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Sustainable food products: Will consumers translate attitude into purchasing intention?

An analysis of personal drivers and barriers in the Belgian consumer market

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ABSTRACT

Our current Western food system is unsustainable. While all market players are aware of this issue, there is a general tendency to avoid facing the challenge. Consumption and production patterns are intrinsically related and, in our globalized marketplace, change would require a systemic approach based on the synergies of multiple parties. While changing our unsustainable food system is an arduous and long-term project, it is worth the effort.

In our market-driven society, the business world has a leading role. Companies tend to initiate change, when they feel there is need or economic opportunity. Well, here is the rub. Worldwide, a consumer phenomenon has spread that has retained insufficient attention: the consumer attitude-behaviour gap. A global sustainable awareness has reached consumers over the last decades. Consumers pretend to be ready to change, but they do however not translate this favourable attitude into concrete actions (resulting in an attitude-behaviour gap). But consumers are not the only ones to blame. Corporations overlook this call. They fail to meet appropriately the consumers' demand for sustainable food while, for sure; it would benefit them as well.

This study investigates possible paths to close the presumed gap between Belgian consumers' favourable attitude towards sustainable behaviour and their behavioural intention to purchase sustainable food products.

The literature review defines the boundaries of sustainable food consumption and deepens this observed attitude-behaviour gap phenomenon. After examination of the purchase intention's main predictors, retrieved from empiric studies conducted in the field, we have undertaken a quantitative study among Belgian consumers. Using an online survey, 225 respondents were asked about their attitude and their motivations to purchase sustainable food. Also, we tried to know more about Belgian consumers' perceptions of the possible barriers impeding their behavioural change, and their appraisal of their own knowledge and influencing norms. Finally, we measured whether Belgian consumers believe in their consumer effectiveness in driving the change towards a sustainable consumption.

Our study provides valuable insights in terms of sustainable food behaviour. Belgian consumers are ready to take the leap. They yearn for more sustainable food consumption (mainly for reasons related to their health and the environment) and they try to consider sustainable labels while purchasing food products. On the downside, Belgian consumers blame a general lack of availability of sustainable food products, which leads us to conclude that given the current global sustainable trends there may well be enormous market opportunities to capitalize on for corporations in the food industry.

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Introduction

While food consumption is one of our vital needs, as depicted by Maslow's hierarchical pyramid, its fundamental purpose and importance tends to be neglected and overlooked in our affluent Western society. Indeed, the role of food has gone beyond a simple physiological function. Food is nowadays synonym of leisure; it is the binding agent of social and business relations. It is available at any place, at any time, at any price and for every taste. Globalization has considerably changed our Western eating habits.

Consumers have the opportunity to choose their food among an abundant product range from all over the world. When making their choice, consumers have the possibility to ensure their own subjective criteria prevail (food origin, taste, price, nutritional facts, etc.). As basic component of our daily routine, food selection is dictated by various subjective priority factors and there are many reasons for the majority of us to underestimate the relevance of our daily food choices (for instance, lack of time or lack of financial resources, etc.).

Recently, global awareness has emerged and has raised concerns about the significant and adverse consequences of our current thoughtless consumption patterns in various aspects of our daily life on earth: food consumption, but also energy consumption, goods consumption (e.g. human rights in the clothing industry) and many others. Not only do these patterns directly put at stake our own personal health, but also, do they undermine what are (or at least should be) our inherent human and moral values. While this contribution only focuses on food consumption, we recognise and acknowledge that other patterns are presumably of equal importance to achieve a better and sustainable consumption on our planet.

With the latest sustainability concerns and trends on the political agenda in various local and international spheres, as well as their repercussions in the business world, consumers are increasingly confronted with, and take heed of, the negative consequences of their daily consumption behaviour. As a result, encouraged and conscientised by these recent trends, more and more "ethical" consumers have arisen, willing to translate current societal concerns into purchasing decisions, including in terms of food consumption.

But, there's the rub. While a majority of the "consumer-citizens" seem affected by and willing to contribute to a better world, including through their food consumption, the figures measuring actual behaviour show different facts. This phenomenon is commonly called the "attitude-behaviour gap".

Obviously, we have a long way to go towards sustainable food consumption. For the purpose of this contribution, we will focus on an intermediary stage on this long road, namely the purchase of sustainable food products. The purchase of sustainable food products is, in our opinion, a good starting point towards further painstaking efforts and potentially more drastic changes in our consumption habits in the future. Indeed, in order to shift anchored food consumption habits in the long run, we believe the most effective way is to proceed step by step. We also believe that through the promotion of a more thoughtful and informed food consumption, it is important to support and empower the consumer, who is the driving force of change.

Based on the trends and findings described above, we will analyse in this contribution the opportunities for closing the attitude-behavioural intention gap of Belgian consumers towards the purchase of sustainable food products. Our contribution is structured as follows:

In Part I, we will provide a theoretical background, divided into two chapters. The theoretical overview has three main objectives: (i) introducing the subject-matter of this contribution, (ii) demonstrating the relevance of consumers' consideration and interest, (iii) defining the boundaries and narrowing the scope of the subject-matter. This way we ensure a smooth transition towards the second Part, our empirical study.

The second Part of this contribution contains our practical analysis, mainly comprised of a quantitative study. We will present the personal variables and links we have measured to close the gap among Belgian consumers. We will further browse through the outcomes of our research.

Finally, in a third Part we will conclude this thesis by reflecting on our results, and discussing, resuming and merging the lessons learned from the theoretical and practical parts. This third Part will further outline the limitations identified in the course of our analysis, and we will conclude by making concrete recommendations to lead the Belgian consumers toward a purchase of sustainable food products.

Part I. Theoretical framework

Chapter I. Sustainable food consumption

In this first chapter, we will discuss five facets of sustainability in food consumption to shape the general framework of this thesis. We will first start with the current challenges of the conventional food system (Section 1), as to come up with the modern origins and proposed definitions of the concept of "sustainability" (Section 2). Then, we will outline the angle we will focus on (i.e. the sustainable food products) (Section 3), and continue with the main identification tool that has been adopted to day, namely labels (Section 4). Finally, we will reflect upon the role of three main actors within this major and global challenge (Section 5). We will approach these five facets in the European context, and when possible, refer to the Belgian situation.

Section 1. Conventional food patterns

For purposes of our research, we deem it is important to first acquire a good understanding of the current problems with regard to our current food patterns. In this way we acknowledge the relevance of this thesis subject and are able to provide a suitable solution.

The Sustainable Development Commission (2009, as cited in Reisch, Eberle and Lorek, 2013) denounced our Western food system as unsustainable. In this section our aim is to briefly outline the major global food trends in our Western world on both the production and the consumption side as well as their main challenges and adverse impacts at different levels, testifying such consumption patterns cannot indefinitively evolve in space[1] and time (Politique scientifique fédérale, 2007).

1.1. Production and consumption trends

Supply (production) and demand (consumption) are intrinsically related, both spheres mutually configuring the other (Southerton, Chappells and Van Vliet, 2004; Terlau and Hirsch, 2015). Yet, as Lambin (2015) pointed out, globalization and industrialization generated a regrettable gap between the primary producer and the end consumer, which we now virtually try to fill with technology. The incredible – or

[1] Without opening another debate, we assume that such intensive production and consumption patterns have indeed mainly benefit the rich countries (Politique scientifique fédérale, 2007).

should we say expected – resulting outcome of it, is that our everyday food comes from almost everywhere in the world and is nearly available at any time of the year (Lambin, 2015; Oosterveer & Sonnenfeld, 2012 as cited in Reisch et al., 2013). This affordable luxury stems from an increasing productivity, behind which the main contributing (and harmful) causes roughly are (Reisch et al, 2013):

- Rationalization, specialization and intensification of agriculture,
- Scientific and technological advances/innovations (e.g. plant breeding and Genetically Modified Organisms (GMOs), nanotechnologies, chemical additives and pesticides),
- Concentration and complexification of (global) supply chains,
- And a powerful upswing of few international leading retail "giants" primarily competing on price.

Along with those radical changes on the supply side, consumers in developed countries take advantage of an abundant, exotic and standardized product offer, at competitive prices (Reisch et al., 2013). Besides the high consumption levels of the ever-growing global middle-class, expected to triple by 2030 (World Business Council for Sustainable Development [WBSCD], 2008), three widespread eating patterns in the European Union and OECD especially cause harm: (i) the excessive demand for meat and fresh dairy products responsible for the majority of Greenhouse Gas (GHG) emissions (EEA, 2005; OECD & FAO, 2011, as cited in Reisch et al., 2013), but also (ii) the demand for processed meals, attributable to our typical busy way of living and changing household compositions, and finally (iii) out-of-home[2] catering such as fast food and restaurants (Eberle et al., 2006 as cited in Reisch et al., 2013).

Another general tendency is the lack of transparency within this complex and rich product range when it comes to make an informed decision. The consumer has completely lost control over his/her consumption while being overwhelmed, confused and scared by contradictory information and warnings of all sorts (Reisch et al., 2013).

[2] For example, 35% of the Belgian population consumes over 25% of its daily energy intake outside the home (Vandevijvere et al. 2009 as cited in Reisch et al., 2013).

An alarming figure reflects the weakness of this escalating situation and the lack of coordination along the supply chain: according to Food and Agriculture Organization of the United Nations (FAO, 2011, p. 4) "*around one-third of food produced for human consumption is globally lost or wasted*"[3], primarily at retailer and final household consumption levels in industrialized countries[4] (Reisch et al., 2013). At the same time about one ninth of the world population suffered undernourishment in 2014-2016 (FAO, IFAD and WFP, 2015). The causal factors are both internal (e.g. poor planning and knowledge/competence) and external (e.g. too big packagings, discounts) (Reisch et al., 2013).

1.2. Main dimensions and impacts of current trends

Those current consumption practices are unreasonable and lead to adverse consequences at global scope, and affect four sensitive dimensions of our lifes: the environment, health, ethics and the economy.

(a) Environment

According to the European Environmental Agency (2005 as cited in Reisch et al., 2013), food and drink consumption accounts for a third of the entire households' environmental impact (including energy use, land use, water and soil pollution, and GHG emissions). Even more alarming, household consumption accounts for approximately 70% of the energy consumed at national level[5], of which the majority is due to indirect consumption (i.e. " grey energy") of goods and services and first and foremost in the food area (Uiterkamp, 2007 as cited in Politique scientifique fédérale, 2007).

It is obvious that we, as consumers, are not directly and solely responsible for the environmental degradation. All the other actors part of the food value chain have their own role to play, especially farmers through their demand, thereby causing the production, of chemical fertilizers, synthetic pesticides and cattle fodder (Heller & Keoleian, 2003; Tempelman, 2004 as cited in Reisch et al., 2013). As a contrary example, organic production generally entails a reduction of approximately 50%

[3] And we should consider the associated lost costs (use of resources, GHG emissions).
[4] See page 23 of the report for more information about the classification of low-, medium- and high-income countries included.
[5] Based on a study undertaken in 4 European cities located in the Netherlands, the UK, Sweden and Norway.

(in)direct energy usage per production unit by such farms, with the combined and potential advantages for biodiversity and animal treatment (Reisch et al., 2013).

However, despite the fact that consumers do not the sole and direct responsibility for environmental degradation, three main areas are within our reach as consumers: (i) the handling, cooking and discarding of food, (ii) the diet choice - cereals, fruits, and vegetables emit much less GHG according to Dabbert et al. and Carlsson-Kanyama & Gonzalez (as cited in Reisch et al., 2013) – and finally (iii) the chosen transport means for our « last mile » (Reinhardt et al., 2009 as cited in Reisch et al., 2013). Indeed, it is not unusual for consumers to drive further by car in order to consume more sustainably, resulting in an absurd and inconsistent situation.

