

RECYCLED PLANT BASED GAMES: THE ROLE OF INFORMATION IN WILLINGNESS TO PAY

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Childhood obesity and environmental care are major concerns of our society nowadays. One way to raise environmental awareness among children and induce them to eat healthier food in the future might be the introduction of educational games. This work is approached from a broad perspective of healthy diet and environmental aspects, focusing on how choices might be affected. For that reason, we introduce as a case study an educational game made with food waste through which children can learn, by playing, the importance of the environment and the impact on their health of the food they eat. The aim of this study is to investigate how different information influence parent's preferences and their willingness to pay for a food product with educational and eating scope. An unlabeled choice experiment was design and sent online to participants to investigate whether parents are more willing to pay to educate their children about a healthy diet or environmental issues. The attributes selected were price and the presence or absence of a short storybook for children. Price levels were 5€, 7€, 9€ and storybook levels were storybook with healthy diet topic, storybook with recycling for the environment topic and the absence of storybook. The sample was set at 300 individuals randomly stratified by sex, age and province and parents of children aged 4 to 12. We present preliminary results on the findings comparing three groups of parents that received different information before doing a hypothetical choice experiment with different product alternatives.

Keywords: choice experiment, consumer preferences, educational game, healthy diets, recycling