

Abstract:

The objective of the present paper is to identify total quality aspects on fruits and vegetables based on preferences and perceptions of consumers. More precisely, to identify consumers' concerns, considerations and valuations in the choice of fruits and vegetables and their attitudes towards food quality, safety and certification systems. A survey that utilized a self-administered questionnaire was designed to obtain the data needed for the study that took place in Northern Greece. Consumers who participated in the survey were asked to evaluate several quality attributes, which are considered when buying, and consuming fruits and vegetables. They were asked how important a number of aspects of fruits and vegetables are important to them regarding nutrition, food safety, quality and certification, and they gave a rating from very important to not important at all. The results seem to be important for all the market bodies to develop production and marketing strategies that instill consumer confidence, assure consumer satisfaction and therefore meet demand needs.