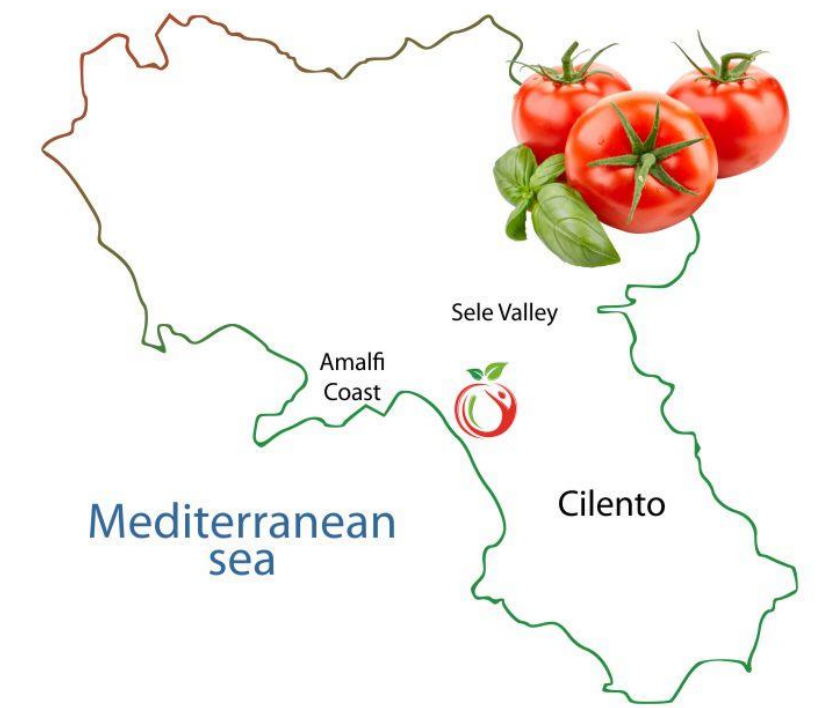




# Mapping literature on tomato in search of innovative marketing approaches

## Aims

Tomato represents one of the key Italian products in the Mediterranean Diet. The majority of the scientific studies have focused attention on aspects such as traceability, food safety, industrial processing and, in the chemistry field, on lycopene and other antioxidants. This work aims to investigate the interest for the tomato product in the business and economics fields focusing attention on marketing in search of innovative approaches useful to enhance the consumer's recognition of the multi-dimensional value of tomatoes.



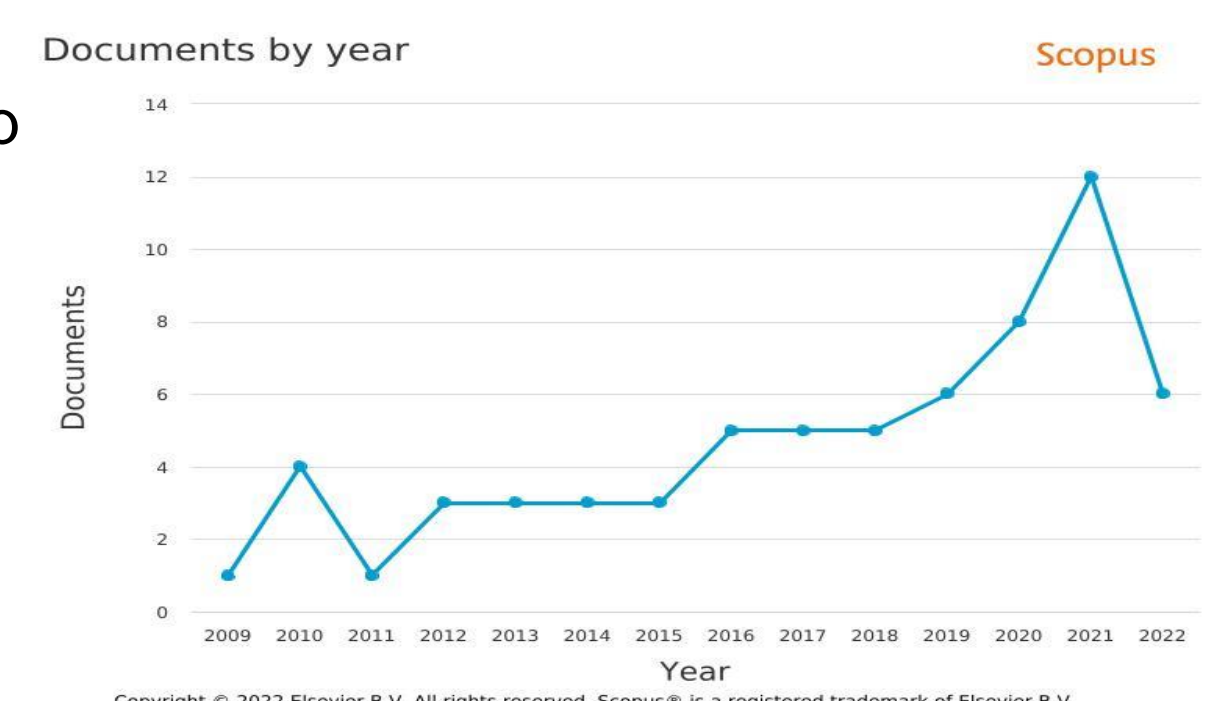
## Methodology

The study analyzes the literature on tomatoes using the "Vosviewer" software in order to map knowledge about the product identifying the main research directions and possible gaps to cover.

