Labelling, GIs and the consumer

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New environment

New food technologies available – food scares - diet
Food supply and demand: price vs. quality
Large number of quality labels

Increasing consumers concerns about food
Higher involvement, Changing attitudes, Changing behaviour
Market segmentation and product differentiation

Policy makers
Regulation
International trade

Industry
Brands

Social scientists
Research on consumer behaviour
Conceptual frameworks to analyse consumers’ perception towards food
A Unified Quality Framework

Caswell (2001)

Consumer’s Prior Experience & Personal and Situational Factors

Intrinsic Search Attributes

Intrinsic Experience Attributes

Intrinsic Credence Attributes

Expected Quality

Marketing Efforts

Extrinsic Search Indicators/Questions

Perceived Quality
Intrinsic Quality Attributes

1. Food Safety
   - foodborne pathogens
   - pesticide residues
2. Nutrition
3. Sensory/Organoleptic
   - taste and tenderness
   - color
4. Value/Function
   - compositional integrity
5. Process
   - animal welfare
   - organic, use of GMOs

Extrinsic Quality Indicators and Cues

1. Test/Measurement Indicators
   - quality management systems
   - certification
   - labeling
2. Cues
   - price
   - brand name
   - store name
   - advertising
   - packaging
Labels and quality expectations

Grunert (2001)

Technical product specifications

Intrinsic quality cues

Perceived intrinsic quality cues

Expected quality

Extrinsic quality cues

Perceived extrinsic quality cues

Product use

Experienced quality

Satisfaction/dissatisfaction

Future purchases

Before purchase

After purchase
What’s needed from a consumers perspective
Basic elements

• Multidisciplinary approach
  – to be able to transmit consumers objective information of technical processes

• Relevance and novelty
  – To whom results are addressed
  – Quality vs. other food attributes

• Scientific quality
Labelling

• How labels are used by consumers?
• What elements are considered as an indication of differentiated (higher quality) products?
• What is the role of private brands or quality labels and how they interact with such elements?
• Is there any difference between food and other nondurable goods?
Knowledge

Consumers’ socio-economic characteristics

Certification-labels

Attitudes

External factors

Purchasing likelihood (willingness-to-pay)