

Price, quality and consumer: the case of "Verdicchio di Matelica"

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Abstract

Consumer's behaviors, preferences and choices play an increasingly relevant role in quality assessment. In last decades, researchers try to provide methods for testing and improving the role of price as signal of quality, especially in the field of wine. The aim of the work is to analyze the existing interrelations among price, quality and consumer inside a specific economic sector as that of wine, that is achieving again a particular importance in the revaluation of local economies. The relationship price-quality in a so specific sector such that of agricultural and food will be analyzed with a case-study related to the Verdicchio of Matelica (D.O.C.).

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