



HAL
open science

Loss of perceived traditionality in a food product : the case of Tamale, Mexican food product

Georgina Gonzalez-Hemon

► **To cite this version:**

Georgina Gonzalez-Hemon. Loss of perceived traditionality in a food product : the case of Tamale, Mexican food product. International Marketing Trends Conference (IMTC), Jan 2020, Paris, France. hal-03701622

HAL Id: hal-03701622

<https://hal.science/hal-03701622>

Submitted on 22 Jun 2022

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.



Loss of perceived traditionality in a food product : the case of Tamale, Mexican food product.



The perceived traditionality in the food product can be a favourable element for its consumption. The traditional food product reflects an identity and a culture¹. Our study shows how the traditionality perceived by the consumer is lost when a traditional food product is industrialized. This research highlights the difficulty of moving to the industrial scale in the manufacture of traditional food products due to the alteration or disappearance of the processual dimension related to the product.

According to Gonzalez-Hemon et al. (2018), to be perceived as traditional a product needs four dimensions : Processual, Identity, Dynamic and Ritual. The origin of the traditional product tamale dates back to Pre-Hispanic times. Its elaboration process has evolved over time.

We have collected 153 conversations in two groups on Facebook, one from a chef and another from Mexican consumers. This data collection was carried out in 2016 under a netnographic process as suggested by Kozinets (2010).

We found that consumers do not perceive traditionality in the industrial tamale. We have identified that these consumers of tamales are concerned about the lack of human intervention in processing. Our study reveals that when the processing is industrialized, the processual dimension is not anymore perceived. Moreover, consumers claimed that the taste, the texture and the presentation of the product are affected by industrialization.

“The traditions of artisan
tamales are lost ...”
Guillermo



Our research main contributions are: 1- the confirmation of the importance of the procedural dimension in the traditionality perceived by the consumer, this also includes human intervention and the elaboration process. In this sense, this research goes beyond Aurier et al (2005) and Gonzalez-Hemon (2018) who demonstrate that the product that opposes the traditional product is the industrial product. 2- the lost of perceived traditionality when industrializing a traditional food product. Future research are needed to understand how to develop a traditional product at a large scale.

References

- Aurier, P., Fort, F. and Sirieix, L., 2005. Exploring terroir product meanings for the consumer. *Anthropology of food*,
¹ Celhay et Cusin (2011) *Comment innover dans une organisation prisonnière de la tradition et de son succès et faisant face à un environnement réfractaire à la nouveauté?* *Gestion* 2000 Vol. 36(4): 44–53
González-Hemon, Ferrandi, Pantin-Sohier (2018) *Conceptualisation de la traditionnalité perçue du produit alimentaire : une approche par la Grounded Theory*. 13^{ème} Journée du Marketing Agroalimentaire Montpellier, – IAE-Université de Montpellier, Montpellier, France.
Kozinets, R. V. (2010). *Netnography: Doing ethnographic research online*. Sage publications.