

Albanians in Albania and Italy: Neophobia and food consumption attitudes

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Abstract

As the title suggests, this work is aimed at analyzing food-related neophobia in terms of migration. We will try to explain if cultural differences of migration groups have an impact even in food choices; if, by living in a foreign country, amid other culinary attitudes, people become more open to the new recipes (less neophobic) of the hosting culture, or remain attached to the culinary attitudes of their original country (more neophobic).

Current research studies to scientific literature have never considered food neophobia in terms of migration experience. That is why we were induced to carry out this research. The research was conducted on a non-representative sample of 200 individuals, 100 Albanians residing in Italy and 100 Albanians residing in Albania (answering rate 100%). The first goal is to find out if there is a relation between food neophobia and general neophobia (fear from unknown people and places). So, to high levels of general neophobia (fear from new situations and unknown people) of participants even high levels of food neophobia (fear to try new recipes) should correspond, and vice versa. The second goal is to measure food neophobia differences between Albanians with migration experience (currently residing in Italy) and Albanians with no migration experience (currently residing in Albania).

Keywords: food neophobia, general neophobia, migration, food neophobia scale.

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