## A 3-step analysis:

Step 1. Mapping the research streams on tomato in the fields of business and economics by keywords

```
(ALL ("TOMATO*") AND (LIMIT-TO (SUBJAREA, "BUSI") AND (LIMIT-TO (EXACTKEYWORD, "Vegetables") OR LIMIT-TO (EXACTKEYWORD, "Economics") OR LIMIT-TO (EXACTKEYWORD, "Tomato") OR LIMIT-TO (EXACTKEYWORD, "Marketing") OR LIMIT-TO (EXACTKEYWORD, "Food"))
```



The increasing research interest for tomatoes (works from 2009 to 2022).

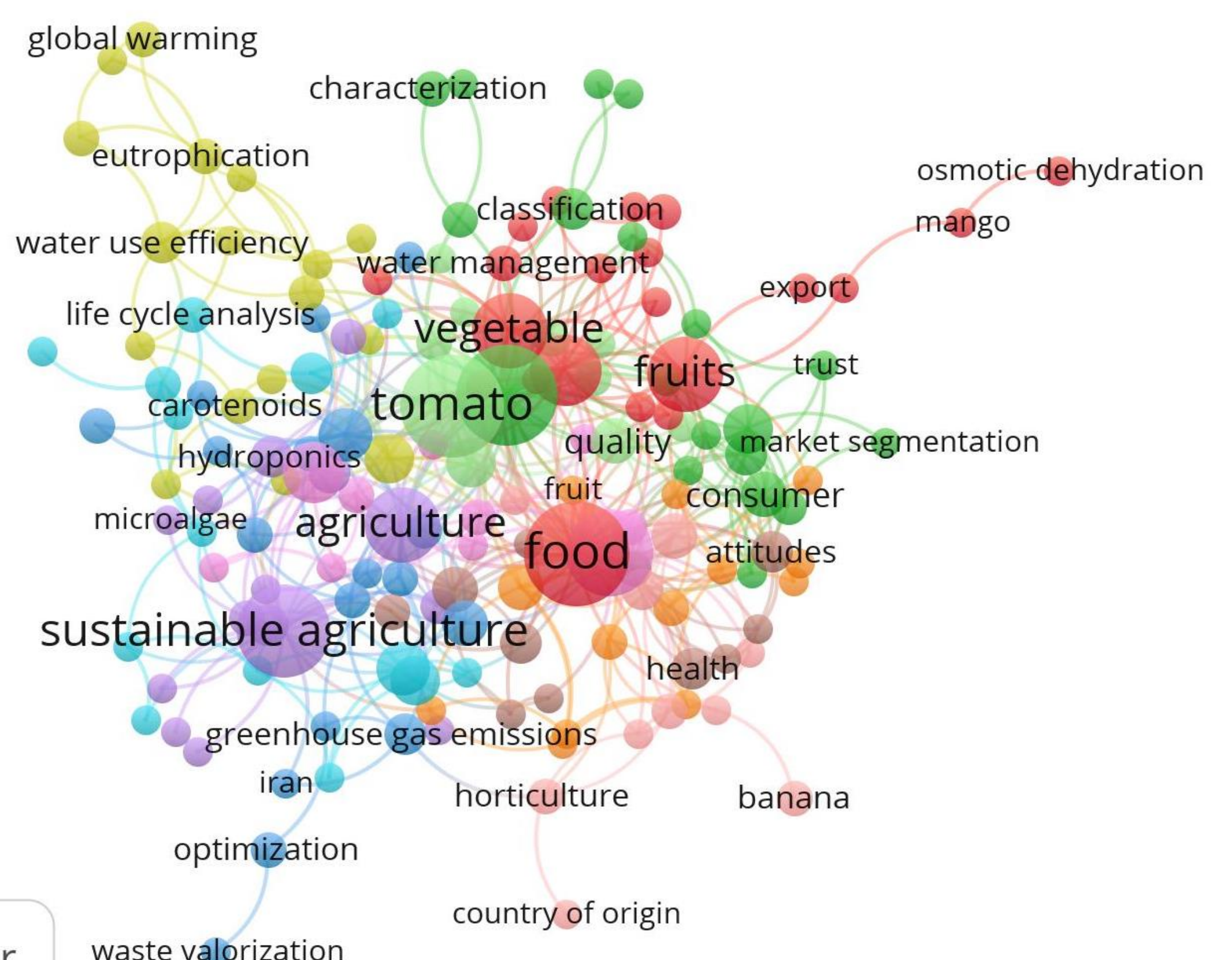
Step 2. Mapping the interest of marketing for tomato

```
(( ALL ("tomato*") AND ALL ("Marketing*") ) AND ( LIMIT-TO (SUBJAREA, "BUSI") OR LIMIT-TO (SUBJAREA, "ECON"))
```