In 2004, the Belgian households' environmental impact of food was per person: 22% of the total carbon footprint (i.e. all GHGs), 30 % of the total ecological footprint, 43% of the total water foorprint. This made food the largest contributor in the last two measures with meat and dairy products accounting for a significant part (EUREAPA, 2011).

(b) Health

The health risks mainly pertain to two interrelated matters: on the one hand food safety, jeopardized by the unintentional inclusion of many hazardous (e.g. pathogenic, contaminating, toxic) substances in our foods and the associated consequences such as illnesses and allergies, and on the other hand the overall malnutrition (i.e. over- and undernutrition) leading to chronic diseases (e.g. cardiovascular disease, obesity, diabetes, cancers) (Reisch et al., 2013).

The excess of saturated fat, salt and sugar and the lack of fruits and vegetables bring about excess weight gain to be the third premature cause of death and obesity ratings that have not only doubled in the last two decades for adults but also peaked at affecting a third of the children in Europe[6] (Reisch et al., 2013). This is no coincidence given that the food supply exceeds by a third the requirement for a healthy diet in the EU-15[7]. Those worrying sharp increasing figures will sooner or

[6] According to a report of the International Association for the Study of Obesity (IASO, 2009), the Organisation for Economic Cooperation and Development (OECD, 2010) and the Commission of the European Communities (CEC, 2007).

[7] The EU-15 encompasses Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, the Neth- erlands, Portugal, Spain, Sweden, and the United Kingdom

later no longer be a characteristic of only affluent countries, as those western diets are envied, spread out and become more available to other countries as well (Politique scientifique fédérale, 2007; Reisch et al., 2013).

(c) Ethics

Two specific issues related to food production practices have raised concern recently [8] and as a result have pushed transparency and traceability forward in order to regain consumers' trust: fair working conditions and animal welfare (Reisch et al., 2013). The former has created a worldwide expanding market as from the twenty-first century in specific product categories (such as coffee, bananas, orange juice, tea and chocolate), sustaining success even in times of crisis (Oosterveer and Sonnenfeld, 2012 as cited in Reisch et al., 2013). Also in European countries the request for fair remunerations of farmers is a hot and controversial topic and an increasing number of initiatives are progressively emerging. As an example, the proportion of retail food prices effectively remunerating farmers has halved over the past fifty years, barely reaching a fourth of the total amount (Tischner & Kjaernes, 2007 as cited in Reisch et al., 2013). In addition, European consumers express an increasing interest in animal well-being, thereby nudging involvement/commitment in this direction (such as the development of labels) (Reisch et al., 2013).

(d) Economy

Households' expenditure on food[9] as a proportion of the total final consumption has gradually dropped in the European Union, reaching an average of 12.2% in 2016 with the EU-15 lagging behind (Reisch et al., 2013; Eurostat, 2017). Indeed the figures vary from 10-32% across Member States, and Belgium rather poorly performs with an approximate 15%. Still, food is the second largest household expenditure (FoodDrinkEurope, 2017). In parallel, the international food prices rocketed mainly because of higher input costs, at the expense of the least well-off for whom food is a significant portion of their budget (Michaelis & Lorek, 2004 as cited in Reisch et al., 2013).

[8] Other ethical subjects that should be tackled but will not in this thesis, are: the access and security of food and drinking water, the health and safety of people, the evolutions and developments in the field of nutrition, the management of workplace conditions…
[9] More precisely: food and non-alcoholic beverages.

1.3 Conclusion

While the rise of consumerism has had its hours of glory, soon already the negative externalities arose. But, taking place at the other side of the world, the Western consumer did not seem to care. However, the situation has reached such catastrophic proportions that we also started to bear the adverse consequences in our communities. The authorities had no choice as to react and try to regain some control over the escalated situation. The following section stresses the attempts of the international community to define a direction for change. As this is our research topic, it is indispensable to have a look at the formal frame of reference.

Section 2. Official definitions

2.1. Sustainable development

In its modern roots, the global awareness around the major environmental damages driven by wealth and human action emerged in the sixties. In 1987, the World Commission on Environment and Development[10] (WCED) officialised this new paradigm in its report, titled "*Our Common Future"*. A suitable and prevalent definition was given for *sustainable development,* which we will take as reference:

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts:

(i) the concept of needs, in particular the essential needs of the world's poor, to which overriding priority should be given; and

(i) the idea of limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs. (WCED, 1987, as cited in Lorek and Spangenberg, 2014, p. 33)

Usually only the first sentence is used as definition, although the second one highlights the two necessary conditions – meeting vital human needs while consuming resources reasonably - when talking about for sustainable consumption[11]

[10] Also known as Brundtland Commission

[11] In this first section (only!) sustainable consumption also includes production, as it can be seen as a form of resource consumption (Lorek and Spangenberg, 2014).

(Lorek and Spangenberg, 2014). The report stressed the call for harmonization between the three pillars: economy, environment and society.

2.2. Sustainable consumption

In 1992, during the historic United Nations Conference on Environment and Development (UNCED) held in Rio de Janeiro, Brazil, more informally referred to as the Earth Summit, more attention has been drawn on sustainable consumption. The main message of the meeting was that "*nothing less than a transformation of our attitudes and behaviour would bring about the necessary changes. It reflected the complexity of the problems facing us: that poverty as well as excessive consumption by affluent populations place damaging stress on the environment"* (United Nations, 1997, para. 2).

In Agenda 21, the summit's resulting global action plan, about 178 of signatory Governments declared that "*the unsustainable pattern of consumption and production, particularly in industrialised countries* is a *major cause of the continued degradation of the global environment"* (United Nations, 1993, chapter 4 as cited in Spangenberg and Lorek, 2002, p. 128).

In 1994, during the Oslo Symposium, an exhaustive definition was proclaimed of sustainable consumption, subsequently recognized by the United Nations Environment Programme (UNEP). According to UNEP, sustainable consumption and production (SCP) refers to *"the use of services and related products that respond to basic needs and bring a better quality of life while minimising the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle so as not to jeopardise the needs of future generations."* (Jones et al., 2014, p.704; United Nations, n.a., para. 2)

This definition, as well as the four underlying pinciples outlined in the UNEP's Sustainable Consumption Patterns (SCP) report of 2015, point out the environmental dimension of the concept, of which the consequences are probably the most obvious. Indeed, as Southerton, Chappells and Van Vliet (2004, p. 5) indicated:

[...] reports like those produced by the OECD explicitly focus on environmentally sustainable consumption rather than on socially sustainable aspects of consumption, including equity or distributional effects. In this sense, environmental and social

dimensions are conceptually closed off and regarded as separate spheres of interest. However, in reality, [...] such distinctions between the social worlds of people and their environments are rarely so clear-cut.

The call for sustainable consumption patterns driven by developed countries (but beneficial to all countries), was further emphasized in the Johannesburg Plan of Implementation (UN, n.a.), a document stemming from the World Summit on Sustainable Development (WSSD) that took place in 2002. The main purpose of it was to ensure a more effective implementation of Agenda 21 (Hens and Nath, 2003).

More recently, at the traditional Rio+20 Conference in 2012 the 10-Year Framework of Programme (10YFP) on sustainable consumption patterns was adopted, which also laid the fountation for the development of the Sustainable Development Goals (SDGs), embodying sustainable consumption patterns (Goal 12) that "*help to achieve overall development plans, reduce future economic, environmental and social costs, strengthen economic competitiveness and reduce poverty"* (United Nations, n.a., para. 1).

2.3. Conclusion

Those definitions are in our opinion unpersuasive. While they are supposed to drive global change, their vagueness and large scope are not inspiring. They illustrate the general uncertainty and doubts that prevail in the field of sustainability and are a signal of the delicate situation. We believe a clearer understanding is necessary to stimulate change. Therefore, in the following section, we will further define the boundaries of our research topic.

Section 3. Defining our scope

3.1. Need for change

While the question *why* we consume has paved the way to varying, and sometimes conflicting, suppositions[12], as we have noticed, some radical macro-social factors undeniably lead to such huge and harmful volumes of consumption (e.g. economic growth, demographic evolutions, changing lifestyles, technology…), thereby partly enlightening why we consume *so much* (OECD, 2006 as cited in Politique scientifique fédérale, 2007).

[12] E.g. for satifying different kinds of needs, as a means to achieve individual and collective well-being (Politique scientifique fédérale, 2007).

The harmful volume of consumption leads to the general agreement that there is a need for change[13], and more precisely a need for sustainable consumption. But the new question that arises then is: what do we actually mean with consuming *sustainably*? Jackson (2006 as cited in Jones et al., 2014, p. 704) concluded from his review that there is not only disagreement on *the extent to which sustainable consumption involves changes in consumer behaviour and lifestyles* but also on whether it implies *consuming more efficiently, consuming more responsibly or quite simply consuming less*. Because indeed, the Politique Scientifique Dédérale (2007) underpinned the assertion that the productivity and efficiency gains of resources alone will sooner or later not be sufficient anymore[14]. The fact is that, to this day, there is no consensus on the specific targets to reach, nor on the means to achieve them (Politique scientifique fédérale, 2007). As Zaccai (2007 as cited in Politique scientifique fédérale, 2007) unfortunately but rightly stated, sustainable consumption falls within an economic environment of contradictory nature, which dramatically slows down the necessary and expected changes[15]. In the meantime, those endless debates do not prevent the society from moving forward. The last decades we have noticed an increase in alternative food trends promoting a healthy, ethical and ecological diet – whatever the consumers' reasons behind may be - such as slow food (as opposed to fast food), vegetarian and vegan food, organic food (Reisch et al., 2013).

Sustainable (food) consumption is not only an interdisciplinary, but also a multidimensional topic (Grunert, Hieke and Wills, 2014; Jones, Hillier and Comfort, 2014). While it is often approached from an environmental perspective and with the focus on resource efficiency, in this thesis we will consider the holistic view of the concept and tackle the final food consumption behaviour of households, a central area of sustainability (Politique scientifique fédérale, 2007; Janßen and Langen, 2017; von Meyer-Höfer, von der Wense and Spiller, 2015).

[13] See for instance the *World Scientists' Warning to Humanity: A Second Notice*

[14] Some authors insist on the distinction between weak and strong sustainable consumption, the former being not able to address the issues stemming from overconsumption, rebound effects and distribution (Lorek and Fuchs, 2011 ; Church, 2004 as cited in Jones et al., 2014).

[15] His critics referred to for instance the model of economic growth (conflicting with consumption reduction), the models supporting the positive relationship between consumption and well-being, the used tools when carrying out action plans… (Politique scientifique fédérale, 2007)

While other consumer behaviors could also have been the subject of attention (such as meat and fresh dairy consumption, food waste generation, plastic packaging usage, sorting and recycling of household waste...), we have decided to approach sustainable food consumption from the angle of the purchase of food products that are considered "sustainable", compared to their conventional alternatives. We believe this is an intermediary, reasonable and still impactful step as it mentally prepares consumers for the transition towards more radical changes in consumer habits. As Vanhonacker, Van Loo, Gellynck and Verbeke (2013, p.14) concluded in their study on meat substitutes and alternatives undertaken in Flanders, Belgium:

It will be a challenge to change meat consumption behavior [...] Meat is still considered the centerpiece of the traditional meal in the Western food culture. [...] Alternatives where meat is not substituted were evaluated more positively such as reducing meat consumption, meat with a lower environmental impact, sustainably farmed fish and organic meat. The highest willingness to pay among all alternatives was reported for organic meat. This could be explained by the participants familiarity with the price premium for organic products, as well as by consumers' strong beliefs about both environmental and personal health benefits from organic food consumption (Hoefkens, Verbeke, Aertsens, Mondelaers, & Van Camp, 2009; Van Loo et al., 2010).

