscapes as closer to nature and less altered by human influences than intensive forms of cultivation (Escribano et al., 2020; Philipp and Zander, 2023; Tempesta et al., 2010).

Quality assurance and certification programmes can strengthen consumer trust in the high quality of specific production processes, in traditional cultivation methods, and/or in the designated origin of products. Research confirms that products from TCL with quality labels perform better in terms of economic outcomes. Consumers evince higher WTP for products with certificates, associating them with higher quality than unlabeled products (Balogh et al., 2016; Gaspar et al., 2022; Resano et al., 2007; Torquati et al., 2018; Tempesta et al., 2013; De Almeida Costa et al., 2021). Combining various quality labels or combining this kind of labels with a specific key product attribute (e.g., an organic label combined with labeling of local origin) has been shown to have an especially positive effect on consumers' WTP (Menozzi et al., 2022).

A brand can be used either in isolation or in combination with a quality label (Resano et al., 2007; Rodriguez, 2020). Compared to quality and origin labels, however, branding has a minor influence on WTP (Menozzi et al., 2022). For products from TCL, a producer's brand can communicate (1) a product's specific origin, e.g., by integrating typical landscape elements or names into the brand logo (Philipp and Zander, 2023), (2) its special sensory characteristics, e.g., by declaring the product's special organoleptic quality to be part of the producer's philosophy (Domínguez-Torreiro, 2014), and (3) the use of traditional production methods and local plants or animals, e.g., by highlighting a specific local breed (Balogh et al., 2016; Domínguez-Torreiro, 2014; Gracia, 2014; Mesías et al., 2010; Sahelices et al., 2016; Torquati et al., 2018).

4.2 Price policy

Various studies have found that consumers associate products from TCL both with high quality and higher prices (Erraach et al., 2014; Kos Skubic et al., 2018; Menozzi et al., 2022; Mesías et al., 2013; Tempesta et al., 2010; Troiano et al., 2016). This high-price image might hamper demand for this kind of products, though higher prices can also serve as a quality cue (Troiano et al., 2016). It should also be noted that price is a less important selection criterion for consumers buying products for special occasions rather than everyday use, e.g., high-end ham (Kos Skubic et al., 2018).



The key prerequisite of an effective value-added pricing strategy for products from TCL is a strong focus on product quality. A premium price can be feasible if producers and marketers address target groups who are less price-sensitive and who appreciate the added values of products from TCL. High-price strategies must thus be accompanied with well-targeted information for consumers about the added values and advantages of products from TCL as compared to alternative products (Erraach et al., 2014; Menozzi et al., 2022; Mesías et al., 2010).

4.3 Place policy

Direct sales to consumers are a promising way to market products from TCL, affording valuable opportunities for local farmers and small enterprises to develop close and direct contact with their customers in shopping places like market stalls and farmers' markets (Balogh et al., 2016; Dugum et al., 2021; Kilchling et al., 2009; Philipp and Zander, 2023; Wiedemann et al., 2023). Such close contact enables producers to directly communicate the high quality and added values of their products.

Marketing and distribution via retailers afford the opportunity for producers to extend distribution beyond niche markets and thus generate more sales. Important to note here is that some studies confirm that consumers often buy products from TCL for their daily needs in supermarkets or from multiple retailers when this kind of products (e.g., cooking oil) are available there (Balogh et al., 2016; Di Vita et al., 2013; Tempesta and Vecchiato, 2019).

Since some consumers lack knowledge of how to prepare many of these high-quality products, e.g., carp from traditional fish ponds (Ortiz et al., 2021; Wezel et al., 2013), restaurants can serve as effective distribution channels for introducing and increasing the popularity of products from TCL. However, this finding has not been empirically investigated in the present papers.

4.4 Promotion policy

4.4.1 Advertisement

Informing consumers about specific product qualities, and in particular about the added values of products from TCL, is a challenging task (Paffarini et al., 2021; Troiano et al., 2016). As elaborated in Chapter 4.1.1, products from TCL provide a range of functional and added values. However, no general conclusion can be drawn about which advertising message is most effective in influencing consumer acceptance for *all* products from TCL since this depends on the product type, the target groups, and their socio-demographic characteristics (Erraach et al., 2014).

4.4.2 Sales promotion

As noted in subsection 4.3 marketing products directly to consumers is a promising channel for products from TCL. Sales promotions targeted directly at consumers help create a positive image of this kind of products, the farmers involved in their production, and the related TCL. For example, tasting activities provide farmers with the chance to inform consumers about the high quality and added values of their products. Research shows that tasting experiences can positively influence consumers' WTP for products from TCL and strengthen their intention to eat them again (Torquati et al., 2018). To reach new customer groups, festivals, and other local events could be beneficial because, similar to direct sales, they afford producers the chance to establish proximity with potential consumers (Dugum et al., 2021; Wezel et al., 2013).

