

An Overview of Individual Traits and Consumer Purchase Behavior

Dr. Nalin Chirakkara,

Associate Professor, Master In Business Administration (General Management), Presidency University,
Bangalore, India,

Email Id: nalinkumar@presidencyuniversity.in

ABSTRACT

Consumer buying behaviour is impacted by a broad variety of individual traits that affect how people see, assess, and choose which things to buy. In order to shed light on the variables influencing consumers' decision-making processes, this abstract presents an outline of the major individual traits that affect consumer buying behaviour. Individual drives and requirements can have an impact on consumer purchasing decisions. For instance, according to Maslow's hierarchy of requirements, people have wants at different levels, ranging from physiological to self-actualization. Customers may buy things to satisfy certain demands, such as need for survival, social standing, self-expression, or personal development. Marketing professionals may position their goods and create communications that appeal to customers' wishes by understanding their motives. Individual impression also has a significant impact on consumer buying behaviour. The term perception describes how people interpret and make meaning of the data they receive from their senses. Purchase choices are influenced by consumers' views of product quality, value for money, brand reputation, and other factors. Marketers need to think about how customers will view their goods and control brand perception through consistent messages and great experiences.

KEYWORDS

Company, Market, Purchase, Product, Social.

I. INTRODUCTION

Demographics are crucial for understanding consumer purchasing patterns. Individuals' tastes, desires, and buying power may be influenced by age, gender, income, employment, and degree of education. For instance, younger customers could prefer different items than older consumers, and differing income levels may have an impact on the cost and selection of products. To successfully segment their target market and adjust their marketing strategy, marketers must take these demographic considerations into account. Second, psychological characteristics and personality features affect how consumers behave while making purchases. The kinds of things people are attracted to and the advantages they seek may be influenced by personality factors like extroversion, openness to new experiences, and conscientiousness [1]–[3]. Individuals' lives, values, interests, and views are all included in psychographics. Marketers may create customized messages and services that fit their target audience's objectives and desires by knowing the psychographic profiles of customers. Thirdly, customer attitudes and beliefs have a big influence on what they buy. Individuals' opinions, sentiments, and propensities towards certain goods, brands, or qualities are referred to as attitudes. Individuals' subjective judgements of the effectiveness and advantages of items are known as beliefs. A purchase is more likely to occur when a person has favorable attitudes and opinions about a certain product. Marketers may affect customer attitudes by using persuasive communication and branding techniques that emphasize the positive features and advantages of their products. The Character of the Consumer The term personality refers to how other people perceive a person's behaviour. The Big Five personality qualities that psychologists commonly talk about are as follows:

1. Being open. how receptive you are to novel situations.
2. Conscientiousness. How conscientious you are.
3. Extraversion. how social or reserved you are.
4. Agreeableness. How well you get along with others.
5. Neuroticism. how prone you are to unfavorable emotions.

Do the qualities predict people's buying behaviour? is the query marketing experts want addressed. Can businesses effectively target consumers with specific items based on their personalities? And how do you learn about their personalities? Are the introverts you know frugal savers while the extraverts you know are wild spenders? Perhaps not. Although the relationship between people's personalities and their purchasing tendencies is not entirely evident, market experts are still investigating it. For instance, several research has shown that sensation seekers, or those who have very high levels of openness, are more likely to react favorably to violent and graphic advertising. Finding out who's who in terms of personalities is a practical issue for businesses.

The Self-Concept of the Consumer

The connection between people's self-concept and their purchasing behaviour has worked well for marketers. Your self-concept, whether good or negative, is how you see yourself. Your ideal self is how you want to view yourself whether that's more attractive, well-liked, environmentally conscientious, or goth. According to marketing experts, consumers purchase goods to improve their self-esteem or, to put it another way, to become more like their ideal selves. The American national anthem, Be All That You Can Be, was utilised for years. Army is making an effort to appeal to one's self-concept through recruiting troops. Obviously, by becoming a U.S. Army, you'll develop into a better version of yourself, which will enhance your quality of life. Many cosmetic surgeries and beauty products are promoted in a manner that is meant to appeal to people's ideal selves. Everybody wants items that make their life better.