Moreover, data from 2014 suggest that Belgians already rank first in Europe in terms of sorting and recycling of packaging[16] waste (Fost Plus, 2017). Further, you will find out, this area offers a large opportunity for growth.

Despite significant efforts regarding the establishment of voluntary and global sustainability targets and indicators, there is still no universal and official definition of sustainable food consumption (Reisch et al., 2013). The concept is very abstract, interpretative and context-related. For now we will settle for Reisch's (2010) informal definition, which was relied on in von Meyer-Höfer et al.'s study (2015, p. 1082):

"For food consumption to be sustainable it has to be safe and healthy in amount and quality; and it has to be realized through means that are economically, socially,

[16] Household and industrial waste

culturally and environmentally sustainable – minimizing waste and pollution and not jeopardizing the needs of others".

3.2. Sustainable food products

The UK Sustainable Development Commission (2005; 2009, as cited in Reisch et al., 2013, p. 2) identified in a comprehensive and detailed way *sustainable food and drink* as:

that which is safe, healthy, and nutritious for consumers {…}; can meet the needs of the less well off at a global scale; provides a viable livelihood for farmers, processors, and retailers whose employees enjoy a safe and hygienic working environment; respects biophysical and environmental limits in its production and processing while reducing energy consumption and improving the wider environment; respects the highest standards of animal health and welfare compatible with the production of affordable food for all sectors of society; and supports rural economies and the diversity of rural culture, in particular by emphasizing local products that minimize food miles.

In other words," sustainable food" should balance the economic dimension with the following four dimensions at the most: *ecological, social, health-related and ethical*[17] (Reisch et al, 2013, p. 2).

These various aspects qualifying a product as "sustainable", or "ethical", opens the door to a large number consumer goods the production process of which is said to be[18]: 'organic', 'fair traded', 'locally produced', 'animal friendly', 'environmental friendly', 'GMO-free', 'CO2-reduced', 'climate friendly', 'residue-free', 'employee friendly', 'free of child labor', 'using legally logged wood', etc. … (Janßen and Langen, 2017; Vermeir and Verbeke, 2008). In other words, all these criteria could, alone or when combined with each other, result in the product being considered as "sustainable" or "ethical".

We note the absenceof a universal, official, formalized or harmonised sustainability framework, in particular in Belgium, providing for a limited number the criteria to be satisfied for a product to be considered as sustainable. Therefore, we will rely on an

[17] Many sources (e.g. Vermeir and Verbeke, 2006 ; Janssen and Langen, 2017…) refer only to two aspects and assume the others are included. We prefer to be exhaustive in this contribution.
[18] This list is non exclusive and includes redundant elements on purpose.

intuitive and general knowledge of these criteria and their implications for the purpose of this contribution. Moreover it seems useless to classify these criteria in function of their respective sustainable dimensions as they may sometimes be used in combination and/or pertain to more than one dimension. As an example, Fairtrade and organic certifications overlap at a rate of 60% for some commodities (Lernoud and Willer, 2017). Basically, the attention of consumers is drawn away from the economic pillar (Klink et al., 2014 as cited in Janssen and Langen, 2017).

In spite of the countless product specifications in our Western grocery stores describing the societal benefits of the products we consume, sustainable food remains practically a niche market of an approximate share of 1% (Vermeir and Verbeke, 2006; 2008; von Meyer-Höfer et al., 2015). Within the sustainable food niche market, Organic food is the largest submarket followed by fair Fairtrade products, and for this reason those two categories attract most attention (von Meyer-Höfer et al., 2015; Janßen and Langen, 2017). Consequently, these two categories are the principal subject of regulations, monitoring and investigations in the scientific and academic literature.

Although narrow – or precisely because of that –, those niche markets have a strong growth potential, as illustrated by the promising figures dating back to 2015 and characterizing the organic and Fairtrade branche: worldwide, the market for organic food products more than quadrupled in the last 15 years and since 2004, the products certified Fairtrade increased by a factor of six, while respectively about 40% and 80% of their retail sales take place in Europe. In 2015 the organic market in Europe still flourished with 13%, with Germany, France and the UK being the largest distributors. Switzerland overall predominates, having the largest numbers of per capita consumption and market share, respectively for both categories and for Fairtade products. Denmark slightly exceeds the latter in terms of market share of organic products (Lernoud and Willer, 2017).

Belgians are not doing a bad job either. With its 514 million euros organic retail sales, Belgium reached an organic share of 2.7% of the total market in 2015 (+0.4%), which got us into the top ten. Our market growth in that same year was the fourth biggest, attaining 18% (the increase was bigger in Wallonia than in Flanders (BioForum Vlaanderen, 2016). Just like its European neighbours, Belgium mainly

relies upon its general retailers for about 60% of its organic sales. However, specialized retailers increasingly conquer the market, covering approximately 30% sales value. The remaining part is predominantly attributable to the marketing channel of direct sales (FiBL-AMI survey 2016 based on national data sources). This information is relevant because, in line with the findings of Thøgersen (2010), the development of the organic market seem to depend on its penetration into the conventional distribution channels (i.e. sales through supermarkets). A higher maturity indeed has a positive impact on the affordability, accessibility and promotion of the sustainable food products, thereby reaching a broader consumer base. On average, organic products are a third more expensive than their conventional alternatives (BioForum Vlaanderen, 2016).

In the field of Fairtrade, our figures are a bit less successful. The share value only hitted 0.6% of total sales in 2015. Yet, those products' sales still grew by approximately 10% that same year (Fairtrade International, 2016). The following figure sets out the Fairtrade and Organic market data for Belgium in 2015.

Figure 1 – The Belgian Organic and Fairtrade market (2015)

Belgium – retail sales (2015)	In million euros	In euros per person	Growth value 1 year (%)	Share value (%)
Fairtrade	115	10.2	10.0	0.6
Organic	514	45.7	18.0	2.7

Source: Fairtrade data: Fairtrade International, Annual Report 2015-2016; Organic data: FiBL-AMI survey 2017. Table 41: Global market data: Organic and Fairtrade retail sales, share of all retail sales, per capita consumption, and market share, 2015. FiBL & IFOAM – Organics International (2017): The World of Organic Agriculture 2017. Frick and Bonn

Given those optimistic evolutions, other environmental and social aspects are expected to gain ground in the future (Janßen and Langen, 2017). Nevertheless, the main consumer challenge, as appears from numerous studies, is the expansion of the small consumer base regularly buying such products (Sahota, 2017). This is evidenced by the following figures regarding organic consumption in Belgium: while

88% households bought an organic product last year, merely 9% vouch for 60% of the total organic expenses (BioForum Vlaanderen, 2016).

Section 4. Sustainable labels

There is no single way of identifying and promoting sustainable attributes on food products. However, while individual judgments may be instinctive and accurate, their appreciation is rather subjective and needs more indirect inferences from product characteristics (Grunert et al., 2014). Labels therefore represent a more formal and very popular measure that eases the task for and empowers the average consumer who does not precisely know which criteria to rely on in order to favor responsible consumption (von Meyer-Hôfer et al, 2015).

Many sustainable food labels have emerged over the last decades, peaking to this day at 465 ecolabels in 199 countries and 25 industry sectors according to the Ecolabel Index (2017), of which approximately 129 are sustainability-related food information schemes available at the EU or national levels (European Commission, 2012 as cited in Grunert et al, 2014).

Whether they are designed publicly or privately, voluntary or by law, and at global, regional or national level, none of the labels unfortunately covers all sustainability dimensions[19], while we note that a combination of labels already seem to render fruitful results, according to the study of Janßen and Langen (2017). This might be the reason why approximately 65% of food, branded fair trade, is also carrying the organic label (Forum Fairer Handel, 2012, as cited in von Meyer-Höfer et al., 2015). Nevertheless, some certifications already imply others (e.g., organic means GMO-free) and redundant communication, in case it would be, would not specifically bring additional benefits as investigated by Janßen and Langen (2017, p 1235). Indeed the same authors claim that 84% of the (German) market clearly do not differentiate the diverse sustainability labels but generally support them (2017, p 1243).

Whereas the purposes of the standards and labels was to increase upstream transparency as well as customer awareness regarding sustainability, their proliferation, information overload and a poor understanding of the consumers both of the catch-all concept and of the label's meaning, brought up confusion (Grunert et al., 2014; Retail Forum, 2011; Reisch et al., 2013) that might even have caused a

[19] Some studies predict this would be a good idea e.g. Janßen and Langen (2017)

reverse effect on the original goals or on their repercussions (such as trust, simplicity, understanding, customer empowerment, label usage…). Indeed, labels differ in their informative value as well as their certifying and monitoring systems (Janßen and Langen, 2017), endowing them with various levels of confidence. Unsurprisingly, a recent study inferred a low penetration of labels among European consumers, yet with significant variations at country level (Grunert et al., 2014). A reason might be that the general concern regarding sustainable food does not necessarily entail a similar concern at product level (Grunert et al., 2014), thereby lowering the sustainable purchase incentives.

The above elements do not imply this system is bad. It presents weaknesses that should be addressed. Today, more than ever, there is an ever-growing need for a "*waterproof system of identification, traceability and control"* (Verbeke and Viaene, 1999 as cited in Vermeir and Verbeke, 2008, p. 550) as to rebuild consumer trust and enable this market to grow. The self-reliant consumer requires transparency at the highest level as to be able to blindly trust and understand the food information that is provided and consequently to make informed purchase decisions (Vermeir and Verbeke, 2008, p550). A key challenge thus for both the state and the market (Kjærnes et al. 2007 as cited in Reisch et al., 2013)!

Section 5. Main actors and role

Consumer choice depends on many conjoint factors, both extrinsic and intrinsic. In this respect, and of course because of the major and global challenge it represents, the promotion of sustainable food purchase hinges on the participation, the interaction and the collaboration of many stakeholders, clustered into three sectors: the public sector, the private sector and the civil society. We have decided to focus in this section on identifying the three major players involved in the change, i.e. the public authorities, the private businesses and the consumers, in order to reflect on their respective role and responsibilities in the need for change (Politique scientifique fédérale, 2007).

5.1. Public authorities

Governments mainly play a supporting roleand can essentially make use of five mechanisms to positively influence production and/or consumption habits: information-based, market-based, regulatory, self-committing and, less official,

"nudging" tools that, most probably, unconsciously affect our behavior (Lorek et al. 2008; Thaler & Sunstein, 2008, as cited by Reisch et al., 2013; Vermeir and Verbeke, 2008). Moreover they can also assist firms in making commitments on a voluntary basis. Whatever the method used, it is important for public authorities to engage in an overall consistent discourse and perhaps to opt spontaneously for sustainable alternatives themselves as to set an example (Reisch et al., 2013)

While the formalized political measures on the supply side have rather proven to be effective and successful, governments experience more trouble in adopting binding measures to change the consumers' behaviour, maintaining a more lenient, informative and educational position. Think for example of the labeling's limited success that, all the same, enabled suppliers to differentiate their products, or on the autorities' focus on food-safety issues (Reisch et al., 2013). Furthermore, the complexity of both the current food system, benefitting from more political attention, and the notion of "sustainability" tend to compomise an integrated, interrelated, synergic and consistent policy framework. Indeed, national governments need to weave through a congested network of interests and regulations as to pass a law driving sustainable food consumption. With the emergence of the European context and the powerful multinationals, besides the many international organizations, it is questionable whether they still have their word to say. In the context of sustainable food consumption public authorities unfortunately tend to defend conflicting goals, such as intra- against intercountry trade.

