

Special Issue

Consumer Behaviour regarding Organic Food

Message from the Guest Editors

Organic food is considered as a (more) sustainable type of food, at least from an environmental point of view. While there is an extensive body of (academic) literature on drivers of organic food consumption and consumers' willingness-to-pay, market shares of organic food are still relatively low in almost all countries. So far, it is not well-understood how consumption levels and market shares can be further pushed to a much higher level, e.g. by innovative product concepts and marketing communication for organic food on the one hand, and consumer-oriented public policy interventions on the other hand. This special issue focuses on innovative approaches for reaching significantly higher market shares of organic food through a better understanding of consumers' *real* (instead of just stated) behaviour. Authors from different disciplines (e.g. marketing, sensory sciences, behavioural economics, policy studies) are invited to submit their work on consumer behaviour and organic food. The focus of this special issue will be on empirical research articles with a strong theoretical foundation.

Guest Editors

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Deadline for manuscript submissions

closed (31 December 2019)



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