

Consumption of organic food and eating habits

We offer master students the opportunity to do a master thesis based on analysis of a quantitative survey answered by 1,500 Danish consumers in 2017. The survey is in Danish. The survey addresses consumption of organic food and eating habits with focus on the public dietary recommendations. The survey consists of a variety of questions regarding perceptions and purchase habits. In addition, the survey includes a full scale hypothetical choice experiment. A thesis could include a comparison of stated consumption from the survey with observed behavior obtained from another data set based on purchase data. Interested students are very welcome to contact us with their own ideas or just to discuss the possibilities.

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Key words: consumer demand; organic food; eating habits; choice experiment; quantitative data; stated preferences; observed preferences

Consumption of organic food and local food

We offer master students the opportunity to do a master thesis based on analysis of a quantitative survey answered by 1,500 Danish consumers in 2017. The survey addresses consumption of organic and local food and consists of a variety of questions regarding perceptions and purchase habits of both categories of products. In addition, the survey includes a full scale hypothetical choice experiment where consumers' tendencies to trade-off between different product attributes are investigated. A possible topic could be an analysis of the viability (from a consumer perspective) of an 'organic plus' label that includes requirements of local production. Another possibility is to analyze the relation between perceptions and stated purchase habits. Interested students are very welcome to contact us with their own ideas or just to discuss the possibilities.

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Key words: consumer demand; organic food; local food; choice experiment; analysis of quantitative data; stated preferences