

Exploring Moroccan Consumers' Definitions and Perceptions of Terroir Products: A Reflexive Thematic Analysis

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ABSTRACT

This study explores the definition and perception of terroir products from the perspective of Moroccan consumers, addressing a gap in the literature regarding local interpretations of this concept. Traditionally associated with authenticity, quality, and a unique connection to the land, terroir products in Morocco are rooted in cultural heritage and traditional practices. Using reflexive thematic analysis of semi-structured interviews with 25 Moroccan consumers, this research identifies three primary categories of terroir products: food, beauty, and medicinal or well-being products. Findings indicate that Moroccan consumers define terroir products as natural, locally produced items that embody authenticity, traditional craftsmanship, and regional identity. These products are valued for their health benefits, cultural significance, and contribution to the local economy, often contrasting with mass-produced or imported goods. The study highlights the challenges of marketing terroir products in Morocco, where the term “terroir” is of French origin and may not be readily understood by all consumers. Insights from this research can help refine marketing strategies to better align with consumer perceptions, emphasizing cultural relevance, authenticity, and local production methods.

KEYWORDS

Terroir Product, Moroccan Consumer, Beldi product, Natural product, Organic product, Reflexive Thematic Analysis.

1. Introduction

For some scholars and researchers, terroir products are considered to be of higher quality, less industrial, more artisanal, more authentic, and more natural than standard products (Chazoule & Lambert, 2011). Products that lie at the intersection of the natural and the cultural are rooted in history and temporality, where their place of origin – or terroir – gives them particular significance. The historical grounding of these products allows them to be attributed with a local and cultural identity. In this perspective, the authors consider the criteria of space, time, and know-how to

organize and conceptualize this diversity (Mahdi, 2004). In some countries, the terroir product is called a traditional product, as is the case in Mongolia. This designation, far from the term “terroir” can be explained by the linguistic distance of some countries from French. Since the definition of terroir is purely French of Latin origin, it is difficult in some contexts to talk about “terroir”, and thus the term can take other forms such as local product, regional product, or even artisanal product. However, the definitions attributed to those names allow us in some case to judge those products as terroir products.

The adoption of the concept of “terroir

product" in Morocco has been profoundly influenced by the Green Morocco Plan (GMP) launched in 2008 by His Majesty King Mohammed VI. This strategy aimed to reposition the agricultural sector at the center of the national economy, with a particular emphasis on sustainable development and inclusion (Essajide, 2018). The GMP has promoted the recognition and promotion of terroir products through structuring actions, such as Law No. 25-06 on distinctive signs of origin and quality, and the implementation of specific development projects. These initiatives have revitalized the sector by increasing the visibility and value of terroir products in national and international markets (Ait Kadi & Brulhet, 2010). To achieve this, the Agency for Agricultural Development (ADA) has implemented a strategy for the development and marketing of terroir products, including the redefinition of the product marketing mix, the search for new market access routes, and the creation of a win-win relationship between producers and distributors. A collective label, "Terroir du Maroc", has been established since 2016 to promote the products of cooperatives benefiting from the label. Moreover, these products have been marketed in solidarity markets and dedicated sections in the most well-known hypermarkets in Morocco, to offer better visibility to these products among consumers.

The interest of this study lies in exploring the perception and understanding of terroir products by Moroccan consumers. This topic still little addressed in the literature in Morocco, we examine how Moroccan consumers define the concept of terroir product, we seek to compare their perceptions with existing academic definitions, particularly those concerning similar concepts such as traditional product, regional product, local product, Beldi product, and artisanal product. This comparison is essential because the term "terroir" is of French origin, and its meaning can vary in a Moroccan context where French, although widely spoken and taught, is not the mother tongue. The main objective of this

research is to answer the following question: **How do Moroccan consumers define terroir products?** By answering this question, this study will contribute to a better understanding of consumer perceptions and provide useful insights for the marketing and development strategies of terroir products in Morocco.

