

Supplementary data for

Can the “Euro-Leaf” Logo Affect Consumers' Willingness-to-Buy and Willingness-to-Pay for Organic Food and Attract Consumers' Preferences? An Empirical Study in Greece

Charalampia N. Anastasiou¹, Kiriaki M. Keramitsoglou¹, Nikos Kalogeras², Maria I. Tsagkaraki¹, Ioanna Kalatzi¹ and Konstantinos P. Tsagarakis^{1,*}

¹ Business and Environmental Technology Economics Laboratory (BETECO), Department of Environmental Engineering, Democritus University of Thrace, Xanthi 67100, Greece

² Marketing and Consumer Behaviour Group, Department of Social Sciences, Wageningen University & Research, Wageningen 6706 KN, The Netherlands

* Correspondence: ktsagar@env.duth.gr; Tel.: +30-25410-79397

This file provides additional information for the data used in the above mentioned paper. It consists of two figures. The three versions of the printed cards with organic logos used for inquiring the preferred logo are presented in Figure S1. Each card was randomly selected and was shown to one participant at a time.

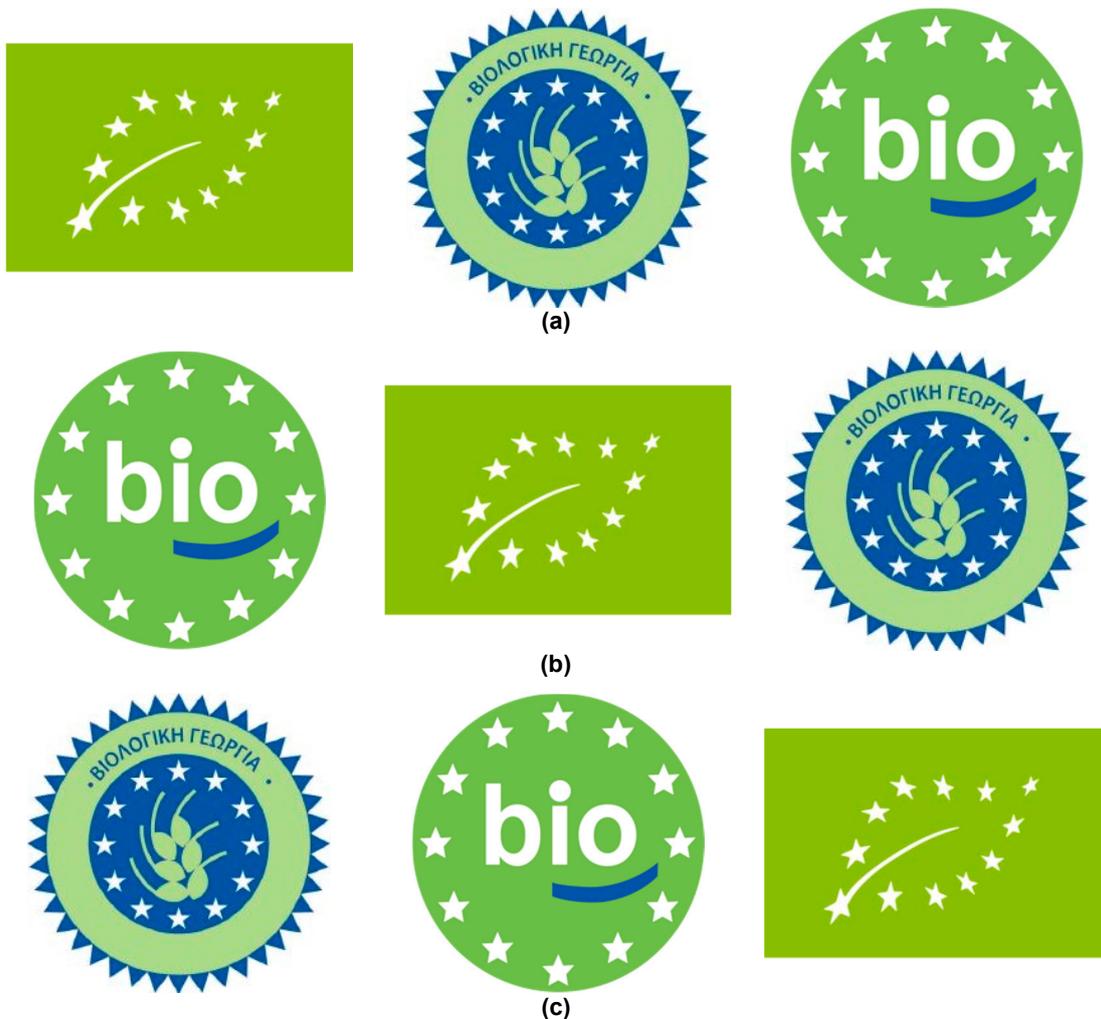


Figure S1. The three (a, b and c) versions of the printed cards with organic logos

Distribution of willingness-to-pay (WTP) for the five products based on the three certified logos is presented in Figure S2. This figure provides another view of the statistics presented in Table 2 of the paper.

