
To Buy or Not to Buy: Socio-Psychological Narrative on Consumers' Intention to Pay for Geographical Indication (GIs) Certified Agri-Food Products

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Résumé

The Geographical Indication scheme (GIs) is a quality standard for agri-food products that recognizes the distinctiveness, history and connection of a product with its territorial roots, supports valuation, market competitiveness and builds consumer trust and a favourable image for the product. Though the GIs approach has been embedded into European agricultural policies for attaining sustainability in the EU agri-food system, consumers' purchase decision-making process as well as their willingness to pay for GIs-certified agri-food products needs extensive review considering their socio-psychological perspectives, which is still lacking in existing literature. To address this knowledge gap, this study investigated Spanish consumers' knowledge and perception of GIs quality certifications: Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI), and their acceptance of agri-food products carrying PDO/PGI labels in the Catalonia region of Spain. To get insights into their knowledge, perceptions, preferences, and purchasing behaviour of agri-food products with PDO/PGI labels, a total of 2000 Catalan consumers responsible for household food purchases are taking part in an online survey in 2024. The data collection process is ongoing and the results will be later presented in the "Global Perspectives on Geographical Indications (GIs)" conference. The theoretical context of this study is based on a comprehensive framework linking the Theory of Planned Behaviour model with the Social Identity Theory to quantify consumer intention to buy PDO/PGI-certified products. We proposed a reformed view of consumers' intention to buy agri-food products with PDO/PGI certification. This proposed notion of consumers' purchase behaviour is oriented towards a socio-psychological narrative and provides a theoretical tool to comprehend the perception of consumers on the relative importance and sustainability impacts of GIs-certified agri-food products and for understanding consumers' acceptance of and purchase behaviour of such products.

Mots-Clés: Consumer behaviour, Intention to buy, Consumer preferences, GIs label, Sustainability

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