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# Analysis on Factors Affecting Consumer Evaluation of Life Cycle Information of Food Products

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# Research interest

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## Quantitative ecolabel

- Can provide reliable information to consumer
- Appeal to green consumers



## Uncertain how effect to ordinal consumers

- Does label promote purchase by ordinal consumers?
- How the label effect consumers' perception?
- Does label have effect to ensure product quality (except environmental performance) ?

# Objectives

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- To measure consumers' willingness to pay (WTP) for quantitative eco-label on agricultural products

## Conjoint Analysis

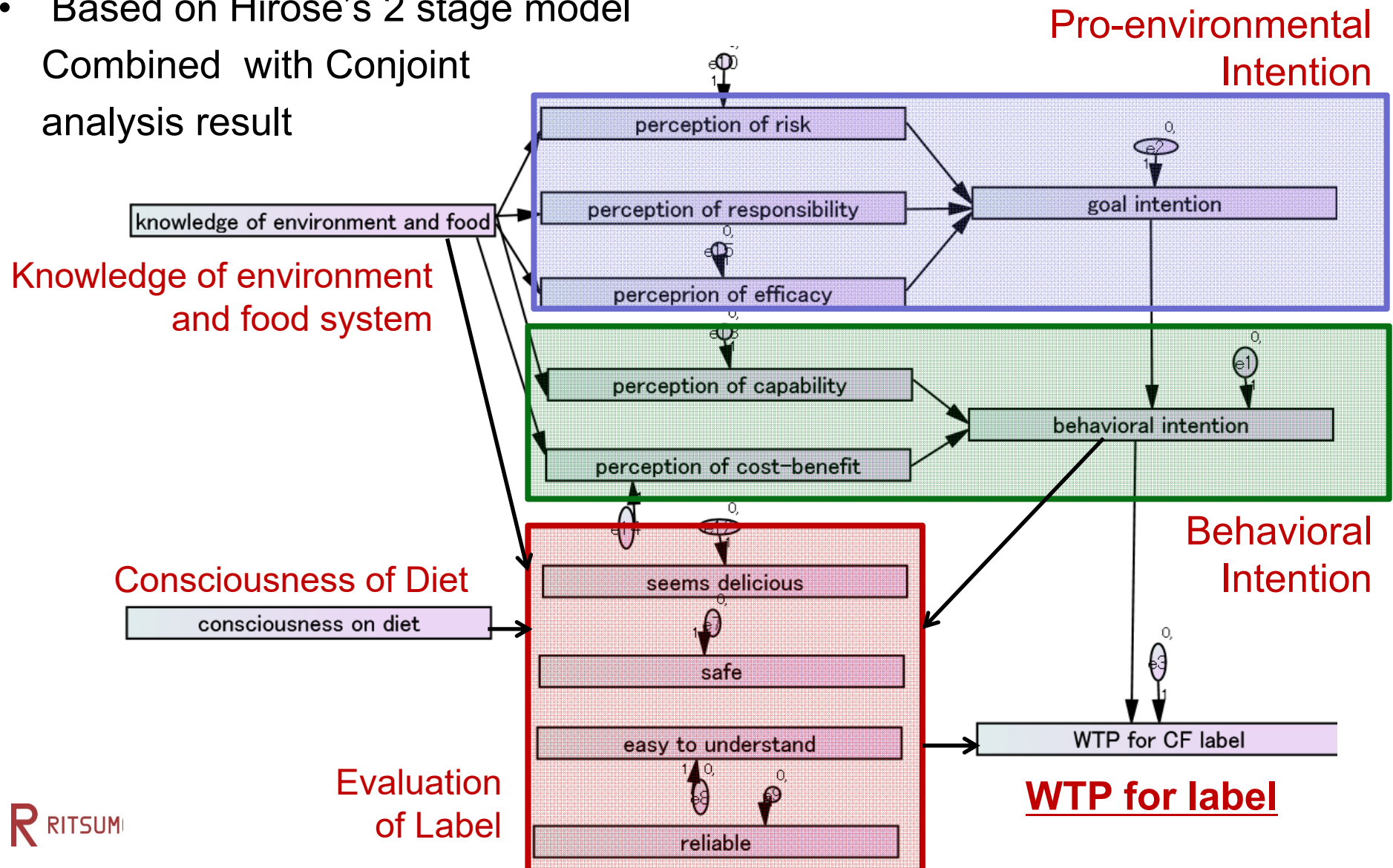
- Analyze socio-psychological relationship between consumers' perception and WTP