2. Literature Review

The first origin comes from "terra" or "land" in English. It describes the physical characteristics that define a geographical area (Prévost, 2011). The second origin, "territorium", is broader in terms of definition. According to Rey (2010) in his historical dictionary of the French language, the concept of "territorium", or "territoire" in modern French and "territory" in English, is an area inhabited by a human group. The word "territorium" does not focus solely on the spatial and geographical aspects but also includes the temporal aspect, hence its connection to culture (Paquot, 2011). Complex, terroir encompasses multiple characteristics (physical, organoleptic/taste, symbolic, etc.) in a single concept that functions as a form of local and national attachment, and as a means to communicate and sell these forms of locality and nationality (along with their attributes) in global markets (Cappeliez, 2017). This concept refers to a space endowed with unique cultural features and know-how that combine the human and natural aspects of a homogeneous geographical area. These features include elements such as climate, topography, geology, and soil that determine the common agro-ecology of the region (Elgozmir & Chouhbi, 2021). In marketing, terroir is used as a sign of territorial marking. It is important to know that nowadays, terroir is also deployed as a sign of quality linked to geographical origin. This is indeed the case with terroir products (Prévost, 2011). This mention of the place of origin affects consumer purchasing decisions and behavior.

2.1. Definitions of Terroir Product:

A terroir product comes from a geographical region characterized by a specific climate that allows the product to develop based on the knowledge of the qualities of that place

(Spielmann & Gélinas-Chebat, 2012). These are agricultural and food products linked to a location, whose production benefits from historical precedence and involves collective practices (Bérard et al., 2004), and are made in an artisanal manner (Turgeon, 2010). Terroir products, also called local, regional, or artisanal products, represent the natural and cultural characteristics of their territory (Vandecastelaere et al., 2009).

According to (Camus, 2002), terroir products are considered more as cultural products than mass-consumption products. The consumption of these products is influenced by consumer attitudes, which reflect their level of appreciation and favorability towards terroir products. To capitalize on the importance of the brand and build a perceived image, retailers have implemented marketing techniques to retain consumers and differentiate themselves (Moati et al., 2007). According to Beylier et al. (2011), a terroir product is primarily experiential and sensory and represents a commercial reality that has been constantly growing over the past decade. Collaboration between producers and distributors allows for the expansion of the product range and the development of targeted actions at regional, national, and international levels.

Writings on terroir products refer to three criteria, and a product may meet one, two, or all three simultaneously. According to Fort & Fort (2006), these parameters are: (1) the origin of the raw material, (2) the regional or local origin of the recipe or know-how, and (3) the history of the company and its leader, who have developed expertise and a reputation as a "figure of the terroir" over the years (Bouchouar et al., 2017). Regarding the production or manufacturing of the terroir product, its quality is not only in the natural conditions of the product but also depends on the associated human know-how and expertise. These terroir products are produced with a strong interdependence between their production and consumption, often over a long period, incorporating a strong identity linked to the terroir with which they are associated

(Fort & Rastoin, 2008). Regional and local skills passed down from generation to generation, encompassing the physical characteristics of the terroir as well as production constraints, are as crucial as natural resources to preserving the originality of the product (Elgozmir & Chouhbi, 2021; Fort & Rastoin, 2008; Ricard, 1994).

2.2. Similar concepts of Terroir Product:

Local Product:

A local product is one made by a producer in the same place or in a place close to where it is consumed. Although the requirements for this proximity between production and distribution vary, these products are considered authentic because they stand out from the standardized supply of products. According to Martinez et al. (2010), most definitions of local products share a common characteristic: the production, processing and consumption of these products take place within a restricted territory (Abid et al., 2020). This feature that characterizes the local product helps confirm the authenticity of the production process, reinforcing its original, real and trustworthy character (Cohen & Cohen, 2012).