To conclude, there is thus a clear need for a *"European food model" and its common values* (Reisch et al., 2013, p.12) in order to converge strategies in the food sector.

5.2. Private businesses

In our modern society that is principaly governed by the market, businesses need to adopt a driving role. First and foremost, they are responsible for the products and services they offer, shaping our consumption. Secondly, they intrude on the context in which consumers interact and therefore should wisely make use of advertising and marketing. More broadly, Politique Scientifique Fédérale (2007) underlined the fact that businesses regulate the households' time and budget through employment.

From a supply point of view, Thøgersen (2010) observed two guiding practices. First, domestic production of sustainable food – even though not directly linked –

seems to stimulatesustainable consumption, by rendering those products more accessible in terms of availability and price. In line with those aims, he emphasized the driving force of a well-developed and effective distribution network. With the adoption of sustainable products by conventional retail chains/supermarkets, the public interest tends to increase, benefitting specialized retail stores as well that offer a wider assortment. Finally the cycle is reinforced as increased popularity lowers the price barrier through economies of scale.

Businesses should thus acknowledge the large scope of benefits, for society and their long-term survival, and thereby grasp the opportunities offered by sustainable development. In this respect, stakeholders play a significant role in stimulating societal changes and nudging companies. Once the latter become aware and decide to engage even more in self-obligations (such as Corporate Social Responsibility (CSR)) than what is minimum required by law, a virtuous spiral is initiated, thereby facilitating a transparent communication towards the consumer (Terlau and Hirsch, 2015; Politique scientifique fédérale, 2007).

5.3. Consumers

With regard to the input of consumers, it should first be emphasized not to confuse the individual's power as *consumer* – active on the market - with the one as *citizen* because of their different contexts (Politique scientifique fédérale, 2007). Furthermore, the vision we adopt as model of consumption tends to determine the degree of power that is allocated to the consumer. In this respect many policies have fallen back on the paradigm in which the consumer is considered as a rational human being. This statical approach has however been heavily criticized and questioned, the actual observations[20] demonstrating that consumer choices rely on both internal and external factors thereby restricting his freedom. We may pass on to the role of an individual as citizen to overcome this limitation, but then setting the stage to another dimension of power relations (Politique scientifique fédérale, 2007). Finally, it is in the scientific literature often assumed that pro-social and – environmental motivations stimulate such behaviors, which actually appears to be a narrow view for analysing the latter. This explains why positive attitudes towards sutainable

[20] E.g. the case of the behavior changes with regard to waste sorting that occurred in Belgium in the nineties as analysed by F. Bartiaux (2007 as cited in Politique scientifique fédérale, 2007).

consumption do not consistently translate into such actions; many other influential factors are in fact intervening (e.g. socio-demographic, financial, health, convenience, social) (Politique scientifique fédérale, 2007). Thus, behavioural choices seem to be the result of a complex process integrating many different – and sometimes conflicting – interests. Hence, we conclude that it is unlikely consumers on their own will drive a change in consumption patterns considering they do not only lack the power but possibly also the willingness to do so.

There is however a general tendency to excessively focus on the capacity of individual consumers to alter their consumption patterns. The influence of external factors, framing and constraining individual choices, is often underestimated (e.g., Etzioni 2009; Kilbourne, McDonagh, and Prothero 1997; Thøgersen 2005b as cited in Thøgersen, 2010). However, the country differences with regard to the success of the sustainable food sector and market are a clear proof that a systemic – or life cycle - approach is necessary (Politique scientifique fédérale, 2007). More attention should be drawn on the structural distinctions and lessons are to be learned from the "best practice cases" (i.e. the Alpine and Scandinavian countries)!

In this line of thinking, we would like to introduce the following chapter. In an attempt to promote sustainable food consumption, many researches drew their attention on the consumers and underscored the existence of a worldwide phenomenon fostering a lot of debate, the attitude-behaviour gap.

Chapter II. Attitude-intention-behaviour Gap

In the first chapter we presented some worldwide indicative poor numbers regarding the sustainable food market. However, consumers anyway seem to care (and worry) about the (conventional) food system. From the European[21] study of Grunert et al. (2014) resulted there is a general moderately high level of concern. Moreover, while most consumers are willing to taste local products, *"earth-sustainable" foods* would attract 52% of them and 30% are favourably disposed (Reheul et al., 2001, as cited in Vermeir and Verbeke, 2006; 2008, p. 543). A possible explanation, according to Kraus and Ajzen (as cited in Vermeir and Verbeke, 2006, p. 170), could be that "*attitudes alone are often a poor predictor of behavioral intention or marketplace behaviour"*. Grunert et al. (2014, p. 188) add to this "*even when the information is understandable and available"*.

For the last three decades, plenty of researchers around the world and from different disciplines have thus tried to grasp in practice the complex interactions behind this discrepancy – i.e. what consumers think they should do and what they effectively choose to do (Lambin, 2015, p. 211) - in the field of sustainable food consumption. They based their assumptions on prominent psychological theories predicting human behaviour.

In this second chapter we will thus first develop those theories' basic principles (Section 1) as to understand the underlying framework supporting the empiric studies undertaken in an attempt to close the attitude-behaviour gap. We will briefly qualify this discrepancy (Section 2) that we divide in two parts – the attitude-intention and the intention-behaviour gaps – and will further build on the first one that will be the subject of our quantitative study. Therefore, we will present the main determinants of the purchase intention (Section 3) we collected from the scientific and academic literature and underpinning our research. Finally, we will look into the motivations and barriers (Section 4) additionally driving and restraining, respectively, the consumers from buying sustainable food products.

Section 1. Theoretical basis

Within the context of sustainable food consumption, also called ethical consumerism, there is, to this day, no unique reference framework that has been widely adopted

[21] Conducted in the following six countries : the UK, France, Poland, Germany, Spain and Sweden.

(Fukukawa, 2003, as cited in Carrington, Neville, and Whitwell, 2010). Being at the crossroads of consumer and pro-social behaviour, of which pro-environmental behaviour is an extended part, ethical decision-making has largely been approached by cognitive and behavioral psychology. The former pertains solely to the internal processes, while the latter relies on observations of the behaviour and the role of the environment (Ajzen, 2015 ; Carrington et al., 2010, Nolan and Schultz, 2013; Sawitria, Hadiyantob and Hadic, 2015).

Especially within the areas of social and environmental psychology[22], this typical and complex attitude-behaviour gap phenomenon, also called value-action gap, has been quantitatively observed, which has captured the attention of several psychologists and sociologists over the last 30 years (Kollmuss and Agyeman, 2002).

Dietz, Stern and Guagnano (1998 as cited in Oreg and Katz-Gerro, 2006) identified two main streams as to describe pro-environmental behaviour, focusing either on socio-demographic or socio-psychological factors. The latter has outweighed the social structural attributes, as the individual feelings and thoughts in relation to the environment seem to more accurately anticipate action (Boldero, 1995 as cited in Oreg and Kat-Gerro, 2006).

1.1. Schwartz' theories

S. H. Schwartz, an Israeli social psychologist, developed two theories that are of particular interest to us. First, finalized in the seventies, the Norm-Activation Model[23] (NAM) highlights the importance of three antecedents as to describe altruistic behaviour: awareness of consequences (AC), self-attribution of responsibility (AR), both entailing personal moral norms, which, if activated, dictate our actions (Stern, Dietz, Abel, Guagnano, and Kalof, 1999, pp. 29, 85). The former refers to the fact of realizing the adverse externalities, while the second trait recognizes ones proper share of responsibility in them, finally leading to one's personal choice whether to try to prevent the impacts of their own behavioural choices or not (Sawitria et al, 2015).

[22] Roughly said, those two domains explore the influences on humans exerted by respectively, other individuals and the (physical) environment. We assume they fall within both the cognitive and behavioural perspectives as they incorporate both intrapersonal and interpersonal dimensions.
[23] Sometimes called Norm-Activation Theory and abbreviated NAT.

Beginning of the nineties, Schwartz published another theory named Basic Human Values according to which *ten motivationally distinct types of values* rule among all cultures, *suggesting a universal organization of human motivations*, yet ranked differently depending on our priorities (Schwartz, 2012, p. 3). They evolve over time, based on life experiences, and are thus determined by socio-demographic attributes. The values express conflicting or converging interrelations between them and are powerful incentives of attitude and behaviours.The multitude of studies built on the grounds of this theory attest of its pertinence and success.

1.2. Theory of Planned Behaviour (TPB)

Based on his previous research in collaboration with M. Fishbein, I. Ajzen refined their Theory of Reasoned Action (TRA[24]) as to put forward the Theory of Planned Behavior (TPB), an influential masterpiece in the understanding of pro-environmental behaviour (PEB), and also used as main reference for the numerous applications in the context of ethical decision-making (Carrington et al., 2010, Juárez-Nájera 2015 ; Oreg and Katz-Gerro, 2006). Its theoretical model, at which you can take a look here below (cf. Figure 2), highlights three psychological predictors of behavioural intentions, the direct antecedent of behaviour: *attitudes*, the extent to which someone holds a favorable evaluation towards a behavior, *subjective norms*, the perception of existing social pressure whether to adopt a behaviour and *perceived behavioral control*[25], the perceived degree of personal control over a behaviour as to reach the intended goals, determined by both : one's abilities and situational factors (Juárez-Nájera, 2015 ; Johe and Bhullar, 2016 ; Sawitri et al., 2015). Each one relates, respectively, to (earlier) behavioral, normative and control beliefs.

The ambiguous concept of perceived behavioral control might be worth a clarification. It is comprised of the following two elements: Bandura's notion of self-efficacy, addressing *the ease or difficulty of performing a behavior*, and controllability, which is *the extent to which performance is up to the actor* (Ajzen, 2002, p. 680).

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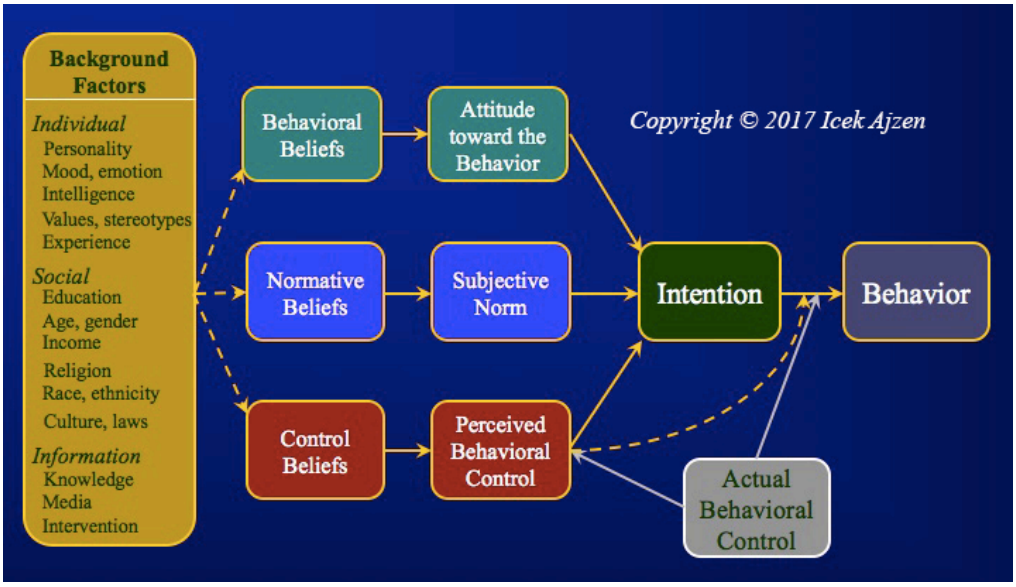
[24] This theory (1975) assumed that *most human social behaviour is under volitional control and, hence, can be predicted from intentions alone* (Ajzen, 2002, p. 666).