## Path Analysis



# Model

- Based on Hirose's 2 stage model  
Combined with Conjoint analysis result



# Survey

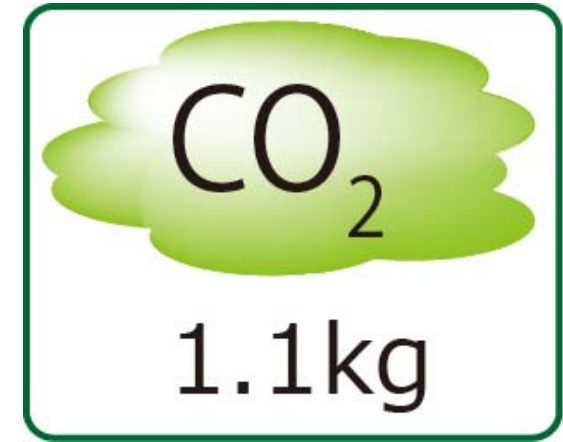
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- Internet questionnaire to 500 Japanese consumers
  - Limited to person who usually prepare their own meal
- Questionnaire

Basic Information	Age, Gender, Income, Living Area, Occupation, . . .
Perception on environment	Risk, Responsibility, Target, . . .
Consciousness on diet	efforts to better diet (eat vegetables, eat fruits, save calories, . . .)
Knowledge of environment and food system	Carbon Offset, Carbon footprint, Organic agriculture, fare trade, . . .
Evaluation on eco-labels	Reliability, Quality of product, Science, Food safety, Ease to understand

# Choice experiments

- choice experiment for conjoint analysis
- Rank 16 choices (combination of options)
- Target products: Tomatoes (3pcs.)



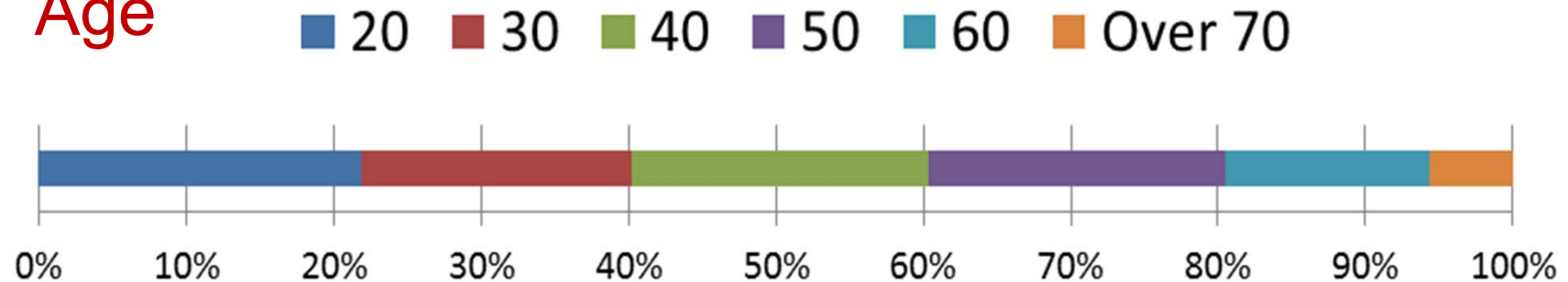
## Options

Price	¥250, ¥300, ¥350, ¥400
Freshness	Very Fresh, Fresh, Not Fresh
Origin	Local, Japan, Abroad (China, Korea)
CF label	None, 0.7kg, 1kg, 1.3kg,
Other label	None, Carbon Offset, Organic, Specially Cultivated (Reduce chemical fertilizer)