Regional Product:

The regional product is produced locally and can be consumed both within and outside its region, offering superior quality derived from the specific conditions of its identifiable geographical origin (Elgozmir & Chouhbi, 2021). According to Fernández-Ferrín et al. (2018), regional products can be seen as an extension of local products on a larger scale. They may be distributed over greater distances or originate from regions with wider geographical boundaries. While proximity between production and consumption, as well as the specific geographical origin of the product, remain important, they are less crucial than for local products. It is essential to consider the unique cultural aspects, traditions, production methods, and geographical and natural conditions associated with their production. The interaction of these human, natural, and production factors, all intimately linked to a specific place, distinguishes regional products from others (Lombart et al., 2018).

Artisanal Product:

Referring to an art, a culture and globally to a civilization. The artisanal product reflects the cultural and human heritage linked to the history and traditions of a people (Chouiraf & Chafi, 2016). Also called handicrafts or handicraft products, they are defined according to UNESCO's Methodological Guide for Data Collection on Handicrafts (1997) as *"Products made by craftsmen, either entirely by hand, or using hand tools or even mechanical means, provided that the direct manual contribution of the craftsman remains the most important component of the finished product... The special nature of artisanal products is based on their distinctive features, which may be utilitarian, aesthetic, artistic, creative, cultural, decorative, functional, traditional, symbolic and important from a religious or social point of view"*.

Beldi Product, a Moroccan Concept:

Beldi refers to products from the countryside grown by small-scale producers in the traditional methods. These products are grown in a way that is very similar to organic farming, but without specifications. These "Beldi" products are preferred to conventional products because of their better taste and healthier quality (Frikhat, 2020). "Beldi" is an Arabic term referring to everything that is traditional, nationally or locally produced. The word is derived from "bled" which means country, territory or land. "Beldi" in the Moroccan context is often used as opposed to "Rumi" (imported product or Western product) (Jazi & Kasmi, 2022).

According to Elhassouni (2023), the term "Beldi" or "Baladi" (and "Beldiya" in the feminine form) literally means "from the country" in colloquial Arabic and is similarly understood across Arab countries, especially in the Maghreb. However, translating "beldi" as "terroir product" is only approximate, as "Beldi" encompasses a set of representations deeply rooted in Moroccan cultural heritage and also applies to non-food items such as architecture and traditional clothes such as "Jellaba", "Caftan" or "Takchita". For instance, in Moroccan dialect, saying "I will wear Beldi", it means he or she will wear traditional clothes).

"Beldi" represents local peasant production within the domestic sphere (Simenel, 2010). Meanwhile, a study conducted by Jazi, (2014) reveals confusion among Moroccan consumers regarding the distinction between organic products and "Beldi" products. Organic products are green or eco-friendly products, grown systems that combine the best environmental practices with the preservation of natural resources, whereas "Beldi" products are traditionally produced using local methods that do not necessarily adhere to formal organic standards.

3. Research Methodology

To understand how consumers perceive terroir products in Morocco, we conducted a qualitative study. This method offers a comprehensive approach, allowing us to describe, narrate, and analyze participants' thoughts, experiences, actions, and interactions (Dumez, 2011). As an exploratory research methodology based on small samples, it provides insights and an initial understanding of the research problem (Malhotra, 2004). Our goal was to develop a consumer-centric definition of a terroir product. We opted for semi-structured in-depth interviews due to their direct nature, fostering open dialogue between interviewer and interviewee.

3.1. Sampling Data:

We utilized purposive sampling, which relies on the judgment of the researcher when it comes to selecting the units (e.g., people, cases/organizations, events, pieces of data) that are to be studied (Rai & Thapa, 2015). We leveraged our personal network to identify initial participants who met specific criteria, such as regular consumption and familiarity with terroir products. This method ensured that our sample included individuals with relevant experiences and knowledge.

