



CONSUMERS' PREFERENCES AND BUYING BEHAVIOR TOWARDS TRADITIONAL FOOD PRODUCTS IN CHILE: A CONJOINT ANALYSIS

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ABSTRACT

A study was carried out in Chile in order to evaluate consumers' preferences for traditional food products employing conjoint analysis. A total of 234 questionnaires were filled by respondents from two Chilean cities, Santiago and Talca. A homemade marmalade and three product attributes with its respective levels were chosen (price, quality label and package appearance). Nine profiles were generated applying orthogonal design with SPSS conjoint analysis 9.0. Respondents were asked to rank pictorial cards according their preferences. The results suggest that the attribute quality label is the most important cue, influencing consumer's choice behavior for a traditional food product. Even more, a quality label certified by SAG achieved the highest utility. In addition, respondents were willing to pay more for a labeled product than for a product without a quality label. However, promotional and communication campaigns are needed to inform consumers about the importance and characteristics of a quality signal. This could allow achieving the potential advantages of a labeling program. Further research is required to corroborate the results shown in this study, as well as to identify the variables affecting the consumption pattern of traditional food products, and the willingness to pay for them.