

CALMED WORKSHOP

Barcelona, 26-27 April, 2007

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

Consumer's Prior Experience & Personal and Situational Factors

Intrinsic Search Attributes

Intrinsic Experience Attributes

Intrinsic Credence Attributes

Expected Quality

Perceived Quality

Marketing Efforts

Extrinsic Search Indicators/Questions

Caswell (2001)

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

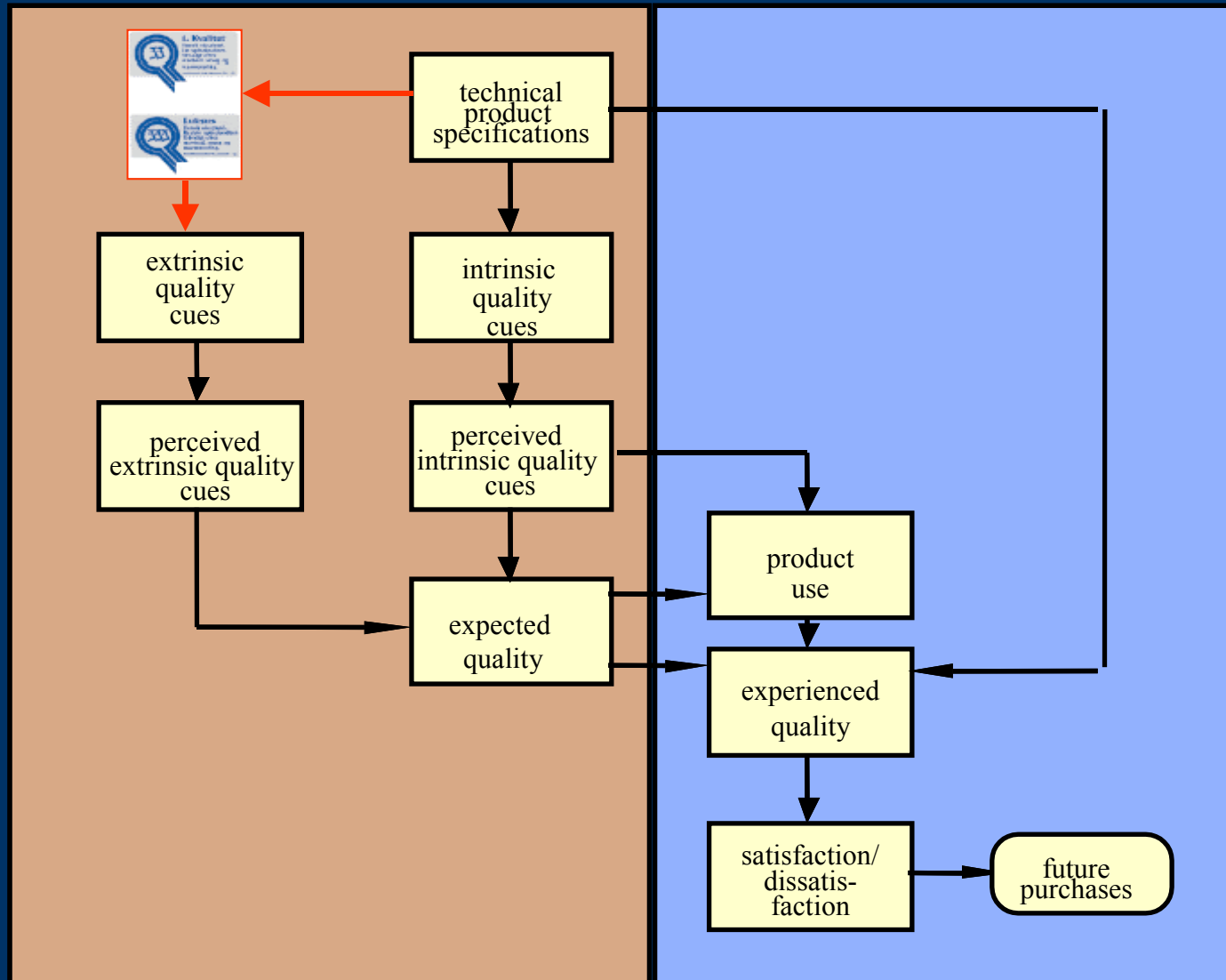
quality management systems
certification
labeling

2. Cues

price
brand name
store name
advertising
packaging



Labels and quality expectations



Grunert (2001)

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?