3.2. Data Collection:

The interview guide consisted of 5 themes with a total of 23 questions, with an average of 30 minutes for each interview. In this article, however, we have focused solely on the first part of the interview, relating to the definition

of the terroir product from the consumer's point of view. Data were collected from 25 Moroccan consumers. We reached semantic saturation by the 10th interview, but we preferred to collect more data in order to reach at least one consumer from each region of Morocco (ancestral origin of the interviewee). The Kingdom of Morocco is made up of 12 administrative regions, and we aimed to have respondents of different ages, from their twenties to their sixties, as well as respondents of different educational levels (Appendix 1). Thus, we had to look for other interviewees who met our selection criteria.

The interviews were conducted face-to-face in Moroccan dialect, except for one respondent, with whom we had a video call due to the distance of his residence. The interviews were transcribed in Moroccan dialect and then translated into English for academic research purposes. The interviewees voluntarily accepted to participate in the research and signed a written consent to participate, except for the remote interviewee, who did so verbally by video call.

4. Data Analysis

To analyze the collected data, we chose to use reflexive thematic analysis. As outlined by (Braun & Clarke, 2006, 2013), this method can be approached from an essentialist or realist perspective, which focuses on reporting the experiences, meanings, and realities of participants. Alternatively, it can be used as a constructionist method, examining how events, realities, meanings, and experiences are shaped by various societal discourses.

4.1. Consumers' Definition of Terroir Product:

From the answers of the interviewees, it is clear that terroir products fall into three themes: food products, beauty products (or cosmetics, as some referred to them), and medicinal or well-being products. To analyze this theme, we also used NVIVO 12 Plus for a contextual analysis to derive a definition from all the responses and to identify the 30 most frequently used words in the answers.

From the thematic analysis, terroir product

could be food, beauty or medicinal product (see Figure 1):

Theme 1: Food terroir product

The interviews indicate that Moroccan consumers view food terroir products as natural, locally sourced, and inherently tied to specific regions of Morocco. Participants highlighted attributes such as authenticity, traditional production methods, and absence of chemicals, which contribute to their perceived quality and trustworthiness. For example, consumers emphasized the local and natural production of products like Argan oil, Amlou, and olives, distinguishing them from imported goods by their unique flavors and regional characteristics. This perspective illustrates a strong connection between terroir products and Moroccan cultural identity, where food items are valued not only for their taste but also for their health benefits and contribution to the local economy. The preference for buying directly from local cooperatives or traditional markets further reflects the importance of trust and perceived authenticity in consumer choices.

– “The Food Terroir Product is a natural product from a specific region of Morocco, with a certain flavor, and is used daily.” - Participant 1

– “A terroir food product is a typically Moroccan product, not an imported product. It is a product that we simply put in Moroccan packaging. When we plant and cultivate it, we do not use chemicals, and when the product is ready, we do analyses to check if it is safe for consumption.” - Participant 6

– “A terroir food product, I would say, is an artisanal and natural product, whose source is known, and which is pure, without preservatives. Its shelf life is generally short because it contains no preservatives. It often has health benefits, probably because it is made from natural sources.” - Participant 12

Theme 2: Food terroir product

Participants perceive beauty and cosmetic terroir products as deeply rooted in Moroccan cultural traditions and local know-how. Products such as Beldi soap, rose water, and Ghassoul (clay) are valued for their natural ingredients and traditional production

methods, which are believed to enhance their effectiveness and safety. The trust in these products is linked to their perceived purity and the generational knowledge behind their use. Respondents often mentioned that these products are part of daily life, reflecting a preference for natural and handmade items over mass-produced, chemical-laden alternatives. The use of these products is not just about cosmetic benefits but also represents a continuation of ancestral practices, reinforcing their cultural significance. This highlights the opportunity for marketers to leverage these traditional narratives and emphasize the local, natural, and handmade aspects in their promotional efforts.

