



Consumer Behaviour regarding Organic Food

Guest Editors:

Prof. Dr. Ulrich Hamm

Department of Agricultural and
Food Marketing, University of
Kassel, Kassel, Germany

Assoc. Prof. Meike Janssen

Department of Management,
Society and Communication,
Copenhagen Business School,
Copenhagen, Denmark

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submissions:

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Message from the Guest Editors

Organic food is considered as a (more) sustainable type of food, at least from an environmental point of view. While there is an extensive body of (academic) literature on drivers of organic food consumption and consumers' willingness-to-pay, market shares of organic food are still relatively low in almost all countries. So far, it is not well-understood how consumption levels and market shares can be further pushed to a much higher level, e.g. by innovative product concepts and marketing communication for organic food on the one hand, and consumer-oriented public policy interventions on the other hand.

This special issue focuses on innovative approaches for reaching significantly higher market shares of organic food through a better understanding of consumers' *real* (instead of just stated) behaviour.

Authors from different disciplines (e.g. marketing, sensory sciences, behavioural economics, policy studies) are invited to submit their work on consumer behaviour and organic food. The focus of this special issue will be on empirical research articles with a strong theoretical foundation.





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Prof. Dr. Marc A. Rosen

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

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Sustainability Editorial Office
MDPI, Grosspeteranlage 5
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