The Gender of the Customer

Everyone is aware that men and women purchase various goods. They just need various products different pants, shoes, toiletries, and a variety of other products physiologically speaking. The way men and women shop also differs. Men prefer websites with more product images, according to a survey by the technology research company Resource Interactive, whereas women like to view things online in context with their lifestyles, such as a light in a living room. Additionally, women are twice as likely as males to utilised viewing capabilities like the zoom and rotate buttons and links, which let them alter the product's colour. Men often approach shopping differently than women do. There's some truth to the stereotypes: Men see what they want and purchase it, but women shop 'til they drop. Otherwise, you wouldn't see as many advertising for one sex or the other, such as the beer commercials that run on ESPN and the home goods commercials that run on Lifetime. In reality, women decide on about two-thirds of all purchases of domestic goods, whereas men make up around three-quarters of all alcoholic beverage purchases. However, it seems that the distinctions in shopping between men and women are fading. Younger, educated males, for instance, are less likely to think that food shopping is a woman's responsibility. If the coupons were appropriately targeted to them, they would also be more likely to bargain hunt and utilised them. According to a poll, almost 45 percent of married men like and find relaxation in shopping. Products like face toners and body washes for guys, such as the Axe brand, are a relatively recent phenomenon. Today, many firms are paying increasing attention to what men want. Additionally, places like Weldon Barber and Men's Zone have hair salons. Advertising targeted specifically towards males is a specialty of several firms. Remember that many things now that weren't in the past, such as kayaks and mountain bikes, are geared towards women.

Age and Life Stage of the Consumer

You've undoubtedly noticed that as you get older, the items you purchase alter. You probably didn't desire clothes as a present when you were a youngster. However, as you grew older, wearing fashionable clothing most likely took on more importance. Don't look now, but diapers and wrinkle cream might be coming up soon, depending on what stage of life you're in right now. Businesses are aware that customers make varied purchases depending on their ages and phases of life. Companies are attempting to capitalize on the massive market of ageing baby boomers. Ford and other automakers have developed ageing suits that youthful staff may use while developing cars. The outfit represents the diminished movement and eyesight that come with ageing. Then, automakers may decide how to customize the vehicles to better suit these customers' wants.

Not Your Daughter's pants creator Lisa Rudes Sandel built a multimillion-dollar company by creating pants for baby boomers with feminine figures. NYDJ has grown to be the biggest domestic producer of women's jeans for under \$100 since its founding seven years ago. Rudes Sandel speaks to every one of her clients via a note tucked into each pair of jeans that reads, NYDJ cannot be held responsible for any positive consequence that may arise due to your fabulous appearance when wearing the Tummy Tuck jeans, adding, the truth is, I've never forgotten that woman I've been aiming for since day one. You may give me credit afterwards. Your actual age in years, or your chronological age, is one thing. Another is your cognitive age, or how old you think you are. Alternatively put, how old do you really feel? The activities a person does and the interests that come to mind are influenced by their cognitive age. A important predictor of consumer behaviour, such as people's eating out, is cognitive age.

Shopping, playing video games, going to pubs and dancing clubs, and watching television. The way that older individuals feel about themselves has significant commercial consequences. Companies have discovered, for instance, that many aged customers don't like items that show old folks because they can't relate to them since they see themselves as being younger [4]–[6].

II. DISCUSSION

The Lifestyle of the Consumer: Even when two customers have the same age, personality, gender, and other characteristics, their product purchases might be highly different. Despite people's similarities, their lives might drastically diverge, as shown on the television Programme Wife Swap. Companies have started paying closer attention to customers' habits in an effort to better understand them and engage with them. This sometimes entails conducting in-depth conversations with customers or distributing lengthy questionnaires to them. The surveys enquire about more than just respondents' preferences in goods, places they call home, and sexual orientation. Instead than asking individuals what they think, do, priorities, value, or generally believe about the world, researchers ask people what they do. Other than work, where do they go? Who do they like conversing with? What do they discuss? Procter & Gamble-commissioned researchers have even gone so far as to spend weeks following women while they go shopping, do errands, and socialize. Other businesses have paid individuals to record their daily routines and activities in a diary. Psychological elements that influence people's purchasing decisions.

Motivation

The internal urge we have to get what we need is called motivation. American psychologist Abraham Maslow created the Maslow's Hierarchy of Needs in the middle of the 20th century.