- “Terroir beauty or cosmetic products come from cultural and traditional habits.” - Participant 5

- “It lies in the fact that it is made here, based on Moroccan know-how and traditions passed down from generation to generation, and you can trust them because you have already seen the results over the years.” - Participant 10

- “For me, natural cosmetic products are often terroir products. For example, our parents had beautiful skin, and they only used these natural products. Today, we add things, but these are low-cost products, not necessarily very effective.” - Participant 12

Theme 3: Medicinal or well-being terroir products

The theme of medicinal or well-being terroir products reveals a reliance on traditional remedies and natural ingredients that have been passed down through generations. Participants described products like thyme, verbena, and various essential oils as trusted remedies for common ailments, emphasizing their historical and proven effectiveness. The preference for these products over conventional pharmaceuticals is attributed to their natural origins, fewer side effects, and deep-rooted cultural practices. This reliance on ancestral knowledge indicates a broader trend toward holistic health and wellness. The interviews suggest that consumers see these products as part of their cultural heritage, intertwined with Moroccan identity and

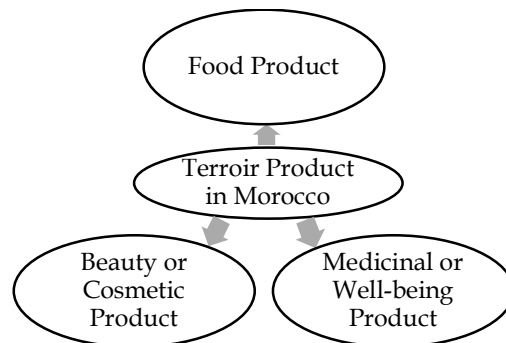
tradition. For producers and marketers, this presents an opportunity to align product messaging with the values of authenticity, natural health, and cultural heritage that resonate with consumers.

- “These are produced in Morocco and are known for their virtues by our ancestors who passed down their uses, such as verbena and essential oils.” Participant 2

- “The medicinal terroir product is considered beneficial thanks to people's experience.” Participant 4

- “Terroir medicinal products are also grown and prepared here, with proven effectiveness from years of traditional use. They are reliable because they are rooted in our ancestral practices and have shown their effectiveness through generations. For terroir food products, the important thing is that they are grown and processed locally. This ensures their freshness and quality, and they are often preferred for their authenticity and traditional flavor.” Participant 10

Figure 1: Types of Moroccan Terroir Products



Source: Authors

4.2. Consumer-Selected Terroir Products:

It is also very important to highlight that the questions about terroir products were open-ended because they weren't related to a specific question but to terroir products in general. Therefore, it is crucial for us to examine the specific terroir products that came to the interviewees' minds while discussing terroir products (see Table 1).

The most frequently mentioned examples of terroir products by the participants are Argan oil, cited by 21 participants, followed by olive oil, mentioned by 19 participants. Honey was highlighted by 15 participants, while Amlou

and figs were each mentioned by 6 participants. Dates were noted by 7 participants, and thyme by 5 participants. Saffron appeared in the responses of 4 participants, while rose water/rose products and Ghassoul (clay) were each mentioned by 5 participants. We can assume that these products are consistently recognized as representative of Moroccan terroir.

