

Effect of labeling on consumer perception

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Consumers use various cues or information to form their expectations about food products, which may in turn affect their liking or quality perception of the product during consumption.

In this presentation we will look into where consumers seek product information and how well they trust information sources. We will also see what information different consumers look at during purchase for different products.

Two case studies about the effects of product labelling and product information on consumer perception are introduced. The first study is about consumer attitudes towards different ingredients in dairy drinks (skyr drinks) and effects of different ingredient information on consumer liking. The information affected the consumers differently depending on their attitudes towards healthy eating. In the second study we will look at how information about different practices in fish farming affects consumer perception of product quality. Attitudes towards ethical issues and fish farming affected the consumers perception of product quality during consumption.