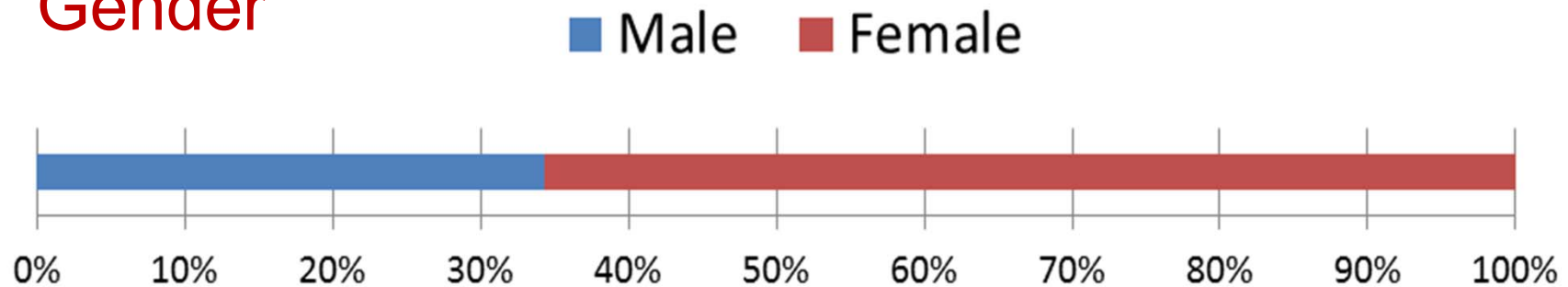
# Characteristics of Respondents

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## Age

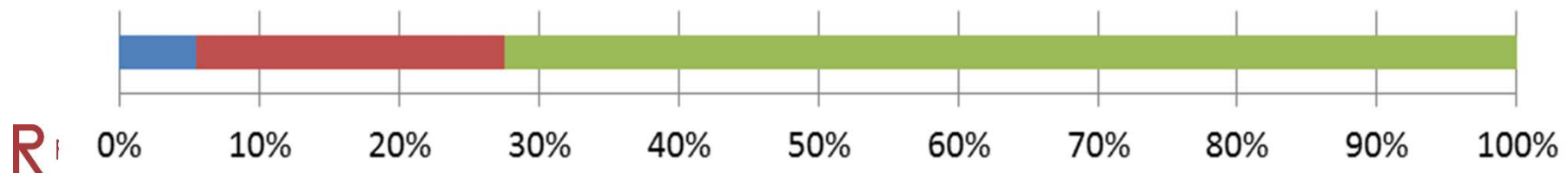


## Gender



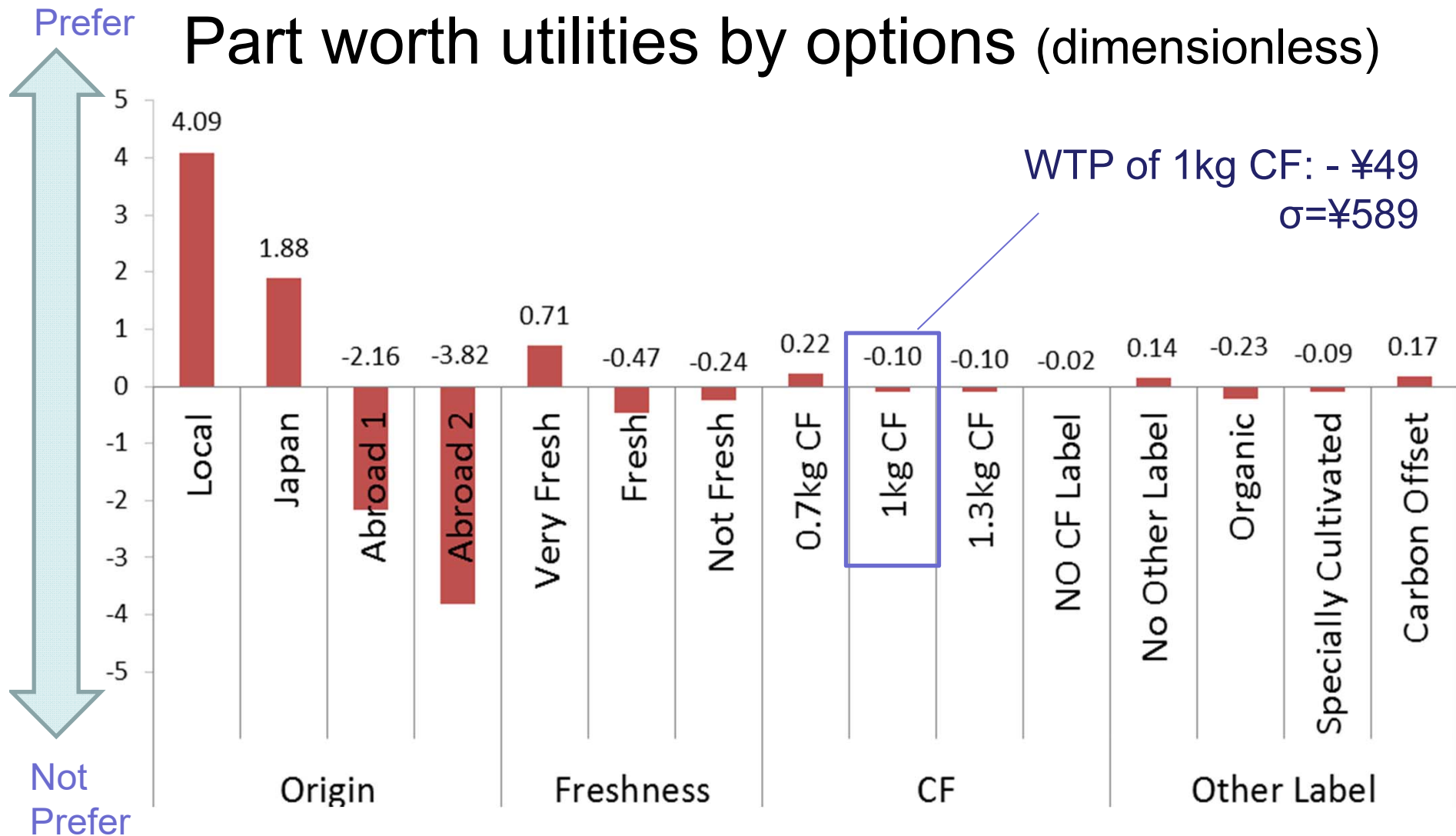
## Know CF?