Maslow's Theory of Motivation

Maslow proposed that before satisfying higher-level requirements, humans must first satisfy their fundamental needs, such as the need for food, drink, and rest. Have you ever gone shopping when famished or exhausted? Even if you were looking for anything to make your buddies envious, your need to sleep or eat was probably worse. People can have recurrent wants, like the physiological urge to eat. After eating breakfast, you get hunger pangs at noon and then again at night. The desire for food, clothes, and safety are examples of other requirements that often persist. At various times throughout a person's life, yet new demands emerge. For instance, throughout elementary and high school, your social requirements most likely took centre stage. You want to meet new people and go on dates. Perhaps this led you to purchase certain brands of apparel or electronics. You made the decision to pay for college and get a professional degree after high school because you started to consider how other people would see you in your current station in life. This action satisfied your desire for respect. If you're fortunate, you'll eventually come to understand Maslow's concept of self-actualization, in which you think you have evolved into the person you feel you were destined to be [7]–[9].

Marketing experts are familiar with Maslow's hierarchy. Consider the need for individuals to feel safe and secure. The sales of new cars fell precipitously almost everywhere during the global economic crisis that started in 2008, with the exception of Hyundai vehicles. Hyundai advertised that automobile customers may return their cars without having their credit affected if they were unable to make the payments on them. After seeing how well-received Hyundai's programmes were, other automakers started implementing like initiatives. Banks have started providing worry-free mortgages to help prospective homeowners feel more at peace. First Mortgage Corp., a Texas-based bank, promised to cover a homeowner's mortgage payment for six months in the event of layoff for a cost of around \$500.

The Viewpoint of the Customer

Perception is the process through which your brain interprets and makes sense of the environment around you. You do this by triggering the senses of sight, hearing, touch, smell, and taste. It also matters how these senses are combined. In one research, for instance, participants were encouraged to sample a brand-new clear beer while wearing blindfolds. The majority of them said that the product tasted like typical beer. The beer, however, was criticized by several of them for tasting watery once the blindfolds were removed.

Marketing experts attempt to increase your receptivity to their goods by using various stimuli, regardless of whether you need them or not. It's not a simple task. Consumers are inundated with all kinds of marketing nowadays from every source, including the bathroom walls, magazines, the Internet, television, radio, and print media. The typical consumer is said to be exposed to roughly 3,000 advertising each day. Additionally, consumers now multitask more than they did in the past. They are concurrently watching television, using the Internet, and checking their mobile phones for text messages. We are constantly obtaining information. Some of it makes it into our brains, but

not all of it. Have you ever read or considered anything, and then suddenly began to see advertisements and information about it appearing everywhere? That's because it had become more apparent to you. Ads promoting goods they need are often more effective at catching people's attention. Using selective perception, you may exclude information depending on how relevant it is to you. It's been called a suit of armour that aids in removing unnecessary information. A phenomenon known as selective retention occurs when individuals forget knowledge, even though it is very important to them. The knowledge often runs counter to what the individual believes. An example of this is a long-time smoker who often forgets the information presented in anti-smoking advertisements.

Businesses employ repetition to make sure their marketing messages are understood by you. Before the iPhone ads started to disappear from the television, how sick of them were you? How often does a single television Programme include the same advertisement? The use of unexpected stimuli is another strategy. This is referred to as shock advertising at times. The stunning advertising of the apparel companies Calvin Klein and Benetton is arguably what makes them most well-known. When Calvin Klein used barely dressed prepubescent adolescents in their advertisements, it caused a stir. However, there is proof that shock advertising is effective. According to one research, startling material improved memory, improved behaviour, and boosted attention in a group of university students.

The antithesis of shock advertising is subliminal advertising. It entails subtly inserting marketing stimuli such as images, advertisements, messages, and so forth into films, television shows, and other forms of media. For instance, on a movie screen, the phrase Drink Coca-Cola can flash for a nanosecond. It was believed that consumers would unconsciously process the information and be influenced to purchase things. Remember that there is no hidden message being sent when you witness popular products like Coke being drank in films and television shows nowadays. Coke and other businesses often pay to advertise their goods on the broadcasts.

In the 1960s, the general public first learned about subliminal advertising. The Federal Communications Commission denounced the practises in 1974 because it was seen as subversive by many individuals. In any case, its usefulness is a little hazy. The fact that a lot of the initial study on it was made up in the 1950s by a market researcher who was attempting to get clients for his market research Organisation didn't help. Nevertheless, subliminal advertising continues to intrigue people. In order to generate buzz about the television Programme the Mole, ABC started promoting it in 2008 by broadcasting brief ads made up of just a few frames. Blink and you would have missed it. In order to learn more, several television stations actually phoned ABC. Later, one-second commercials began to run in movie theatres. Consumers may see your marketing effort differently even if it reaches them and sticks in their minds. When you present the identical item to two individuals, their reactions will vary. Another guy sees a can of spray that is identical to any other furniture polish while the first sees Pledge, a fantastic furniture polish. One lady sees a pricey bag to store her keys and cosmetics, while the other sees a beautiful Gucci handbag. You may be enticed to watch The Mole after seeing a few of the show's frames. However, your buddy could see the advertisement, think it's ridiculous, and decide not to watch the Programme.

