

Consumer Perspectives: True Price Acceptance in the Shift Towards Sustainable Food Systems

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Abstract

This study explores consumer acceptance of true-priced food, aligning prices with production's environmental and social impacts. Utilizing a mixed-methods approach, including a representative consumer survey and experiments in a university setting, we explore consumers' voluntary willingness to pay a true price. Applying prospect theory, we scrutinize sociological and psychological framing effects. Preliminary findings suggest that portraying true pricing as compensating for damage increases consumers' willingness to pay a true price compared to positive framing. Framing it as a donation enhances willingness to pay, contrasting with a fee framing's lesser impact. When the relative difference between market and true prices is consistent for cheaper and pricier items, there is a greater willingness to pay the true price for cheaper products. These findings illuminate consumer decision-making in sustainable pricing, offering valuable insights for marketing true-priced food products.

Subject Areas: *Consumer Behaviour, Retailing*

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