[25]The additional determinant compared to TRA, *« in an attempt to deal with situations in which people may lack complete volitional control over the behavior of interest » (*Ajzen, 2002, p. 666).

Figure 2: The schematic model of the Theory of Planned Behavior

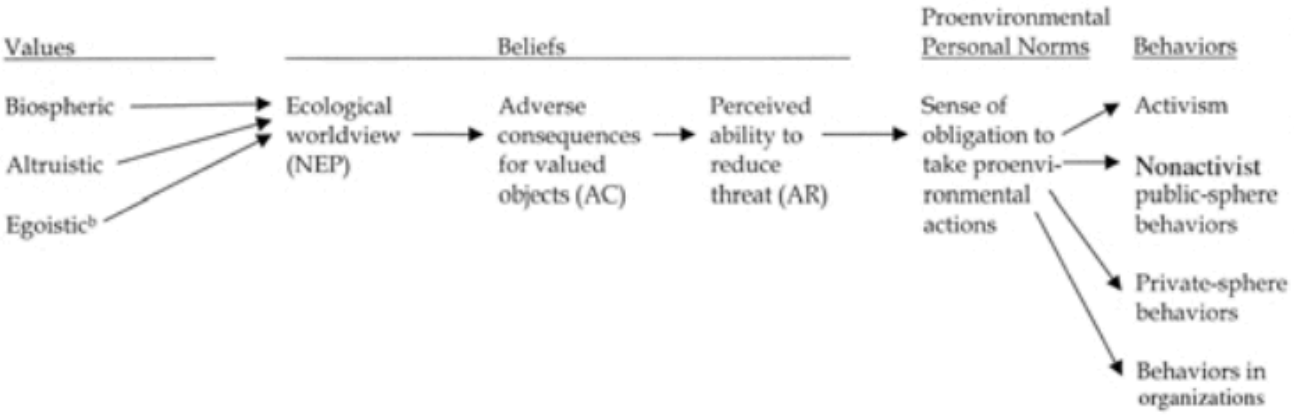


Source: http://people.umass.edu/aizen/tpb.html

1.3. Value-Belief-Norm Theory (VBN)

To design this third theory, Stern et al. (1999 as cited in Han, 2015) drew on previous models[26] as to further expand on the NAM. The VBN theory tends to predict environmentally responsible action of an individual through personal norms, which in turn are the final link of a causal chain (cf. Figure 3), in which the variables - in decreasing order of stability - are (Han, 2015; Stern et al., 1999):

Figure 3 - Schematic representation of the variables in the VBN theory



Source: Stern, 2000, p. 412

[26] The value theory and the new ecological paradigm. For more informatin please refer to Stern et al. (1999, p.85).

Personal norms stand for a sense of obligation to take pro-environmental actions. Stern (1999, 2000) assumed that a causal factor has a direct impact on all the following elements of the chain, being either situated immediately after it or further downstream.

This pattern is in line with Ajzen's TPB in the sense that beliefs predict behavioural intentions (i.e. norms), which anticipate in their turn actual (pro-environmental) behaviour (Oreg and Katz-Gerro, 2006). Additionally Stern et al. (1999 as cited in Oreg and Katz-Gerro, 2006) argue that environmental beliefs are the result of personal values, altruistic, egoistic and biospheric ones (Sawitri et al., 2015).

This extension is an additional proof that the NAM is also applicable to environmental issues, besides pro-social intentions and behaviours. However, the VBN theory is better suited as it specifically integrates notions in environmentalism (e.g. biospheric values, ecological worldview, environmental beliefs) (Oreg & Katz-gerro, 2006; Stern, 2000 as cited in Han, 2015).

1.4. Limitations and other theories

Several authors have blamed those theories' narrow focus on the individual level as to determine pro-environmental behaviour, thereby overlooking external, i.e. situational and contextual, factors:

Besides four ability factors and three personality traits, Hines et al. (1987 as cited in Kollmuss and Agyeman, 2002, p. 244) highlighted the power of situational variables such as *economic constraints, social pressures, and opportunities to choose different actions*, as to thwart or nudge the other variables (Juárez-Nájera, 2015).

In 1995, Guagnano and colleagues (as cited in Alaux, 2012) presented the Attitude-Behavior-Context (ABC) model, that in a two-dimensional space shows the effect of contextual conditions (e.g. policies, regulations, costs and other external factors) on the causal relationship between attitude and behavior (Zepeda and Deal 2009). While Stern's VBN theory definitively took a step forward in decoding pro-environmental behavior, still four fifth of variation remained under unknown influence, thereby making the inference that attitudes suffice to explain behavior only when the context is neutral (Stern et al., 1999 as cited in Zepeda and Deal 2009). In that same year, Ölander and Thøgersen suggested their Motivation-Opportunity-Ability (MOA)

framework, comparable to the TPB. It identifies three interdependent determinants to customer behavior: the motivation, determining whether to get involved or not in an action, fostered or refrained by the external conditions (opportunity) and the individual capacities (ability) (Alaux, 2012).

Kollmuss and Agyeman (2002) also alluded to Blake (1999) who claimed that those models fail to merge internal and external constraints and thereby integrated individual, social, and institutional barriers. Nevertheless he omitted social factors (e.g. familial pressures and cultural norms) and a thorough investigation of the underlying psychological factors.

Oreg and Katz-Gerro (2006) additionally introduced the culture, which is the external context within which individuals interact and their attitudes and beliefs are conceived, subsequently guiding behavior. In their conceptual model they more specifically included Schwartz's harmony (1994) and Inglehart's postmaterialism (1977), two nation-level values (as cited in Oreg and Katz-Gerro, 2006). In the same vein, Cordano et al. (2010) supported the potential importance of cross-cultural differences among the determinants of behaviour.

Finally, quite recently, Zepeda and Deal (2009) converged the VBN and ABC theories and ended with a new framework as to explain organic and local food consumer behavior called: the Alphabet theory. This name arose from their constation that besides the existing variables, also knowledge, information seeking, habits and demographics played a key role.

One thing is certain: the debate is not closed yet (and will probably never be?). While some expose those theories' limitations, others praise their value. We have undoubtedly appreciated the interdependency and significance of those three analytical settings, which illustrate the theoretical roots of the studies we present in the following sections. And as Stern (2000) and Kollmuss and Agyeman (2002) honestly and rightly recognized: the complexity behind the countless underlying factors and interactions shaping pro-environmental behaviour imply that the development of a single and all-inclusive diagram would not only be a daunting task requiring considerable efforts, but also result in messy framework having lost its convenience and usefulness.

Section 2. Intention-behaviour gap

At this stage, one point is worth clarifying. While both might easily be confused, Ajzen and Fishbein already pointed out the disparity between the intention[27] to behave and the actual behaviour itself in both the TRA and the TPB, thereby qualifying the direct effect of attitude on the latter through a mediator (Carrington et al., 2010; Hassan, Shiu and Shaw, 2016). Moreover, in 2004, Ajzen et al. explicitly warned against « *investigations that rely on intention as a proxy for actual behaviour [, they] must be interpreted with caution »* (Carrington et al., 2010, p. 142 ; Hassan et al., 2016). And indeed, some studies have provided the evidence of such a distortion (e.g. Morwitz et al., 2007; Young et al., 1998 ; Ajzen, Brown, & Carvajal, 2004; Bagozzi, 2000; Morwitz, Johnson, & Schmittlein, 1993 as cited in Carrington et al., 2010). Yet, the intention still remains a substantial determinant of the actual behaviour, but its impact is moderated by the perceived and actual[28] behavioural control.

In the remaining part of this thesis, we will rather draw our attention on the first part of the attitude-intention-behaviour framework, i.e. identifying the factors that mainly influence consumers' behavioural intention. According to Hassan et al. (2016) many practical investigations - either intentionally or not – stopped at this same first stage, while actually trying to explore the full gap. The authors thereby wrongly presumed that cognitive processes alone and intention always directly shape behaviour (Carrington et al., 2010).

But before that, let us briefly summarize the focal insights having regard to the latter portion of the gap, appearing to have raised less attention until now within the field of ethical consumption (Carrington et al., 2010; Hassan et al., 2016).

As reference we will use the study Hassan, Shiu and Shaw engaged in and published two years ago. It provides on the one hand, a review of the main[29] 15 investigations carried out that evaluate the relation between intention and behaviour in ethical consumption on the basis of TRA/TPB, and on the other hand, a further empirical research built on the outcomes of Carrington et al. (2010), namely the roles of

[27] An indication of a person's readiness to perform a given behavior. (Ajzen, 2002)
[28] The extent to which a person has the skills, resources, and other prerequisites needed to perform a given behavior (Ajzen, 2002)
[29] For more information on the inclusion's selection criteria and the final list of articles, please refer to the study itself.

planning and actual behavioural control in closing the gap (Hassan et al. 2016). While their analysis revealed some inevitable (and undeniable) limitations[30], the conclusions are worth mentioning and are twofold. In keeping with previous analyses the authors shed light on the large gap between intention and action. The former does definitively not suffice to predict the latter. Moreover their causal relationship remains poorly understood: not only is there disagreement on the impact of intention (and PBC) on the behavioural variance, yet remaining below 50%, but also further exploration is requested as to define the potential internal and external predictors of behaviour, outside the TPB framework. Carrington et al.'s two variables - planning and actual behavioural control –proved non-negligible effects in this study, but lack of evidence hinders further generalization (Hassan et al., 2016).

Generally we conclude that the intention-behaviour gap still remains poorly understood (Auger, Burke, Devinney, & Louviere, 2003; Belk et al., 2005; De Pelsmacker et al., 2005; Szmigin et al., 2009 as cited in Carrington, Neville and Whitwell, 2014).

Section 3. Determinants of the behavioural intention

While keeping those influential theoretical frameworks as basis in mind, we will now review the main determining variables of the purchase intention that were extracted from several experimental and representative studies conducted in the field of sustainable food purchase. However, the difficulty of this task lied in the fact that the studies focused on a different combination of depending variables: the attitude and/or the intention (either as proxy of actual behaviour or not) and/or the behaviour. Therefore, we had to adopt reasonable interpretations of the findings and select the predictors that – in our opinion - seem to most directly impact the purchase intention. In this way, at a later stage, we will be able to build our own conceptual model and decide on the assumptions we want to test on our sample. Most of the investigations also explicitly relied on one or more of the previously mentioned theories, some even delved into valuable and interesting variations or extensions; in any case: they result in various sequential – or not – models.

[30] Both in the review and in their own case study: e.g. limited quantifiable evidence due to few articles effectively treating the issue, the varying (and sometimes poor) methodology conditions and small samples, as well as a predominant focus on the environmental dimension.

Let us first briefly remind the way the psychological guru, Icek Ajzen, defined attitude towards the behaviour and behavioural intention, respectively:

"*the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question* [and] *an indication of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behavior"* (as cited in Han, 2015, p. 166).

3.1. Attitude

Vermeir and Verbeke (2008, p. 548) who tested the influence of two moderating variables on the determinants of behaviour concluded that *« attitudes were the main predictor of behavioural intentions (cfr. Bisonette and Contento, 2001), irrespective of consumers' personal values and their level of confidence in the sustainability claim»*. Also Aertsens, Mondelaers, Verbeke, Buysse, Van Huylenbroeck (2011) concluded from their study that, amongst others, and in line with the TRA and TPB, attitude is a main influential factor of the likelihood to purchase organic vegetables. Finally among the psychographic attributes determining behaviour, attitude is the most frequently listed and a significant driving force (von Meyer-Höfer, 2015). Hence, even though a mismatch prevails in terms of sustainable attitude and intention, the former is not only a good starting point, but definitively also a vital stimulator for the latter (Vermeir and Verbeke, 2006; 2008).

