

# Yu Kai Huang

PhD Student, Department of Agricultural Economics, Texas A&M University

## Food Adulteration: An Application of A Logit-mixed Logit Model for Honey Products

The objective of this study is to identify the effect of honey adulteration information and customer reviews on preferences and willingness-to-pay (WTP) for honey products. The experiment includes a screen-type eye-tracking (hypothetical experiment) and a shelf-type eye-tracking (non-hypothetical experiment). We use a logit-mixed logit model to allow for more flexible distributional assumption to analyze our experimental data. Our results show that negative reviews have a much larger reduction on willingness-to-pay than the increase from positive reviews. Our results also suggest that people are willing to pay higher prices for natural and pure honey after they receive adulteration information. Some corresponding economic and behavioral implications are discussed for different consumer segments.

**Friday, August 31**

**12:00 pm**

**AGLS 200**