

Consumer Trust and Confidence in the Food Chain

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Abstract

A model is developed and operationalized on the relationship between overall trust, beliefs about trustworthiness and overall trust in four food chain actors: Farmers, manufacturers, retailers and authorities. In addition, the relationship between trust in value chain actors and confidence in the technologies used and the products produced within the food chain is investigated. Data are collected by means of an online survey in five European countries. Results underline the importance of trust in all four actors for consumer confidence in the outcomes of the value chain. The results have implications for the marketing of products increasingly characterized by credence characteristics.

Keywords: *consumer trust; consumer confidence; food chain*

Track: Consumer Behaviour