3.2. Socio-demographics

There is no clear consensus regarding the impact of socio-demographic variables, still (too) often relied on as primary segmentation criteria (Roberts, 1995 ; Diamantopoulos et al. 2003, as cited in Vermeir and Verbeke, 2006). Even though the average ethical consumer is depicted as *« a middle-aged person with a higher income, who is above average educated, with a prestigious occupation and who is well-informed»* (Roberts, 1996; Carrigan and Attalla, 2001; Maignan and Ferrel, 2001, as cited in Vermeir and Verbeke, 2006, p. 171), the on-going global awareness-raising and normative transition tend to dissolve the significance of those traits among others. The complexity of today's food consumption does definitively not allow to solely rely on those indicators anymore (Verain, Bartels, Dagevos, Sijtsema, Onwezen and Antonides, 2012). Nevertheless, Vermeir and Verbeke

(2006) indicated in their literature review that age, income and social class had proven impact on both the attitude and the intention (e.g., Roberts, 1996).

For Grunert et al. (2014), women and older people show a greater concern unlike the indifference marked from social class, education and being a parent. Dickson (2001) agreed with the fact that older people are greater involved, while Vermeir and Verbeke (2006) advocated the opposite, but their research exclusively included young and higher educated adults. Von Meyer-Höfer et al. (2015) added another supportive element in terms of gender, by inferring from their survey that women more than men are convinced sustainable consumers. Aertsens et al. (2011) also noticed that Flemish women have a stronger favourable attitude.

Dagevos (2005) deemed socio-demographics have a minor role both in predicting sustainable behaviour as in segmenting sustainable consumers, and in the same way of thinking other authors assigned an equally or more important role to attitude, concerns, beliefs, subjective norms and behavioural parameters for this purpose (Verain et al. 2012; Robinson and Smith, 2002, as cited in Vermeir and Verbeke, 2006; von Meyer-Höfer, 2015). Moreover many authors claimed that gender is not a decisive factor for sustainable decisions (Tsalikis and Ortis-Buonafina, 1990; Sikula and Costa, 1994; MORI, 2000, as cited in Vermeir and Verbeke, 2006; Doran, 2009 as cited in von Meyer-Höfer, 2015).

On the contrary again, from their European study, Grunert et al. (2014) concluded that gender, age, social class and education feed through to label use, only having children does not. When backing up their assertions regarding convinced sustainable consumers, von Meyer-Höfer et al. (2015) also retrieved older studies in which women mainly bought organic food.

The results of Aertsens et al. (2011) with regard to the consumption of organic vegetables showed that, in line with previous research[31], households with children highly and positively impact the proportion consumed, while the other measured socio-demographic characteristics[32] did not.

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31 Other researchers have found a similar relationship e.g. Thompson and Kidwell, 1998, McEachern and Willock, 2004, Freyer and Haberkorn, 2008 (as cited in Aertsens et al. 2011).

32 I.e. the income level of the household, the gender of the person responsible for food purchases, the age of the respondent, level of education, region (province) and profession.

3.3. Social Norms

As regards attitude, under Vermeir and Verbeke (2006, 2008) and Aertsens et al. (2011), the power of social norms is not negligible. However, the same authors conveyed that high perceived peer pressure regarding sustainable consumption results in higher purchasing intention, although attitudes would be negative, thereby emphasizing the greater impact of subjective norms on the intention. Sirieix (2008), Brecard et al., (2009) and Kimura et al. (2012) later also supported that extrinsic social factors, such as reputation, add up to internal drivers of buying intention (as cited in Grunert et al., 2014).

Bontinckx (2002) on the other side did not believe in a strong group influence on sustainable consumption (as cited in Vermeir and Verbeke, 2008). The latter two supported this argument in their specific analysis on the influence of the confidence. They assert that a sceptical consumer (regarding a product's sustainability claims) will rather rely on his rational thoughts than word of mouth or advertisements. Jager et al. (2000 as cited in Vermeir and Verbeke, 2008) had defended the opposite but in his case, lower confidence was due to a perceived lack of a product's availability and need-satisfying capacity.

3.4. Perceived Behavioral Control

As already said, this variable had been introduced in the TPB as to integrate elements that influence intention but still elude volitional control.

Vermeir and Verbeke (2006, 2008) specifically distinguished two kinds of perceptions that are components of PBC: perceived availability (PA), being persuaded or not sustainable products are made readily available, and perceived consumer effectiveness (PCE), the extent to which you are convinced of the favourable impact of your behaviour. They rightly stated that if consumers do not know (and thus not believe) they are offered enough opportunities to consume (i.e. e.g. presence/existence of convenient groceries selling those products, adequate products' supply and visibility), they will probably not establish strong intentions neither, even in presence of motivation or positive attitudes. Convinced sustainable consumers do not only believe (more) in their personal impact, but also show higher willingness as to add value through their individual effort (von Meyer-Höfer et al., 2015). Also young Flemish consumers believe their input has the capacity to lead to

successful sustainable outcomes, unlike Roberts (1996) claimed, which strongly positively influences their attitude and their purchase intention (as cited in Vermeir and Verbeke, 2006).

In a similar vein, Ajzen (2002) stated that perceived self-efficacy[33], in contrast to controllability, entailed great intention's variations, even more than attitudes and subjective norms.

3.5. Knowledge

While generally consumers do not have an in-depth understanding of the concept « organic » in Europe, this does not prevent them from adopting a favourable attitude towards it, but rather the opposite (Lockie et al., 2002; Saba and Messina, 2003; Hughner et al., 2007; Aertsens et al., 2009 as cited in von Meyer-höfer 2015) !

Quite a few sources claim the importance of the consumers' knowledge and understanding - boosted by and boosting motivation - of this all-embracing and context-related notion of sustainability as well as of the associated labels in order for consumers to feel involved and actually behave pro-sustainably (Bamberg and Moser 2007 and Thøgersen 2009 as cited in Aertsens et al., 2011; Vermeir and Verbeke, 2006; von Meyer-Höfer, 2015). Too often, the term is still only associated to its environmental pillar (Grunert et al., 2014).

Nonetheless even more meaningful than rational and objective knowledge, is the appraisal of subjective [34] knowledge, referring to the « *individual's degree of confidence in his/her own knowledge* » (Brucks, 1985, as cited in Aertsens et al., 2011, p. 1356).

Indeed quite a few authors acknowledged the significant positive role of the latter in the translation of attitudes into likely sustainable behavior, as opposed to the marginal (or even adverse) indirect impact of objective knowledge (Chryssochoidis, 2000 ; Selnes and Gronhaug, 1986, Feick et al, 1992 ; Ellen, 1994, as cited in Aertsens, Mondelaers, Verbeke, Buysse, and Van Huylenbroeck, 2011). Or, in a similar way, low confidence and perceived self-competence can dissuade consumers

[33]Perceived self-efficacy is said to refer to "*beliefs in one's capabilities to organize and execute the courses of action required to produce given levels of attainments"* (Bandura, 1998, p. 624, as cited in Ajzen, 2002, p 667).
[34]I.e. the perceived/self-rated knowledge (Brucks 1985 as cited in Aertsens et al. 2011).

during decision-making. However objective knowledge has a straight positive influence on attitude and motivations (Aertsens et al., 2011)

We thus conclude that those two close notions definitively need to be dissociated, not only because a large disparity between them has been observed, but also because they have divergent repercussions (Vermeir and Verbeke, 2006).

Section 4. Motivations and barriers

Most of the studies concentrate on specific sustainable aspects and/or product categories, however their findings converge towards a coherent set of reasons for rather buying sustainable or conventional alternatives, respectively.

We divided the motivations for sustainable food purchases into three sub-domains: the importance allocated to general product attributes, and more specific to the sustainable products, the sustainable dimensions on one side and other features on the other side. The former is in line with the means-end chain approach of Gutman (1982 as cited in Arsil, Li, Bruwer and Lyons, 2013) that links the knowledge about the product attributes (means) sequentially with the perceived consequences that are entailed as to ultimately reveal the consumer's personal values (ends). This framework helps exploring the underlying personal reasons behind purchase decision, which are not always that simple to uncover (Reynolds and Gutman, 1988, as cited in Arsil et al., 2013; Zanoli and Naspetti, 2002). We then drew a distinction between the last two categories because, as you will see here below, the reasons for the purchase of a sustainable product either relate to its sustainable dimension or to its intrinsic and extrinsic quality cues (Olson 1977; Olson and Jacoby 1972, as cited in Zeithaml, 1988).

4.1. Product attributes

During the relatively short shopping experience, traditional product information - such as price, brand familiarity, quality, convenience, quantity, use-by-date, nutrition information, package, ingredients and taste - vies with sustainable attributes (e.g. labels, country of origin) in the decision-making process of the customer, who needs to quickly and easily compare and weigh alternative food products (Boulstridge and Carrigan 2000; Carrigan and Attalla 2001; CRC-Consommation 1998; Norberg 2000; Roberts 1996; Tallontire, Rentsendorj, and Blowfield 2001, as cited in De Pelsmacker, Driesen and Rayp, 2005 ; Carrigan and Attalla, 2001; Weatherell et al.,

2003, as cited in Vermeir and Verbeke, 2006; Grunert et al., 2014; Janssen and Langen, 2017). Situational factors such as displays and sales promotions in stores may also change one's mind (Biel et al., 2005; Wansink et al., 1998, as cited in Hanss et al., 2016).

Those external stimuli affect the customer awareness, perceived relevance and choice behaviour, even though there might be a general positive attitude (Grunert et al., 2014, p. 178; Janssen and Langen, 2017, p. 1234). Sustainable credence attributes - even though jointly evaluated– tend thus to be outweighed by more traditional attributes in the consumer decision-making process (Bucic, Harris and Arli, 2012).

4.2. Sustainable dimensions

Worldwide, consumers mostly favour organic food. This for its positive effects on both health and the environment thanks to the absence of synthetic pesticides and hormones (Aertsens et al., 2011; Cera-Foundation, 2001 as cited in Vermeir and Verbeke, 2008; Dimitri and Greene, 2002; Harper and Makatouni, 2002, as cited in Zepeda and Deal, 2009 ; Reisch et al., 2013). The second most formalized market is the one of fair trade products, predominating for its ethical and environmental concerns (Andorfer and Liebe, 2012; Tanner and Wölfing-Kast, 2003; Loureiro and Lotade, 2005; De Pelsaker et al., 2006, as cited in von Meyer-Höfer, 2015). Finally, while local products are above all considered beneficial for the regional economies, the social community and identity, they also imply shorter travel distances and are thereby appreciated for their contribution to the environment (Vermeir and Verbeke, 2006, 2008; Zepeda and Leviten-Reid, 2004, as cited in Zepeda and Deal, 2009).

4.3. Other reasons

Consumers particularly appreciate organic food – and we reasonably assume this holds also partially true to other sustainable aspects – for its superior taste, (nutritional) quality and safety (Aertsens et al., 2011 ; Cera-Foundation, 2001 as cited in Vermeir and Verbeke, 2008 ; von Meyer-Höfer, 2015; Zepeda and Deal, 2009). Home-grown products, for their part, vouch especially for freshness and quality (Vermeir and Verbeke, 2006). Finally von Meyer-Höfer et al. (2015) appended that fair trade products arise a feeling of social responsibility**.**

4.4. Perceived barriers

Without surprise, the main drawback of organic food is its high price dissuading consumers from making the final leap (Lea and Worsley, 2005; Marian et al., 2014 as cited in Janssen and Langen, 2017 ; Reisch et al., 2013 ; von Meyer-Hôfer et al., 2015). Indeed both affluent and less wealthy consumers complain about the price difference that is not justified and easily overlooked, which illustrates the attitudinal character of this barrier and the fact that organic food consumption is not directly linked to available income (Li et al., 2007 and Zepeda and Deal, 2006 as cited in Zepeda and Deal, 2009).