Table 1: Examples of Terroir Products mentioned by interviewees

Participants	Examples of Terroir Products mentioned
<i>Participant 1</i>	Argan, Amlou, Almonds, Olive Oil, Thyme, Pure Honey, Aromatic Plants
<i>Participant 2</i>	Henna, Beldi Soap, Rose Water, Ghassoul, Olive Oil, Âaker Fassi, Verbena, Essential Oils
<i>Participant 3</i>	Dates, Argan, Beldi Oil, Mint, Âaker Fassi, Khôl, Lavender, Ghassoul, Beldi Soap, Pure Honey
<i>Participant 4</i>	Olive Oil, Argan, Rose Water
<i>Participant 5</i>	Argan, Rose, Khli, Saffron
<i>Participant 6</i>	Honey, Saffron, Argan Oil, Smen, Dates
<i>Participant 7</i>	Amlou, Olive Oil, Figs, Argan Oil, Dates, Prickly Pear, Prickly Pear Oil, Shampoos (made from Argan Oil, Prickly Pear Oil, etc.)
<i>Participant 8</i>	Olive Oil, Figs, Thyme, Cumin
<i>Participant 9</i>	Olive Oil, Figs, Almonds, Walnuts, Plums, Hashish (Cannabis)
<i>Participant 10</i>	Argan Oil, Saffron, Almonds, Dates, Honey
<i>Participant 11</i>	Honey, Argan Oil, Olive Oil, Rose-based Products, Saharan Products
<i>Participant 12</i>	Argan Oil, Honey, Various Oils (e.g., Flaxseed, Tea, Nigella, Aloe Vera, Grape Seed, Sesame, Avocado, Hemp, Castor, Sweet Almond)
<i>Participant 13</i>	Olive Oil, Argan Oil, Amlou, Marinated Olives, Black Soap,

	Ghassoul, Essential Oils (e.g., Jasmine, Oud), Dried Figs, Dates, Spices (e.g., Cinnamon, Anise), Lip Balms, Hair Serums
<i>Participant 14</i>	Honey, Amlou, Dates, Argan Oil, Rose Oil, Rose Water, Almond Oil
<i>Participant 15</i>	Honey, Herbs
<i>Participant 16</i>	Olive Oil, Argan, Ghassoul, Rose Water, Various Soaps, Honey
<i>Participant 17</i>	Olive Oil, Beldi Soap, Argan Oil
<i>Participant 18</i>	Dates, Argan Oil, Roses, Okra, Traditional Bread (e.g., Medfouna)
<i>Participant 19</i>	Argan Oil, Olive Oil, Saffron, Honey
<i>Participant 20</i>	Argan Oil, Olive Oil, Honey, Aromatic Products
<i>Participant 21</i>	Couscous, Nila Products, Medicinal Plants and Herbs (e.g., Karkadé, Tajmakht)
<i>Participant 22</i>	Argan, Ghassoul, Date Sugar, Saffron, Honey
<i>Participant 23</i>	Olive Oil, Almonds, Walnuts, Dried Fruits, Honey, Dates
<i>Participant 24</i>	Argan, Honey, Herbal Teas
<i>Participant 25</i>	Argan, Honey, Olive Oil, Beldi Oil, Thyme, Barley

5. Result and Discussion

In this section, we aim to answer our research question, by analyzing the definition of terroir products from the perspective of Moroccan consumers, we used NVIVO 12 Plus software to examine the frequency of words used by participants in their responses to Question 5. The objective was to distill a definition of terroir products based on the collective insights of 25 participants. The resulting word cloud, highlights the 30 most prominent terms associated (excluding some verbs and words like “means”, “definition”) with terroir products, such as “product”, “natural”, “local”, “traditional”, and “Moroccan”. These terms emphasize the importance of authenticity, regional origin, and natural production methods. By synthesizing these responses, it

From the word cloud (see Figure 2), we can deduce the following definition: “A *terroir* product is a natural and local product, deeply rooted in the region of its origin and characterized by traditional and artisanal production methods. It is often associated with Moroccan cultural identity and heritage. These products are typically seen as free from chemicals, reflecting the authenticity and quality inherent to the region. For some consumers, they are considered “Beldi” and “organic” due to their beneficial characteristics and effectiveness. Terroir products include food, beauty, cosmetic, and medicinal items. We can also infer that terroir products are often associated with cooperatives, which contribute to their production and ensure that they are labeled, guaranteeing their authenticity. The distinct taste and flavor of these products, combined with the trust consumers place in them, further enhance their perceived value”.

