

What's the Japanese word for Dampfnudel? How Japanese consumers evaluate innovative and traditional products coming from Bavaria

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Abstract

This research combines literature on personality traits for innovation acceptance with country stereotypes to understand how traditional food products (TFPs) are evaluated in a different cultural setting. The authors argue that TFPs change their product characteristics once exported, and their evaluation emulates product innovations. It is hypothesized that personality traits that affect innovation acceptance also affect TFPs. Furthermore, the traditional component of TFPs remains and is assessed based on the exporting country's stereotype. These assumptions are tested for the case of Bavarian food products exported to Japan using two studies with 908 and 692 Japanese consumers. A robust panel regression highlights the importance of personality traits (i.e., openness, consumer innovativeness) and the country's stereotype for accepting TFPs and innovations. These findings provide implications for food producers and marketers who aim to promote their products abroad.

Keywords: Innovative Products, Japan, Export Traditional Products

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