



## **Food Quality, Price and Consumer Choices**

Guest Editors:

**Dr. Ellen Van Loo**

**Dr. Vincenzina Caputo**

**Dr. Claudia Bazzani**

Deadline for manuscript  
submissions:

**closed (30 June 2021)**

### **Message from the Guest Editors**

Quality labelling consist of cues used by consumers to access food quality and assist consumers in making informed food choices while retaining freedom of choice, and reducing search costs. For food producers, quality labelling is one of the major instruments to differentiate their products by informing consumers about credence quality attributes. Quality labels thus provide opportunities to strengthen their competitiveness by offering a way to differentiate and communicate the nature of their products in the marketplace. Quality labelling will be traded-off against other informational cues on the package, as well as price when consumers make food choices. This special issue is focused on the quality labels, price and how it relates to food choice.

### **Keywords**

- Consumer food choice behavior
- Food quality labeling
- Preferences
- Willingness to pay
- Credence attributes
- Food Marketing
- Consumer Economics





an Open Access Journal by MDPI

## Editor-in-Chief

### **Prof. Dr. Marc A. Rosen**

Faculty of Engineering and  
Applied Science, University of  
Ontario Institute of Technology,  
Oshawa, ON L1G 0C5, Canada

## Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

## Author Benefits

**Open Access:** free for readers, with article processing charges (APC) paid by authors or their institutions.

**High Visibility:** indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, AGRIS, RePEc, CAPlus / SciFinder, and other databases.

**Journal Rank:** JCR - Q2 (*Environmental Studies*) / CiteScore - Q1 (Geography, Planning and Development)

## Contact Us

---

*Sustainability* Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland

Tel: +41 61 683 77 34  
[www.mdpi.com](http://www.mdpi.com)

[mdpi.com/journal/sustainability](http://mdpi.com/journal/sustainability)  
[sustainability@mdpi.com](mailto:sustainability@mdpi.com)  
X@Sus\_MDPI