4.4.3 Public relations

Public relations (PR) are an important tool in the marketing of products from TCL. Rather than directly increasing sales, the aim and value of PR is to create a positive reputation in society and thus greater proximity and stronger relationships, thereby building trust, understanding, and sympathy for farmers of TCL and the processors

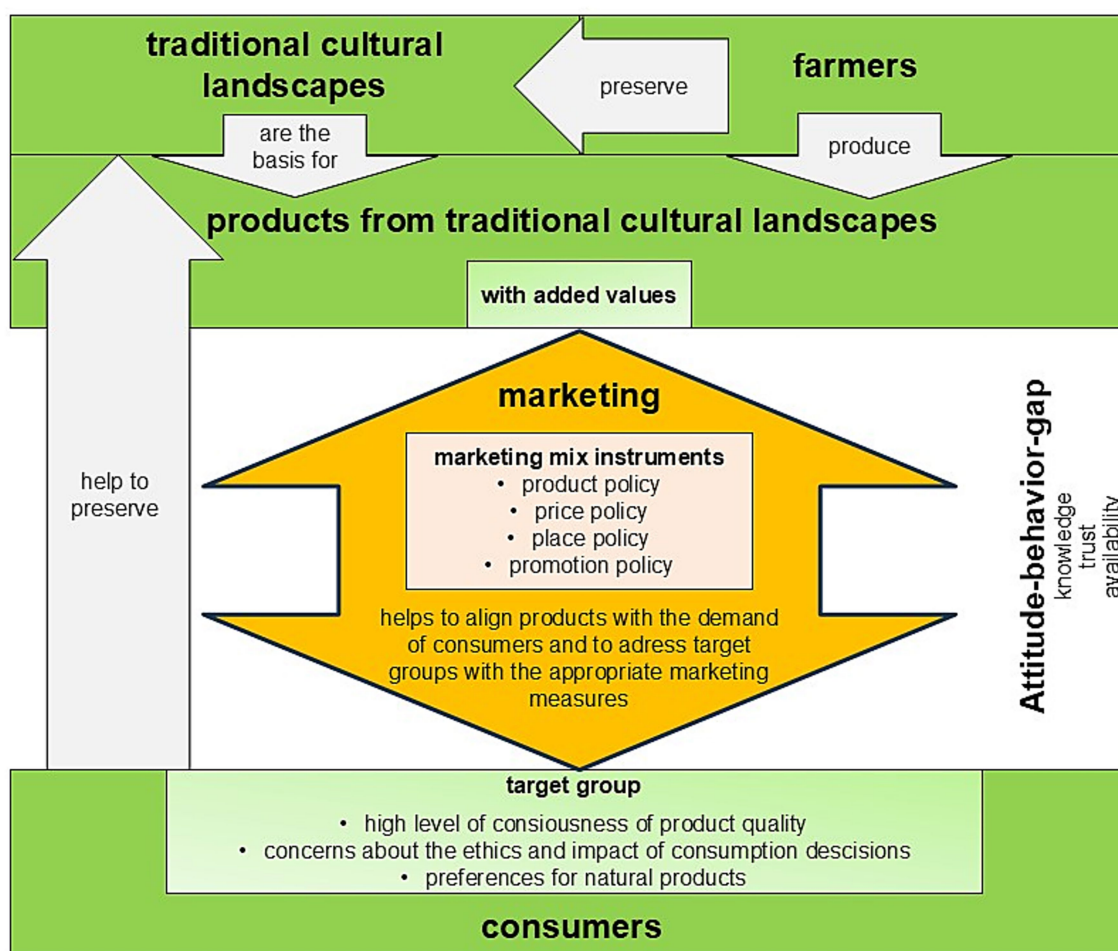


FIGURE 3

Basic framework of how product marketing can help preserve traditional cultural landscapes. Legend: Arrows represent relationships between actors and components; regular font indicates standard descriptive text, while bold font emphasizes key concepts or relationships. Orange boxes highlight the central role and influence of marketing; green boxes denote key actors or core landscape/product elements. Source: own illustration.

of their products. There are various ways to achieve a good image, including through farmers and processors participating in public affairs (e.g., membership in associations and local politics), appearing in the media of their target audiences (e.g., press interviews), addressing important stakeholders through personal farm visits, educational activities, lectures, and by sponsoring (e.g., providing free products) (Gracia, 2014; Kilchling et al., 2009; Wezel et al., 2013).

5 Discussion and conclusion

5.1 Marketing of products from traditional cultural landscapes: a conceptual framework

The main objective of this article is to answer the research question of how product marketing can contribute to the preservation of TCL in Europe. Figure 3 shows a conceptual framework explaining the relationship between TCL, products, farmers, and consumers, highlighting the role and potential of product marketing in preserving these landscapes. The framework and the results discussed in Section

5 bring together insights from the current state of research on products from TCL and marketing theory (Section 2), as well as key findings from the state-of-the-art review of marketing measures for these products (Section 4).

As illustrated in Figure 3, farmers and local processors cultivate and preserve the TCL that provide the basis for high-quality food products with added values for consumers. As described in detail in marketing literature (see Section 2.5), three main barriers can limit consumer demand for the ethical products: limited consumer knowledge of the (ethical) attributes of these products; lack of consumer trust in product information; and the limited availability of this kind of products in terms of volume, variety, and convenience. Together these result in an attitude–behavior gap that can be bridged by product marketing, i.e., by systematically implementing marketing measures and addressing target groups using the marketing mix. Finally, consumers can support the preservation of TCL by purchasing products from TCL.

