



Food Quality, Price and Consumer Choices

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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





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