A Meta Regression Analysis to Detect Price Premium Threshold for Eco-Labeled Seafood

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Abstract : In the last years, the consumers' awareness for environmental concerns has been increasing, and seafood eco-labels are considered as a possible instrument to improve both seafood markets and sustainable fishing management. In this direction, the aim of this study was to carry out a meta-analysis on consumers' willingness to pay (WTP) for eco-labeled wild seafood, by a meta-regression. Therefore, only papers published on ISI journals were searched on "Web of Knowledge" and "SciVerse Scopus" platforms, using the combinations of the following key words: seafood, ecolabel, eco-label, willingness, WTP and premium. The dataset was built considering: paper's and survey's codes, year of publication, first author's nationality, species' taxa and family, sample size, survey's continent and country, data collection (where and how), gender and age of consumers, brand and ΔWTP. From analysis the interest on eco labeled seafood emerged clearly, in particular in developed countries. In general, consumers declared greater willingness to pay than that actually applied for eco-label products, with difference related to taxa and brand.
Keywords : eco label, meta regression, seafood, willingness to pay
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