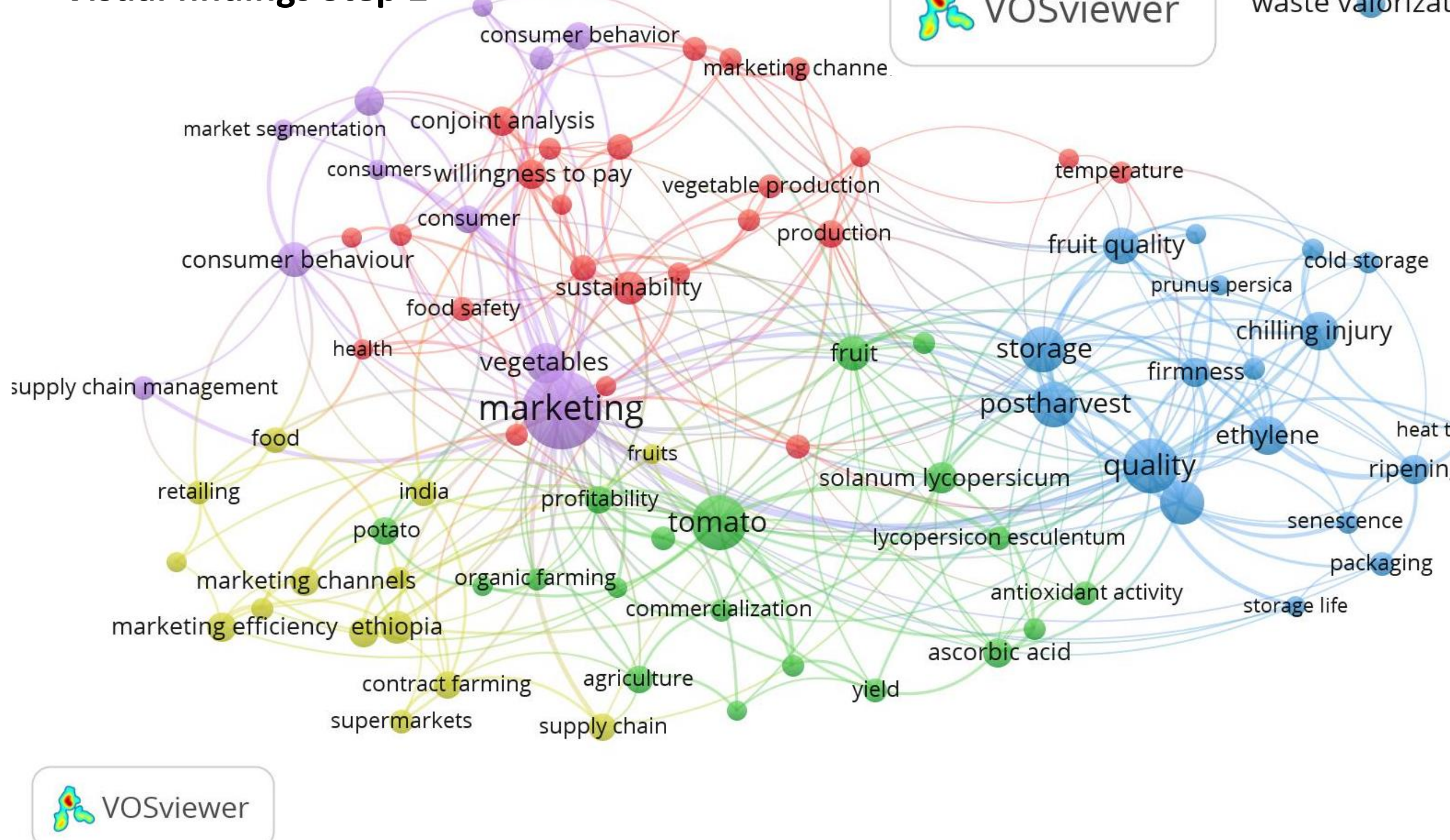
Step 3. Exploring the interest for multi-sensory marketing approaches

```
(( ALL ("multisensory") AND ALL ("marketing")) AND ( tomato ) AND ( LIMIT-TO ( EXACTKEYWORD, "Marketing" ) OR LIMIT-TO ( EXACTKEYWORD, "Food" ) OR LIMIT-TO ( EXACTKEYWORD, "Food Preferences" ) OR LIMIT-TO ( EXACTKEYWORD, "Brain" ) OR LIMIT-TO ( EXACTKEYWORD, "Sensory" ) OR LIMIT-TO ( EXACTKEYWORD, "Experiential Marketing" ) OR LIMIT-TO ( EXACTKEYWORD, "Sensory System" ) )
```

## Visual findings Step 1



## Visual findings Step 2



## Visual findings Step 3