While the price feature is an impediment that may rather be associated to the organic product range, another contextual factor is extensively mentioned as having a general and significant reverse effect on the favourable attitude towards the whole sustainable assortment: the (perceived) lack of availability (Aertsens et al., 2011; Reisch et al., 2013; Vermeir and Verbeke, 2006; von Meyer-Höfer et al., 2015; Zepeda and Deal, 2009). This notion is very large and encompasses a multitude of aspects such as the store accessibility, the visibility of products in stores, the identification and discounts of sustainable alternatives and the stock quantity.

Finally, several other internal and external obstacles prevent consumers from consuming sustainably, despite their general interest: e.g. the lack of trust in the certification, the inconvenience, the appearance and conservation, the lack of knowledge about the benefits, well-established purchase habits (Zepeda and Deal, 2009; Cera-Foundation, 2001 as cited in Vermeir and Verbeke, 2008; von Meyer-Höfer et al., 2015; Reisch et al., 2013; Terlau and Hirsch, 2015).

Chapter III. Conclusion

In underpinning our quantitative study, the literature review had two main purposes: on the one hand defining sustainable food consumption properly, and on the other hand providing an adequate framework for the analysis of the consumers' attitude-behaviour gap. Although both tasks turned out to be rather complex, by delving deeper into those subjects we were able to set our own boundaries of the subject and make interesting links between some major topics regarding the sustainability in the food sector.

Even though the market for sustainable products is still narrow, it is moving and has a promising future ahead. Many researchers spend time scrutinizing and understanding the intriguing interactions behind the consumer behaviour, « *the most unstable and unpredictable part of the entire supply chain* » (Terlau and Hirsch, 2015, p. 159). In this regard, a special attention has been drawn on the attitude-behaviour gap phenomenon.

In a similar way, our purpose is to try to close this gap and enhance sustainable food consumption, more specifically in Belgium. To do so, we decided we should first focus on the possible discrepancy between the attitude and the intention of Belgian consumers to purchase sustainable food products. To this effect, we identified the main possible determinants of intentions, arising from multiple studies and focusing more specifically on the conclusions of the ones with a similar sample (i.e. Flemish consumers). Also, we decided to consider sustainability from a holistic point of view, too often approached from an environmental perspective and with a special attention on organic and fair trade products. The study we conducted is exhaustively outlined in the following part.

Part II. Practical framework

Chapter I. Research context and problematic

In the previous part of this thesis we laid the theoretical groundwork for our research proposal. We first underscored the main challenges and facts with regard to the unsustainability of the current food consumption, defined the boundaries of our subject and . Then, we further built on this complex and widespread phenomenon affecting consumers, the attitude-intention-behaviour gap, by providing the foundation theories and the major findings arising from quite a few empirical studies undertaken in this field. This extensive literature review enabled us to underpin and narrow the focus of our research/investigation.

In this part we will thus develop our personal contribution to the study. Indeed, our research topic especially differs in two ways from the ones we referenced. On the one hand it targets *all* – and not a single specific segment of - the *Belgian* consumers, in an attempt to take socio-demographic information into consideration. On the other hand we decided to enquire about sustainable food products that are local, organic, fairly traded and animal-friendly and thereby to consider sustainability in its wholeness. The reasons for this scope are twofold. First, we wanted to capture and quantify the Belgian consumers' actual overall perception and opinion towards sustainable products and uncover their main appreciations and apprehensions, whatever the aspect. Indeed, according to the literature, they often overlap and could be hard to dissociate for the consumer. Moreover, it enables us to compare the different sustainable dimensions between them and to retrieve the key trends and preferences among the Belgian consumers. Accordingly, those four sustainable aspects, representing the main production processes, supplement– and should ideally complement - each other as to encompass a broad spectrum of sustainability (De Bruyn, 2006). In the following chapters the rationale behind those choices will be further clarified. At this point they seem a reasonable choice as to meet our objective, determined by our main managerial research question:

Sustainable food products: Will consumers translate attitude into purchasing intention?

An analysis of personal drivers and barriers in the Belgian consumer market

Our primary research took place in two stages: first, two exploratory interviews were conducted with professionals working in the area as to guide and challenge our reflexion and second, an online survey was launched among the Belgian consumers to test our assumptions. The approach and outcomes of this experimental work are further elaborated here below.

Chapter II. Preliminary interviews

Simultaneously with the redaction of our literature review, we performed two face-to-face interviews. Their original purpose was to guide and underpin our secondary research as well as to gather direct professional – and thus more practical - viewpoints on the subject matter plus, in the Belgian context. Both interviewees, though – and thanks to – their very diverse profiles/backgrounds, brought an enlightening and constructive critical view on the issue, which they acquired through their long-time experience in the field of sustainable food consumption.

The first personal meeting was with Eric Lambin, Belgian geographer and professor at Université Catholique de Louvain-la-Neuve (UCL) and Stanford University in respectively the Department of Geography and, the School of Earth Sciences and Woods Institute for the Environment. He was rewarded with several prestigious prizes (such as the Francqui Prize in 2009 and the Volvo Environment prize in 2014) and published numerous scientific papers besides general audience books, among which especially the last one "Le consommateur planétaire" dwells on our thesis thematic. Met during one of his conferences about responsible consumption[35], we wanted to gain a deeper insight into his knowledge and his opinion about the consumers' attitude-behaviour gap in terms of sustainable food consumption. Just as he referred to in his book, he stressed the existence and significance of a word-deed gap among consumers, who need to realign their individualistic and universalistic – as citizens – values. He recognized the interplay and synergy needed between the public sector, the private sector and the civic society as to reconcile consumption and production that have been estranged from each other by globalization. Regarding the determining factors pushing consumers towards the purchase of sustainable food products he resorted to the Motivation-Ability-Opportunity (MOA) framework.

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35 The conference's exact title was *« L'impact environnemental de la consommation à l'ère de la mondialisation »* and it was given in the context of Les rencontres de l'Association chrétienne des Dirigeants et Cadres (ADIC) on the 12th of October 2017

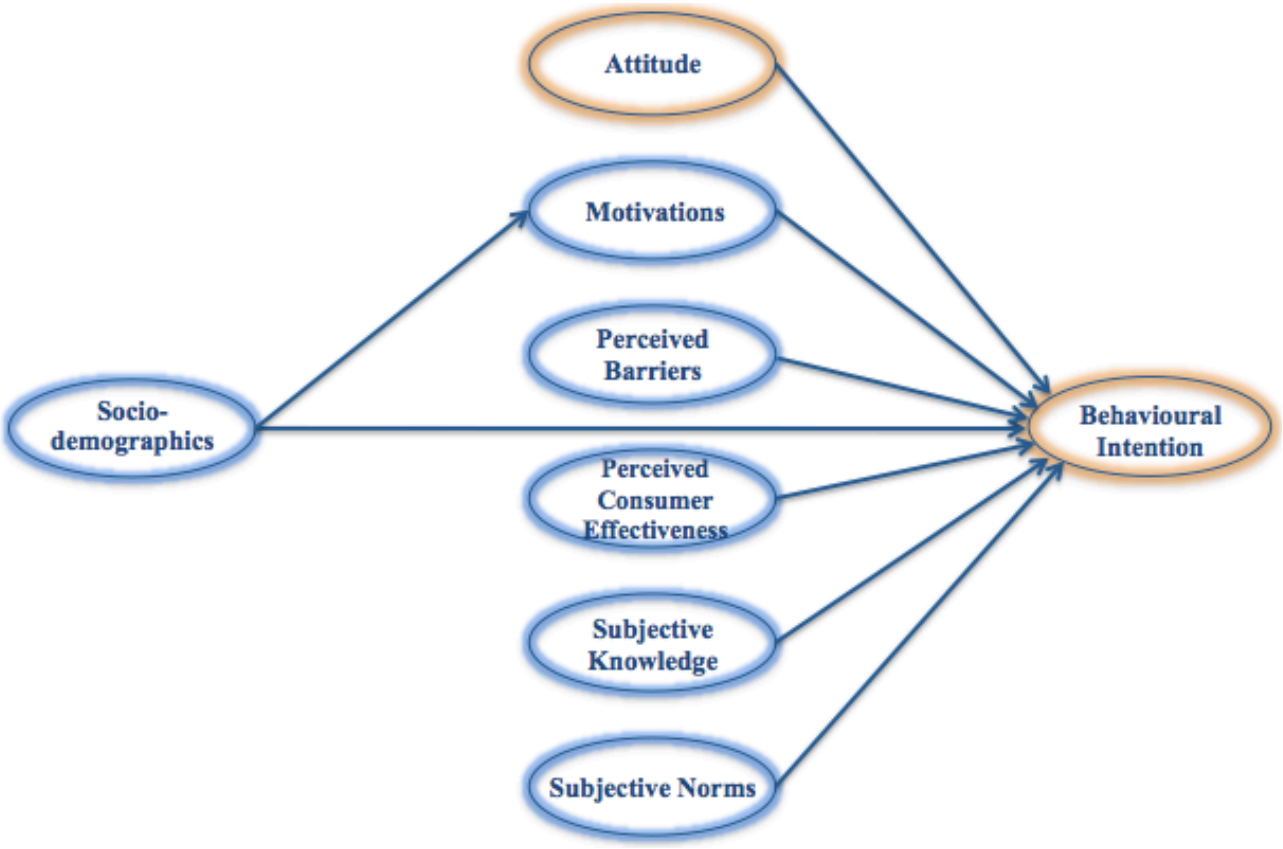
The second personal interview was done with Pascal Léglise, Corporate Social Responsibility (CSR) and Quality Sustainable Development Director at Carrefour Belgium. Working in the agrifood business for a long time and at Carrefour for about twenty years, plus strongly involved in CSR, he seemed the right person with an adequate view on the Belgian market and probably also concerned and interested by our issue. We mainly tried to verify our theoretical hypotheses with his practical experience.

Besides confirming the relevance of our research proposal, supplementing our literature review and providing valuable additional guidance, their contributions also mainly served for supporting – or not – and forming new hypotheses, thereby elaborating our survey. For the interview guides and the complete transcripts, please refer to Appendices 1-4.

Chapter III. Research model, questions and hypotheses

Our theoretical basis merged with the interview findings enabled us to develop our conceptual model **(**cf. figure 4 here below), mapping out the main determining variables of the purchase intention and the associated relations – except for the motivations and barriers - we would like to test in our experimental study. As a reminder, our purpose is to contribute to the closing of the consumers' attitude-behaviour gap. In that respect, we have reasonably assumed that, considering the novelty of our research regarding target and items, a first intermediary step is to identify whether an attitude-intention gap exists and to explore the potential factors influencing it. Indeed, behavioural intention is a necessary condition for the actual behaviour.

Figure 4 - Conceptual model representing the main determining factors of the behavioural intention and the relations we will test through our hypotheses



We divided our main research question into the following five sub-questions. For each of them we will state the associated hypotheses that were already extensively substantiated in the second chapter of the theoretical part.

Sub-question 1. Which are the *socio-demographic drivers* of the intention to purchase sustainable food products among Belgian consumers?