Learning

The process through which customers modify their behaviour after receiving knowledge or using a product is referred to as learning. It's the reason you don't repurchase a subpar item. But learning has an impact beyond what you purchase. It influences the way you shop. People who haven't utilised a product or brand before tend to look for more information about it than those who have. Businesses use a variety of methods to educate customers about their goods. Test drives are available at auto dealers. Pens, coffee mugs, magnets, and other freebies with medicine names and logos all over them are often left behind by pharmaceutical salesmen at doctors' offices. Another example would be free samples of goods that are sent to customers or provided with newspapers. McDonald's provided free samples for customers to test in order to advertise its new range of coffees. Operant conditioning is another kind of learning, and it is what happens when scientists are able to make a dog salivate just by ringing a bell or a mouse navigate a labyrinth in exchange for a piece of cheese. Businesses use operant conditioning by rewarding customers as well. Examples are the gifts that come with McDonald's Happy Meals and Cracker Jacks. Customers are motivated to repeat their purchase habits as a result of the benefits. The free tans that come with gym memberships, the punch cards that, after a certain number of transactions, reward you with a free Subway sandwich, and the free car washes that come with filling up your tank of petrol are some additional benefits.

Consumer Sentiment

People's mental positions or emotional sentiments towards institutions, ideas, goods, services, and enterprises are called attitudes. Since attitudes are built on people's values and beliefs, they are difficult to alter and have a tendency to last for a long time. However, that doesn't stop vendors from making an effort. They want favorable thoughts towards their services than negative ones. KFC started advertising advertisements a few years ago

implying that fried chicken was healthy, but the U.S. Federal Trade Commission ordered the firm to cease. Another example is Wendy's claim that its goods are way better than fast food. Wendy's is attempting to change customers' perceptions of fast food by positioning its products as superior. Banks provide as a fantastic illustration of how customer views have changed. Small banks who were unaffected by the credit derivatives and subprime mortgage disaster saw an opportunity as a result of the taxpayer-funded government bailouts of major banks that started in 2008. A tiny bank in Fort Worth, Texas called The Worthington National Bank posted signs that stated, Did Your Bank Take a Bailout? It wasn't us. One more said, Just Say NO to Bank Bailouts. Bank Wisely! Soon after launching these advertisements, The Worthington Bank received tens of millions in additional deposits.

Societal Elements that Influence People's Purchasing Decisions

Situational elements, such as the weather, time of day, where you are, who you are with, and how you feel, have a brief but significant impact on what you purchase. Personal characteristics like your gender and psychological traits like your self-concept also have a role. The influences of society are rather varied. They have a wider outlook. They are reliant on the environment and how it functions.

The Culture of the Consumer

The common values, traditions, mannerisms, and attitudes that define a society are referred to as its culture. Your culture has expectations about how you should live. It therefore has a significant impact on the items you buy. For instance, miniskirts are often worn by women in Beirut, Lebanon. However, if you're a woman in Afghanistan wearing a miniskirt, you could suffer physical injury or perhaps die tragically. Women in Afghanistan often dress in burqas, which totally encase them from head to toe. Similar to this, women in Saudi Arabia are required to wear an abaya, or long black garment. It's interesting to see how popular abayas have become in recent years. They come in a variety of designs, shapes, and materials. Some are quite expensive and covered with gems. Even civilizations that are similar to American culture in many respects may vary greatly from American culture in other areas as well. The United States pushed nations all over the globe to participate in deficit spending after the collapse of the financial markets in 2008 in order to boost the global economy. However, neither German officials nor the general population found it easy to support the idea. The majority of Germans don't use credit cards, and individuals there often avoid getting into a lot of debt. These kinds of issues must be addressed by Organisations like Visa and MasterCard as well as companies who provide customers credit to buy expensive goods.

