

Effect of information about organic production on beef liking and consumer willingness to pay

F. Napolitano^a,  , A. Braghieri^a, E. Piasentier^b, S. Favotto^b, S. Naspetti^c and R. Zanoli^c

^aDipartimento di Scienze delle Produzioni Animali, Università degli Studi della Basilicata, Viale dell'Ateneo Lucano 10 – 85100 Potenza, Italy

^bDipartimento di Scienze Animali, Università degli Studi di Udine, Via S. Mauro 2 – 33010 Udine, Italy

^cDIIGA, Università Politecnica delle Marche, Via Brecce Bianche – 60131 Ancona, Italy

Received 30 October 2008;
revised 8 July 2009;
accepted 10 August 2009.
Available online 12 August 2009.

Abstract

The present study was aimed to assess the effect of information about organic production on beef liking and consumer willingness to pay. Mean scores of perceived liking were higher for organic beef (OB) as compared to conventional beef (CB). Expected liking scores were higher for OB than for CB. For OB the expected liking was significantly higher than the perceived liking expressed in blind conditions (negative disconfirmation), whereas for CB no difference was observed. Consumers completely assimilated their liking for OB in the direction of expectations. Consumers showed a willingness to pay for OB higher than the suggested price ($P < 0.001$), the latter corresponding to the local commercial value for organic beef. We conclude that the information about organic farming can be a major determinant of beef liking, thus providing a potential tool for meat differentiation to traditional farms.

Keywords: Organic production; Beef liking; Expectancy; Willingness to pay

Article Outline

1. [Introduction](#)
2. [Materials and methods](#)
 - 2.1. [Products](#)
 - 2.2. [Subjects](#)
 - 2.3. [Experimental design](#)
 - 2.4. [Hedonic data acquisition](#)
 - 2.5. [Vickrey auction](#)
 - 2.6. [Statistical analysis](#)
3. [Results and discussion](#)
 - 3.1. [Validation of information](#)
 - 3.2. [Comparison between products](#)

- 3.3. [Comparison between different information conditions](#)
- 3.4. [Comparison between consumers with different demographic features](#)
- 3.5. [Relationship between organic beef liking and consumer willingness to pay](#)
- 4. [Conclusion](#)
- [Acknowledgements](#)
- [References](#)