The starting point and basis for successfully marketing products from TCL is an evidence-based understanding of consumer needs and the characteristics of target consumer groups. Prior research has shown that, compared to the general population, consumers of

products from TCL are typically more highly educated, younger or middle-aged, wealthier, more often female, with young families, and from urban areas (De-Magistris and Gracia, 2016; Erraach et al., 2014; Jelić Milković et al., 2023; Kos Skubic et al., 2018; Tempesta et al., 2010; Torquati et al., 2018; Wiedemann et al., 2023). In addition to these socio-economic and demographic factors, such consumers are also characterised by certain attitudes, preferences, behavioral characteristics, and experiences, namely in evincing high levels of awareness of product quality, concerns about the ethics and impacts of their consumption decisions, and preferences for natural products (Balogh et al., 2016; Granado-Díaz et al., 2022; Jelić Milković et al., 2023; Kilchling et al., 2009; Kos Skubic et al., 2018; Mesías et al., 2013; Wiedemann et al., 2023).

When planning and applying marketing measures within the marketing mix for products from TCL, the three fundamental aims are (1) to highlight the high quality of these products, (2) to increase consumers' knowledge about the attributes and added values of the food product, and (3) to create greater proximity and relationships between consumers, products, and the landscapes from which the products originate. 'High quality' is a unique combination of added values that are mainly the result of traditional local farming and production methods. In particular, the extensive mode of production and processing in this kind of landscapes is reflected in products that are more natural and often have a specific taste. Moreover, this kind of products provide a link between consumers and TCL, give consumers a feeling of locality, familiarity, and sense of belonging.

In order to motivate consumers to buy products from TCL and overcome the three main barriers to purchase and the resulting attitude-behavior gap, marketing management needs to harmonise all four marketing instruments of product policy, price policy, place policy, and promotion policy. The interdependencies of all 4Ps in the marketing mix, and the need to harmonize them to support an overall strategy, can be illustrated in the following scenario, to overcome the limited availability of products from TCL, marketers need to reach new marketplaces (place policy). When marketers follow the value-added pricing strategy (price policy), they can automatically exclude certain markets focused on price-conscious customers. The products must be adapted to the new marketplaces, e.g., the product packaging must be varied, or certain certification systems must be adhered to (product policy). The marketers select communication materials and advertising messages according to the ways these reach the target groups in the new marketplace and the requirements of potential intermediaries (promotion policy).

5.2 Limitations and future research

Drawing on findings from a review of empirical studies, this article has identified four challenges currently limiting scientific investigations into the marketing of products from TCL. Future research should address these challenges (elaborated below) to help inform product marketing, boost consumption, and thus contribute to the preservation of TCL and their multiple socio-economic and environmental benefits.

The first of these challenges relates to the sheer diversity of terms currently used in scientific research of products from TCL. This

diversity causes difficulties in examining and especially comparing marketing measures. The conceptual framework developed in this article is proposed as a solid basis to inform and guide further marketing and consumer studies on products from TCL.

Second, the remarkable heterogeneity of TCL and products originating from this kind of landscapes is currently not reflected in scientific consumer studies on marketing measures for these products. This shortcoming relates not only to the great variety of types of products but also to differences in the degree of their processing, as well as the spatial distribution of TCL. Crucially, this study's focus on European TCL, predominantly reflecting Southern and Western European, high-income contexts, inherently limits its immediate applicability and empirical generalizability to other global contexts. This kind of landscapes and products beyond the Mediterranean area have been significantly underrepresented in the marketing literature to date, with many TCL and products, like fruit, vegetables, and cereals, not represented at all. However, the core principles of the framework in this study addressing consumer knowledge, trust, and overcoming availability barriers by applying a thorough marketing mix-hold potential for broader adaptation.

Third, the findings of the literature review conducted for this article show that most consumer studies on products from TCL have focused primarily on only one of the four P's of the marketing mix, namely product policy, while price, place, and promotion policy all remain underresearched. Future studies should thus focus on the role of pricing, placement, and promotion measures in gaining greater acceptance of products from TCL among different target groups.

Fourth and finally, this article has made the case that product marketing can play a key role in contributing to the long-term preservation of TCL. For this purpose, findings from marketing and consumer research constitute a sound basis for orienting the value chain of a product specifically to the needs of consumers. Notwithstanding the value of extant research on marketing measures, however, the success of products from TCL requires more interdisciplinary research. Such research should consider the entire value chain and investigate where improvements can be made to increase value for consumers and economic benefits for farmers in these landscapes. This should include investigations of innovative farming and processing practices that reduce production costs while maintaining the high level of ES provided by TCL. Identifying such practices will help make cultivating this sustainable form of land management more attractive to farmers as well as to a broader segment of consumers.

Author contributions

SP: Writing – original draft, Methodology, Writing – review & editing, Conceptualization, Investigation, Visualization, Resources, Validation. KZ: Writing – review & editing, Supervision.

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Conflict of interest

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