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Willingness to pay for eco-label in food products: mapping publications over the past twenty years

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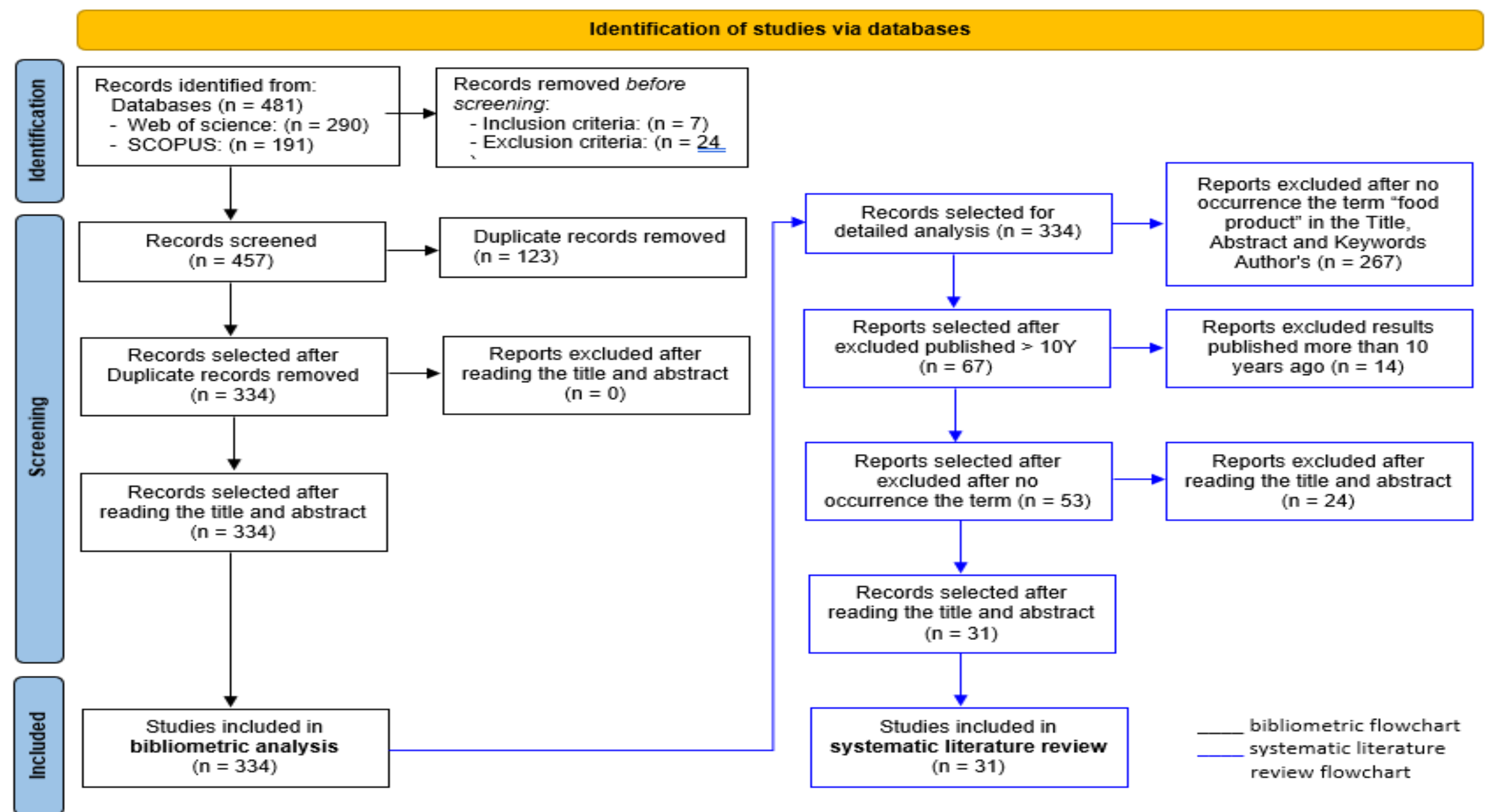
Introduction: Eco-labels are important informational cues, which provide information on environmental impacts of products. They act as important sources of information for environmentally concerned consumers during their purchase decision-making process and additionally provide a level of assurance [1]. Ecolabels are part of a new trend in environmental policies that emphasize information disclosure as a tool to induce environmentally friendly behaviors by both companies and consumers [2]. One of the goals of eco-labels is to reduce information asymmetry between producers and consumers about the environmental attributes of a good [3, 4].

Objective: The aim of this study is to present a comprehensive overview of current and prospective research into the willingness to pay for eco-label(s) in food products, in order to address the lack of organized research in this field. To this end, we carried out a systematic literature review, employing various bibliometric techniques. In addition, we offer a thematic mapping and an examination of research trends, with a view to gaining a deeper understanding of the literature on this subject and its development trajectory.

Research Question?: How willing are consumers to pay for eco-label (s) in food products?

References
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3. Crespi, J. M., & Marette, S. (2009). Eco-labelling economics: Is public involvement necessary? In S. Krarup & C. S. Russell (Eds.), *Environment, information and consumer behavior* (pp. 93-110). Northampton, MA: Edward Elgar.
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Methodology:



Results:

Cluster 1: Willingness to pay for eco-label(s) in food products

Main gap: Effect of variables signaling quality, safety, or health benefits on the willingness to pay for eco-labels

Cluster 2: The influence of eco-labels on consumer behavior

Main Gap: Lack of contributes on eco-labels that provide the bridge between ecosystem construction and economic development (green innovation)

Cluster 3: Ecolabels' contribution to the environment

Main Gap: Impact of eco-labels on the environment from a regulatory point of view

Cluster 4: The relationship between ecolabels and certification policies

Main gap: Measurement instrument that serves general application with various stakeholders

Conclusions: This study offers significant contributions to the advancement of the literature. Initially, we carried out a systematic review on the willingness to pay for eco-labels on food products, using bibliometric techniques. Our review not only reveals the current state of the literature, but also lays the foundation for subsequent research. It summarizes the main gaps in the understanding of this subject, providing clues for future studies and outlining potential directions for research in this field.