

Traceability: European consumers' perceptions regarding its definition, expectations and differences by product types and importance of label schemes

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Abstract: Given the heterogeneity of European consumers it is not unsurprising that they have different perceptions and expectations regarding (but also understanding thereof) 'traceability'. A large number of individuals may not even have a memory anchor for the concept. Consumers may also perceive traceability differently among different product types. The present study is based upon focus groups analysis of 12 countries across Europe. It presents an explanation of traceability's understanding by European consumers. It also presents consumer's expectations towards traceability and its differences according to different product types.

Keywords: Focus groups; Traceability; Cross-national; Perceptions; Food products; Labels

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