6. Limitations and Future Research Avenue

the interpretation of responses may be influenced by the researchers' backgrounds, which could further introduce subjective biases. Moreover, the existing literature on terroir products is limited, especially concerning Moroccan products. While much of the literature focuses on agricultural and food products within a French context, it rarely addresses the broader range of products, such as beauty and well-being items, that are included in the Moroccan context. This gap presents a challenge in situating the findings within a broader theoretical framework.

7. Conclusion

This study offers important insights into how Moroccan consumers define and perceive terroir products, providing valuable implications for both marketing and theoretical frameworks. Understanding terroir products from the consumer's perspective is essential for cooperatives, brands, and stakeholders involved in the commercialization and promotion of these products. Aligning marketing strategies with consumer perceptions allows organizations to effectively communicate the unique qualities of terroir products, such as their authenticity, cultural heritage, and traditional production methods. For example, the Agency for Agricultural Development (ADA) in Morocco utilizes the

"Terroir du Maroc" label to enhance the visibility of terroir products both locally and internationally. However, since the term "terroir" is neither Arabic nor widely understood in Moroccan dialect, marketing efforts must bridge linguistic and cultural gaps to make the concept more accessible to local consumers. Clarifying how terroir products are defined can help refine messaging and branding strategies, ensuring they resonate more deeply with the target audience.

From a theoretical perspective, this research makes a novel contribution to the literature by examining the definition of terroir products from the consumer's viewpoint. It highlights the need to address the confusion between terms like "Beldi," "organic," and "natural," which are often used interchangeably. The findings indicate that while consumers value the authenticity and quality of terroir products, there is a need for clearer communication to distinguish these overlapping concepts. This understanding is essential not only for academic research but also for practical applications, helping producers, marketers, and policymakers align their strategies with consumer expectations. Additionally, the study underscores the importance of cultural and linguistic considerations in marketing terroir products, particularly in regions where the term may not be readily understood.

In conclusion, this study enhances the understanding of terroir products from a Moroccan consumer perspective, highlighting the association with authenticity, tradition, and cultural heritage. It also provides practical recommendations for marketers, cooperatives, and policymakers to improve the market presence and appreciation of these products, while identifying future research directions that could further deepen knowledge in this area.

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Appendix 1: Socio-demographic characteristics of the sample

Participant	Gender	Age	Marital Status	Number of Children	Occupation	Education Level	City of Residence	City of Origin	Region of Origin
Participant 01	M	37	Married	1	Civil Servant-Auditor	Master's Degree	Rabat	Tafraout	Souss-Massa
Participant 02	F	26	Single	0	Doctoral Student	Doctoral Level	Salé	Kenitra	Rabat-Salé-Kénitra
Participant 03	F	24	Single	0	Student	Master's Degree	Salé	Dakhla	Dakhla - Oued Ed-Dahab
Participant 04	M	29	Single	0	Doctoral Student	Doctoral Level	Skhirate	Salé	Rabat-Salé-Kénitra
Participant 05	M	26	Single	0	Student	Master's Degree	Rabat	Oued Zem	Beni Mellal - Khénifra
Participant 06	F	33	Married	3	Civil Servant-Marketing Officer	Doctoral Level	Rabat	Casablanca	Casablanca - Settât
Participant 07	M	37	Married	0	Self-employed	Doctorate	Temara	Taounate	Fès - Meknès
Participant 08	M	24	Single	0	Student	Bachelor's Degree	Taounate	Taounate	Fès - Meknès
Participant 09	M	33	Married	0	Civil Servant-Judicial Delegate	Master's Degree	Rabat	Taounate	Fès - Meknès
Participant 10	F	27	Single	0	Nurse	Master's Degree	Rabat	Marrakech	Marrakech - Safi
Participant 11	F	51	Married	2	Self-employed	Bachelor's Degree	Benslimane	Ait Baamrane	Guelmim - Oued Noun
Participant 12	F	27	Single	0	Employee-Marketing Manager	Master's Degree	Rabat	Zagora	Drâa - Tafilalet