■ Know ■ Heard once ■ Do not know





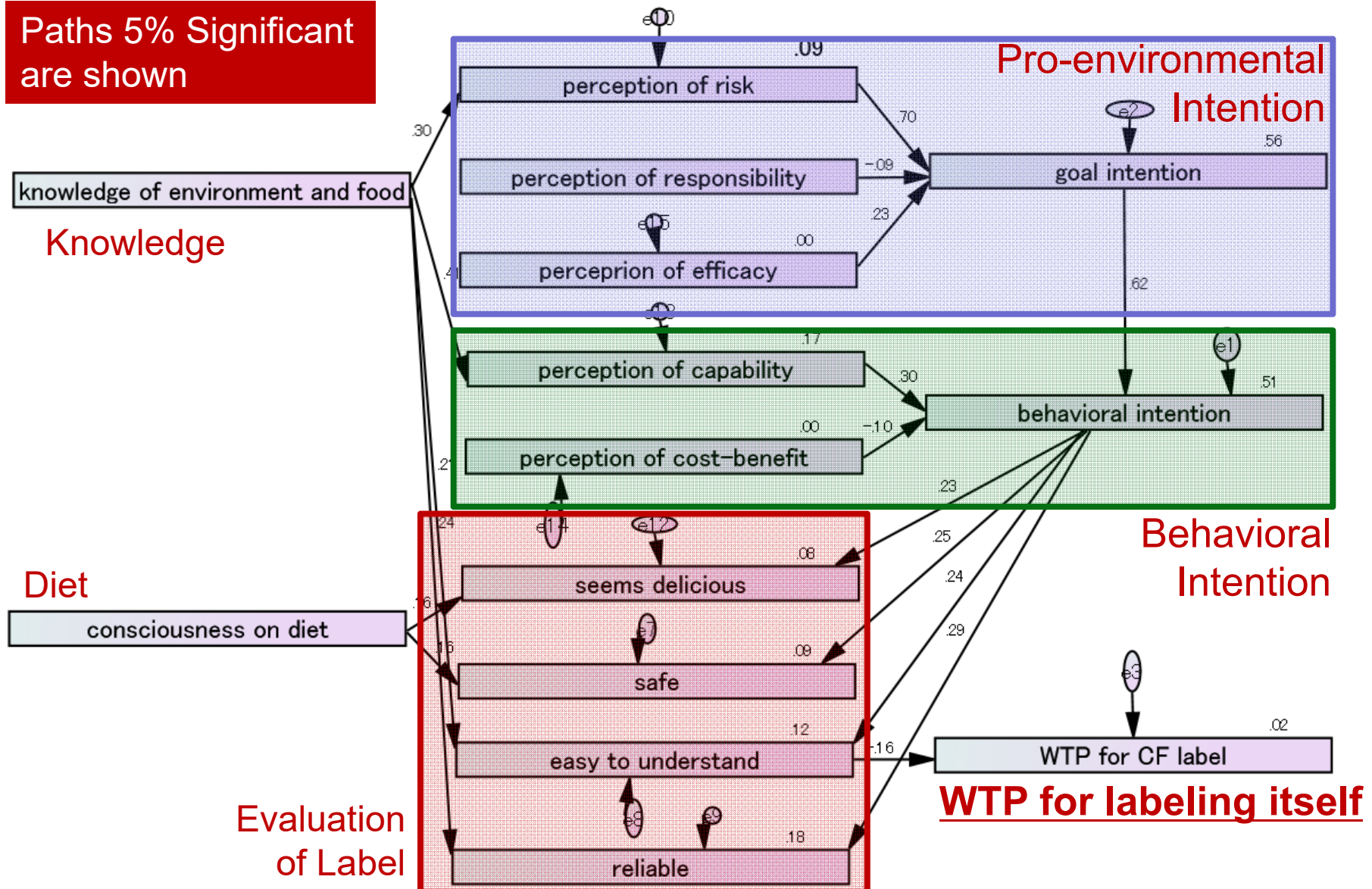
# Result of Conjoint Analysis





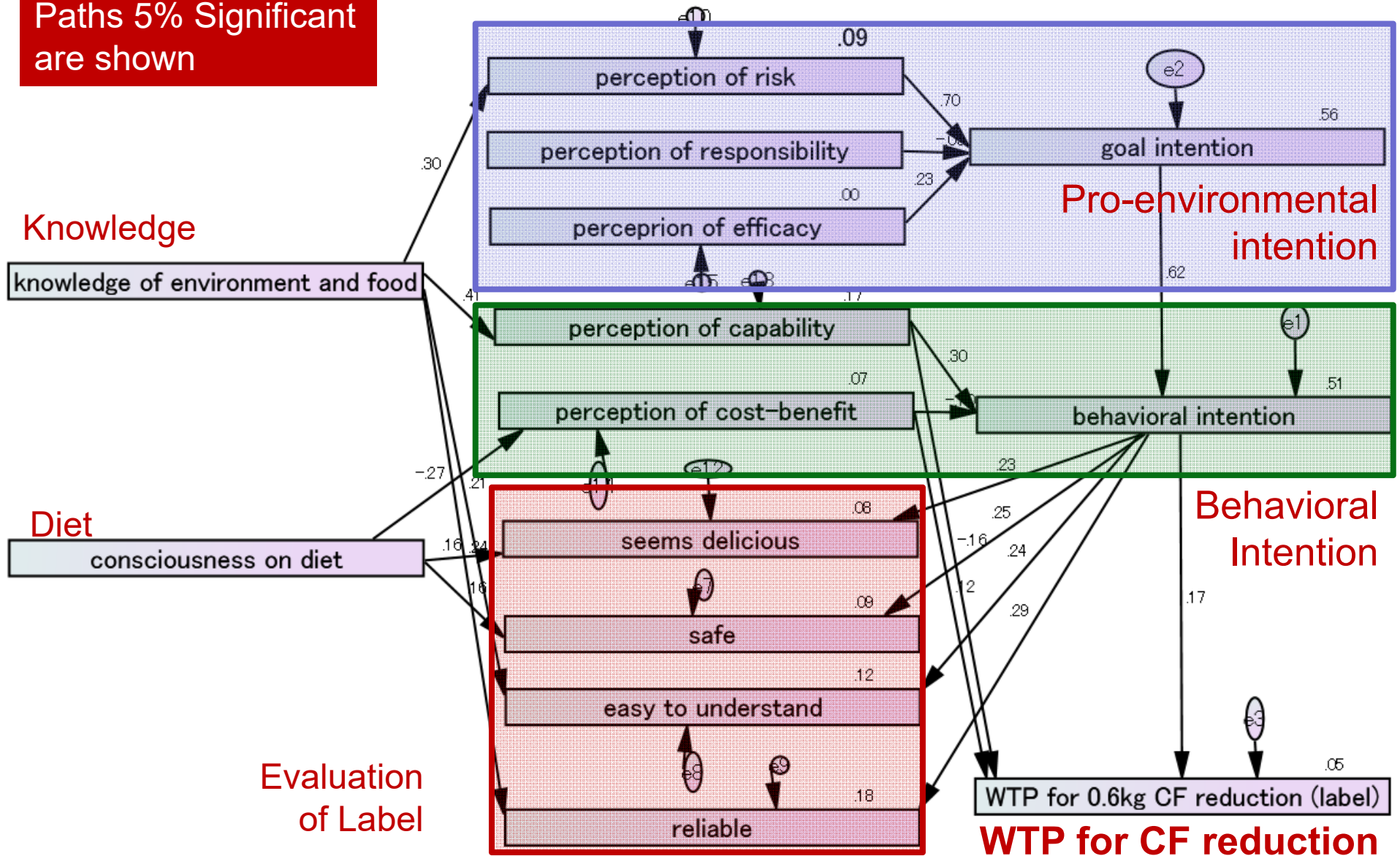
# Result of Path Analysis (1/2)

Paths 5% Significant are shown



# Result of Path Analysis (2/2)

Paths 5% Significant are shown



# Conclusion

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## CF Labeling

Intention to pro-environmental behavior  
**indirectly** effects to WTP through evaluation  
of label

## CF reduction

Intention to pro-environmental behavior  
**directly** effects to WTP

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# Questions?