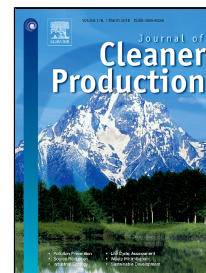


Accepted Manuscript

Consumer Preferences for Organic Labels in Germany Using the Example of Apples – Combining Choice-Based Conjoint Analysis and Eye-Tracking Measurements



Stephan G.H. Meyerding, Nicolas Merz

PII: S0959-6526(18)30266-X
DOI: 10.1016/j.jclepro.2018.01.235
Reference: JCLP 11915
To appear in: *Journal of Cleaner Production*
Received Date: 12 September 2017
Revised Date: 25 January 2018
Accepted Date: 29 January 2018

Please cite this article as: Stephan G.H. Meyerding, Nicolas Merz, Consumer Preferences for Organic Labels in Germany Using the Example of Apples – Combining Choice-Based Conjoint Analysis and Eye-Tracking Measurements, *Journal of Cleaner Production* (2018), doi: 10.1016/j.jclepro.2018.01.235

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

ORGANIC LABELS: VISUAL ATTENTION AND CHOICE

Consumer Preferences for Organic Labels in Germany Using the Example of Apples – Combining Choice-Based Conjoint Analysis and Eye-Tracking Measurements

Stephan G.H. Meyerding

Department of Agricultural Economics and Rural Development

Georg-August-Universität Göttingen

Nicolas Merz

Department of Agricultural Economics and Rural Development

Georg-August-Universität Göttingen

Author Note

Stephan G.H. Meyerding, Department of Agricultural Economics and Rural Development, Georg-August-Universität Göttingen, Göttingen, Germany. E-mail: stephan.meyerding@uni-goettingen.de

Nicolas Merz, Department of Agricultural Economics and Rural Development, Georg-August-Universität Göttingen, Göttingen, Germany. E-mail: merz.nicolas@gmail.com

Correspondence concerning this article should be addressed to Dr. Stephan G.H. Meyerding, Department of Agricultural Economics and Rural Development, Georg-August-Universität Göttingen, Platz der Göttinger Sieben 5, 37073 Göttingen, Germany. Phone: +49551/39-12418, Fax: +49551/39-12122, E-mail: stephan.meyerding@uni-goettingen.de

Download English Version:

<https://daneshyari.com/en/article/8097797>

Download Persian Version:

<https://daneshyari.com/article/8097797>

[Daneshyari.com](https://daneshyari.com)