



INVESTIGATING THE MEANING OF THE CONCEPT OF "CLEAN LABEL" AND EVALUATING ITS CONTENT THROUGH A CONSUMER SURVEY

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ABSTRACT

One of the recent trends in the food industry today is the "clean label" trend, which generally refers to products that have a short ingredient list, are made from natural ingredients and do not contain synthetic substances or preservatives. In a broader sense, it can also be associated with concepts such as sustainably sourced raw materials, environmentally friendly production technology or degradable packaging materials. Customer demands are constantly changing, and food businesses need to keep pace with them to maintain their market advantage, remain competitive and profitable by increasing customer satisfaction. One way to do this is for food companies to produce products that fit into the "clean label" trend. Therefore, the objective of this research is to explore the concept of the clean label trend and to clarify the context in which it is associated, and in this context to find out the perceptions of customers on the customer values that are at the heart of the clean label concept. The results of the online survey show that the majority of respondents have not heard of the "clean label" trend. However, after being introduced to the concept, more than 90% of the respondents felt sympathetic to the concept. However, the importance of value for money should not be overlooked, as the survey also revealed that one of the most influential factors in food purchases is the price of the product. The results have been used to formulate recommendations that can be valuable for food businesses seeking to achieve sustained success. Our key recommendations are: transparency, functionality, environmental protection, simplicity, additive and preservative-free, naturalness and packaging.

Keywords: clean label, food, customer value, value proposition, consumer perception

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