
Examining Key Factors Shaping the Consumption Patterns of Tropical Fruits



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In the present era, consumers are showing a growing interest in PGI-PDO certifications, demonstrating an increased awareness of their dietary choices and a willingness to incorporate locally sourced foods into their meals. This research employed a questionnaire-based survey involving 511 participants to explore the primary determinants of Willingness to Pay (WTP) for certified tropical fruits in Sicily.

Biography:

Hi, I'm Federico Modica. I'm a PhD student in the course in "Biodiversity in Agriculture and Forestry" at the University of Palermo. Under the supervision of Professor Sgroi, Associate Professor of Agribusiness Economics at the University of Palermo, we have been addressing issues concerning the economics of the agribusiness sector, including the production, processing, marketing, and consumption of agribusiness products. With a focus on eating habits, the importance of street food, quality PGI and PDO products, and issues regarding the information asymmetry that exists in the food market.