

Consumer Based Online Authenticity: An Exploratory Approach: Case of Terroir Product of Souss Massa Region, Morocco

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Abstract : Marketing research is starting to focus on authenticity to position an offer, especially local products. However, its use remains more problematic with the internet for cooperatives. This paper investigates how digitalization impacts the satisfaction of the quest for authenticity. On the theoretical level, it explains authenticity in online and offline contexts in the postmodernism era. Then, an exploratory qualitative study tries to understand the contribution of digitization to the satisfaction of the search for authenticity. Therefore, cooperatives selling terroir products on the Internet are advised to keep also direct contact which tends to show a traditional manner of production to enhance customers' perception of terroir product authenticity.

Keywords : authenticity, terroir product, online authenticity, postmodernism

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