The Subculture of the Consumer

A subculture is a group of individuals who are part of a culture but who vary from the prevailing culture in some way, such as shared hobbies, occupations, religions, racial or ethnic origins, sexual orientations, etc. People of Hispanic ancestry are the fastest-growing subculture in the US, followed by Asian Americans, then Blacks. Hispanics in the United States have a rapidly increasing buying power. It is anticipated to surpass \$1 trillion by 2010. Companies are attempting to capture this valuable market. The Spanish version of Home Depot's website has now gone live. Some of Walmart's Neighborhood Markets are now being transformed into outlets targeted towards Hispanic customers. The Supermarket de Walmart shops are found in Hispanic areas and provide amenities like full-service meat and fish counters and cafés providing Latino pastries and coffee.

It is beneficial to market goods depending on the ethnicity of customers. However, given that the lines between ethnic groups are thinning, it could become more challenging in the future. For instance, a lot of individuals in today's society identify as multiracial. Remember that there are other subcultures that marketing experts consider than those that are ethnic and racial. Subcultures may emerge in reaction to people's interests, as we've already said. You've definitely heard of the Dungeons & Dragons fandom, the hip-hop subculture, and those who participate in extreme activities like helicopter skiing. Because the members of these groups have certain interests and behaviour, marketing experts may create items just for them.

The Social Class of the Consumer

A group of individuals who share the same social, economic, or educational rank in society is referred to as a social class. Customers from the same socioeconomic class have quite comparable buying habits. Have you ever been shocked to learn that a rich person you knew drove a beat-up old automobile or had worn-out clothing and shoes? If yes, it was because, in your opinion, the person's buying behaviour was out of the norm for someone of his or her socioeconomic status. When it comes to consumer marketing, upmarket brand creators in particular tread carefully. On the one hand, they want the broadest consumer bases imaginable. This is particularly attractive during a recession when finding premium customers is challenging. On the other hand, businesses run the danger of cheapening their brands if they produce goods that the middle class can more easily purchase. Because of this,

BMW manufactures Smart Cars, which do not have the BMW logo. For a while, Tiffany's catered to many clients by offering a more affordable range of silver jewellery. Later, the business was concerned that the line was tarnishing its image. Remember that supply and demand have some role in determining a product's pricing. Therefore, luxury companies work to limit their product's availability so that their prices may stay high. By launching lower echelon brands, some businesses have been able to gain market share without endangering their premium brands. One illustration is Johnnie Walker. The whiskies from this firm come in bottles with labels in red, green, blue, black, and gold. The greatest item offered by the firm is the blue label. Each bottle with the blue label has a unique serial number and is offered with a certificate of authenticity in a silk-lined box.

Opinion leaders and Advisory Boards

Of course, you certainly know individuals who, while not being affluent, yet drive a Mercedes or another luxury car. Consumers have reference groups, which explains this. A customer joins Organisations with whom they identify and identify with. You have a support system if you've ever wanted to play basketball or another sport professionally. Professionals in marketing are aware of this. For instance, Nike employs well-known individuals like Michael Jordan to promote the company's goods. People that have specialized knowledge make up opinion leaders. These persons are respected by customers, who often consult them before making purchases of products and services. An example would be an expert in information technology who is well-versed with computer manufacturers. The purchases made by these folks often set the pace for emerging trends. For instance, the IT expert we cited is presumably someone who uses the newest and best tech items, and his assessment of them is probably more credible to you than any kind of commercial. Different strategies are being used by businesses today to connect with opinion influencers. One method to achieve this is by network analysis using specialized tools. Software created for this purpose is available at Orgnet.com. But the Urgent Programme does not mine LinkedIn and Facebook. Instead, it is based on cutting-edge methods that revealed the connections among terrorists affiliated with Al Qaeda. Valdis Krebs, the company's creator, explains: Pharmaceutical companies want to identify these individuals. They are reluctant to market a novel medicine to everyone.

The Family of the Consumer

The majority of market experts believe that one of the main influences on a person's purchasing behaviour is their family. You are more like your parents than you realize, at least in terms of your consuming habits, whether you like it or not. The truth is that a lot of the items you do and do not purchase are influenced by what your parents purchase and do not purchase. Products you are likely to like as an adult include the soap you used to use, the toothpaste your parents purchased and used, and even the brand of politics you support. Research on family purchasing patterns is vast. Which family members have the greatest impact on certain purchases is another topic of interest for businesses. Many home purchases are heavily influenced by children. For instance, compared to 37 percent in 2001, over half of nine to seventeen-year-olds were requested by their parents to research items or services online in 2003. IKEA created its showrooms using this expertise. Fun mattresses and enticing comforters are included in the kids' bedrooms to encourage kids to recognize and express their wants. Children's marketing has come under more and more criticism. Some detractors charge businesses of intentionally influencing kids to pester parents for certain things. For instance, Hannah Montana concerts often sold out despite the fact that tickets may cost hundreds or even thousands of dollars. However, as one author put it, advertising may not necessarily benefit in the long run from using pester power if it alienates the parents of the children [10]–[13].