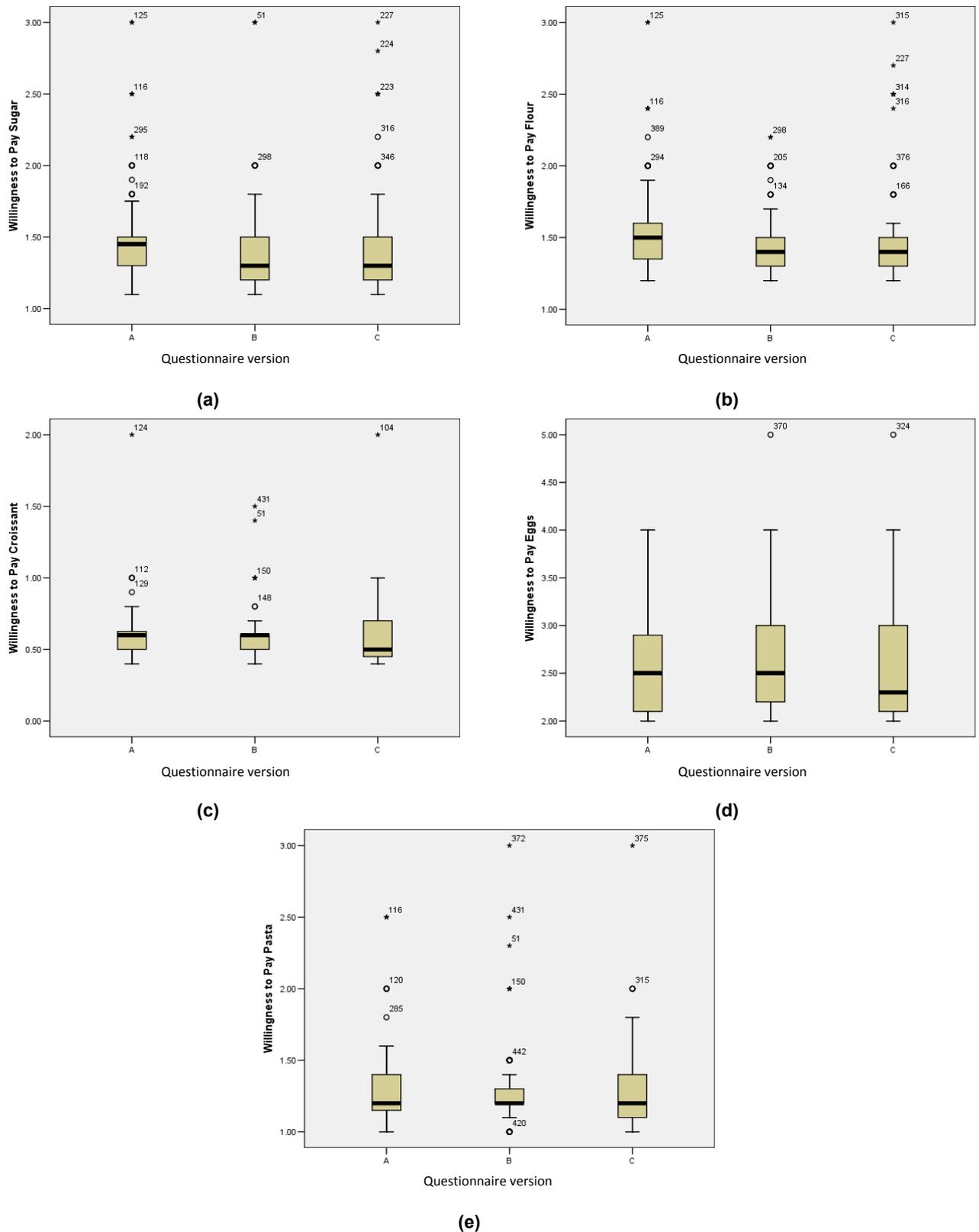


Figure S2. Willingness-to-Pay for three EU logos for (a) sugar, (b) flour, (c) croissant, (d) eggs and (e) spaghetti