

The Labeling Dilemma: How Labels and Claims Shape Product Perception and Purchase Intention for Upcycled Foods

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Abstract

By using food ingredients that otherwise would be wasted, upcycled food is a novel approach to address the food waste problem. However, limited research has investigated the effect of different labels and claims as a communication strategy on product perception and purchase intention. Unlike previous literature, this research investigates the effect of different labeling strategies used in the current market on product perception and purchase intention. The findings reveal that claims, unlike labels, can bias consumers' perceptions by increasing perceived disgust and reducing taste expectations. These biased perceptions, in turn, can lead to perceived lower quality, resulting in lower purchase intention. This research offers valuable managerial implications for the effective labeling of upcycled foods.

Keywords: *Upcycled Food, Labeling, Halo Effect*

Track *Social Responsibility & Ethics*