III. CONCLUSION

Individual decision-making processes and styles can have an impact on consumer buying behaviour. Some people may make more thoughtful, sensible decisions by carefully assessing their options and taking into account all the facts at hand. Others could be more impulsive and depend on their feelings or other people's indications. Marketers may create tactics that are in line with customers' decision-making inclinations by having a thorough understanding of consumers' decision-making processes and styles. In conclusion, individual traits have a big influence on what people buy. Consumer perception, evaluation, and purchasing decisions are influenced by demographics, personality characteristics, attitudes, beliefs, motives, and decision-making processes. By comprehending these unique traits, marketers may segment their target market successfully, customize their goods, and create convincing marketing techniques that connect with customers and eventually affect their buying behaviour.

REFERENCES

- [1] C. M. Herrera, The ecology of subindividual variability in plants: Patterns, processes, and prospects, *Web Ecol.*, 2017, doi: 10.5194/we-17-51-2017.
- [2] M. Bartosik-Purgat, N. Filimon, and M. Hinner, Determinants of social media's use in consumer behaviour: an

- international comparison, *Econ. Bus. Rev.*, 2017, doi: 10.18559/ebr.2017.2.5.
- [3] A. V. Vohra, Materialism, Impulse Buying and Conspicuous Consumption: A Qualitative Research, *Glob. Bus. Rev.*, 2016, doi: 10.1177/0972150915610682.
- [4] V. A. Andorfer and U. Liebe, Research on Fair Trade Consumption-A Review, *Journal of Business Ethics*. 2012. doi: 10.1007/s10551-011-1008-5.
- [5] M. Mora, E. Urdaneta, and C. Chaya, Effect of personality on the emotional response elicited by wines, *Food Qual. Prefer.*, 2019, doi: 10.1016/j.foodqual.2019.03.015.
- [6] M. Guasch-Ferré, H. S. Dashti, and J. Merino, Nutritional genomics and direct-to-consumer genetic testing: An overview, *Advances in Nutrition*. 2018. doi: 10.1093/advances/nmy001.
- [7] L. Korsbek and E. S. Tønder, Momentum: A smartphone application to support shared decision making for people using mental health services, *Psychiatr. Rehabil. J.*, 2016, doi: 10.1037/prj0000173.
- [8] L. Folkersen, O. Pain, A. Ingason, T. Werge, C. M. Lewis, and J. Austin, Impute.me: An Open-Source, Non-profit Tool for Using Data From Direct-to-Consumer Genetic Testing to Calculate and Interpret Polygenic Risk Scores, *Front. Genet.*, 2020, doi: 10.3389/fgene.2020.00578.
- [9] S. L. Holak, A. V. Matveev, and W. J. Havlena, Nostalgia in post-socialist Russia: Exploring applications to advertising strategy, *J. Bus. Res.*, 2007, doi: 10.1016/j.jbusres.2006.06.016.
- [10] S. L. Holak, A. V. Matveev, and W. J. Havlena, Nostalgia in post-socialist Russia: Exploring applications to advertising strategy (DOI:10.1016/j.jbusres.2006.06.016), *Journal of Business Research*. 2008. doi: 10.1016/j.jbusres.2007.06.013.
- [11] L. Siracusa, G. Avola, C. Patanè, E. Riggi, and G. Ruberto, Re-evaluation of traditional mediterranean foods. the local landraces of 'cipolla di giarratana' (*allium cepa* L.) and long-storage tomato(*lycopersicon esculentum* L.): Quality traits and polyphenol content, *J. Sci. Food Agric.*, 2013, doi: 10.1002/jsfa.6199.
- [12] C. Pérez-Santaescolástica et al., Dry-Cured Ham, in *Pork: Meat Quality and Processed Meat Products*, 2021. doi: 10.1201/9780429324031-2.
- [13] K.-P. Wiedmann, H. Buxel, and G. Walsh, Customer profiling in e-commerce: Methodological aspects and challenges, *J. Database Mark. Cust. Strateg. Manag.*, 2002, doi: 10.1057/palgrave.jdm.3240073.