The influence of socio-demographics as to depict the ethical consumer was a controversial issue in our literature review. Besides the disagreement about those variables' relative importance, many contradictions appeared. We assume there was sufficient evidence as to support the pertinence of their inclusion. Moreover, if they appear significant, they would be beneficial for the promotion of sustainable food consumption. Finally we believe, the differences were mainly due to the studies' different geographic focus.

According to Aertsens, Verbeke, Mondelaers and Van Huylenbroeck (2009), sufficient literature supports the fact that women more than men hold positive attitudes and buy more often organic food. The latter also seems true for families

with children. Additionnaly, Mohr and Schlich (2016) claimed that middle-aged and well-educated consumers yearn for environmentally and socially sustainable food products, while others went further and pretended that usually even older and wealthier consumers seemed attracted by such products (Feldmann and Hamm, 2015)

Hence, we would like to verify the following five assumptions:

H1.1: Women have more positive intentions to purchase sustainable food products than men.

H1.2: Having dependent children positively influences the intention to purchase sustainable food products.

H1.3: The age positively influences the intention to purchase sustainable food products.

H1.4: The level of education positively influences the intention to purchase sustainable food products.

H1.5: The income level positively influences the intention to purchase sustainable food products.

Sub-question 2. What is the *attitude* of Belgian consumers towards the purchase of sustainable food products?

While Vermeir and Verbeke (2006) rightly noticed that positive attitudes towards the purchase of sustainable food products not necessarily imply positive intentions, they still asserted that the former are a good starting point. Moreover as Hanss et al. (2016) pointed out, many authors and theories maintained the importance of attitude as a predictor of the intentions and (in) directly the sustainable purchase behaviour (Aertsens et al., 2011; Stern, 2000).

We thus think it is reasonable to assume that:

H2.1: The attitude towards the purchase of sustainable food products positively and strongly influences the intention to purchase such products.

Sub-question 3.Which are the *motivations and perceived barriers* of Belgian consumers towards the purchase of sustainable food products?

The motivations and barriers seem to converge regarding the purchase of different sustainable food products. In the literature we divided the former into three axes. First, the sustainable credence attributes seem to be overlooked and outweighed by the traditional information during the consumer decision-making. This can be understood through the consumer-citizen paradox. Lambin (2015) indicated that the consumers' order of priority during the purchase of food is: price, use-by-date, quantity and brand. The social and environmental labels only attain the 14th and 15th position on the list, even though people are more and more sensitive to sustainability. Secondly, while animal welfare seems to gain a lot of importance in Germany, the most often cited concerns for the purchase of sustainable food products are health and the environment (Aertsens et al., 2009, Lambin, 2015, von Meyer-Höfer et al., 2015). According to P. Léglise (cf. interview, December the 5th 2017) and Aertsens et al. (2011), in Flanders and northern countries the main concern is the environment, while in the southern part of Belgium it would rather be health. Other authors also underscored the possible impact of cultural differences. Then, regarding the intrinsic and extrinsic quality cues for choosing sustainable alternatives, although it is not proven, their taste and quality seem to prevail. Finally Grunert et al. (2014) confirmed that to this day, the consumers' preferences towards and relative importance of the sustainable attributes and issues were unfortunately too poorly explored.

Also among the main barriers there is unanimity. The products' perceived lack of availability seems to hinder consumers from taking the leap (Feldmann and Hamm, 2015; Terlau and Hirsch, 2015). Vermeir and Verbeke (2006) emphasized the significant influence of it (as part of the perceived behavioural control) on the intention, even though positive attitudes could be observed.

For those reasons, we decided on verifying the following hypotheses:

H3.1: The sustainable attributes are in general less important when buying a food product.

H3.2: The most important sustainable dimensions when buying a sustainable food product are health and the environment.

H3.3: The place of residence has an influence on the importance allocated to the dimensions health and environment when buying a sustainable food product.

H3.4: The main reasons for buying sustainable food products instead of their conventional alternatives are taste and quality.

H3.5: The main perceived barrier towards the purchase of sustainable food products is the availability.

Sub-question 4. Which are the *perceptions* possibly driving the intention of Belgian consumers to purchase sustainable food products?

The high number of studies carried out using the Theory of Planned Behaviour as model for predicting intention and their favourable findings, bring to light the relevance of testing the influence of the perceived consumer effectiveness (as part of the perceived behavioural control) and subjective norms on the purchase intention. According to Robinson and Smith (2002, as cited in Vermeir and Verbeke, 2008), in addition to the attitude, they independently anticipate the purchase intention. Aertsens et al. (2011) argued that among Flemish consumers, the subjective knowledge is a significant and positive motivator of the likelihood to consume organic vegetables.

Accordingly, we chose to test the following three hypotheses:

H4.1: The perceived consumer effectiveness through the purchase of sustainable food products positively influences the intention to purchase such products.

H4.2: The subjective knowledge about sustainable food products positively influences the intention to purchase such products.

H4.3: The subjective norms towards the purchase of sustainable food products positively influence the intention to purchase such products.

Sub-question 5. Is there a *difference* among the *purchase intentions* of Belgian consumers towards the four identified sustainable food products?

Finally, we thought it would be interesting to measure a potential difference among the purchase intentions for the four different sustainable categories. This is supported by Zepeda and Deal (2011) as well as Janßen and Langen (2017), who underscored the decrease in popularity of organic food due to its industrialization. On the other hand new sustainable aspects gain the consumers' attraction.

Our last hypothesis is thus:

H5.1: The intention to purchase organic food products is lower than the intention to purchase the other sustainable food products.

Chapter IV. Methodology

Section 1. Survey design, measurement scales and pre-test

Based on our variables and hypotheses, we designed our questionnaire, the second and main stage of our primary research. In order to build it, we partly relied on and draw inspiration from secondary sources. To question about the motivations and barriers to the purchase of sustainable food products, we added a filtering question that afterwards enabled to skip the associated questions for the respondents who respectively never have bought and always buy sustainable food products. Moreover we thought this information (i.e. about "past purchases" and frequency) could possibly be useful (i.e. revealing) in case of social desirability response bias with regard to purchase intention. In the filtering question, we thus decided to also isolate the four sustainable food categories (i.e. local/organic/fair trade/animal-friendly) as well. This division forced us to split the items of "purchase intention" into three different questions. Finally, we included an appropriate number of open questions to allow the respondents to express themselves, without dragging out the questionnaire.

In figure 5 here below you find a summary of the scales we used and the sources we consulted for each question. For the sake of convenience and consistency for the respondent, we decided to reduce some seven-point to five-point Likert scales, which are widely used and seem sufficient in our case (Malhotra, 2004). We mainly opted for the latter in case of custom-made questions, because they *are easy to conceive and to manipulate* for us, and user-friendly for the respondent (Malhotra, 2004, p. 194). In general, we did not force responses by choosing for equilibrated uneven scales with a neutral point. In this way, consumers are able to express their indifference towards some topics. Lastly, we always added a verbal description to all the Likert scales' categories, as to reduce ambiguity caused by their varieties. For the semantic differential scale we thought this would overload and confuse the respondent, thereby we provided explanation and clarification of the categories in the question itself (Malhotra, 2004).

We then ordered the questions starting from more general and simple to more specific and complex questions, while classifying them in three parts in order to provide guidance and clarity for the respondents, respectively: behaviours towards food purchases, towards sustainable food products and consumers' profile.

In order to ensure a good understanding of the topic and questions and to discover possible issues, we took time to perform five pre-tests, during which we observed the respondent answering in order to take notice of difficult questions based on the time spent on each question and the facial expressions. Moreover, when they finished we asked them to perform a retrospective review and to assess the questionnaire's difficulty, clarity and cumbersomeness. We made some changes as to better explain some scales (such as the semantic differential one

You can find the survey flow and the final version of our survey as it was submitted in Appendix 5, the question/hypothesis matrix in Appendix 6. Being addressed to Belgian consumers, the survey was released in French and Flemish.

Figure 5 – Synthesis of the scales used in our survey.

Question	Variable/ information	Type of scale	Sources and items
1	Product attributes (motivations)	Five-point Likert (1=not at all important, 5=very important)	Own source **Items**: 11 (retrieved from literature review)
1bis	Other attribute(s)	Open question	Own source
2	Attitude	Seven-point semantic differential	**Sources of scale:** Vermeir and Verbeke, 2008 Aertsens et al., 2011 Han, 2015 (inspired by Ajzen, 1991; Ajzen & Fishbein, 1980; Han et al., 2010) Hassan et al., 2016 **Items**: 5 bipolar adjectives (retrieved from previous sources, most frequently mentioned)
3	Past purchases and frequency (filtering question)	Five-point Likert (1=never, 5=always)	**Own source** **Items**: 4 (sustainable food product categories: local, organic, fair trade and animal-friendly)
4	Sustainable dimensions (motivations)	Five-point Likert (1=not at all important, 5=very important)	**Own source** (inspired by von Meyer-Höfer, 2015) **Items**: 8 (retrieved from literature review and von Meyer-Höfer, 2015)
4bis	Other dimension(s)	Open question	Own source
5	Reasons for purchase (motivations)	Five-point Likert (1=strongly disagree, 5=strongly agree)	**Own source** **Items:** 9 (retrieved from literature review)
5bis	Other reason(s)	Open question	Own source
6	Perceived barriers	Five-point Likert (1=strongly disagree, 5=strongly agree)	**Own source** **Items:** 12 (retrieved from literature review)
6bis	Other barrier(s)	Open question	Own source
7	Subjective norms	Five-point Likert (1=strongly disagree, 5=strongly agree)	**Sources of scale:** Han, 2015 (inspired by Ajzen, 1991; Han et al., 2010) Vermeir and Verbeke,

			2008 **Items :** 3 (inspired by same previous sources)
8	Perceived consumer effectiveness	Five-point Likert (1=strongly disagree, 5=strongly agree)	**Sources of scale:** Ellen et al., 1991 Hanss and Böhm, 2013 Vanhonacker et al., 2013 **Items** : 2 (inspired by same previous sources)
9-11	Purchase intention	Five-point Likert (1=strongly disagree, 5=strongly agree)	**Source of scale and questions:** Han 2015 (inspired by Ajzen, 1991; Ajzen & Fishbein, 1980; Han et al., 2010) **Items:** 4 (sustainable food product categories: local, organic, fair trade and animal-friendly)
12	Subjective knowledge	Five-point Likert (1=strongly disagree, 5=strongly agree)	**Source of scale:** Aertsens et al., 2011 (inspired by Flynn and Goldsmith, 1999) **Items:** 3 (inspired by same previous source)
13	Gender	Nominal (dichotomous: male/female)	Sources of scale: Aertsens et al., 2011 Banque Nationale de Belgique, n.d.
14	Having dependent children	Nominal (dichotomous: yes/no)	Source of scale: Aertsens et al., 2011
15	Age	Ratio	Own source
16	Place of residence	Nominal	Own source
17	Education level	Ordinal	Sources of scale: Aertsens et al., 2011 Banque Nationale de Belgique, n.d.
18	Income level	Ordinal	Source of scale: Banque Nationale de Belgique, n.d.

Section 2. Survey method and data collection

We created our survey with the online survey tool Qualtrics. Although the use of Internet obviously presents some non-negligible drawbacks (such as a poor control of the sample and the collection of information), it is beneficial for the ease and rapidity of its implementation and for the lower potential bias stemming from the

investigator. Moreover it enables to gather confidential information, while respecting the respondents' anonymity (Malhotra, 2004, p.131).

In order to ensure a smooth execution of our survey and avoid undesired responses we included a presentation and introductory text, supposed to filter - but unfortunately also probably repelled – participants that were not interested by our topic.

Section 3. Survey sample

We resorted to a convenience sample for the dispersion of our survey, which is a non-probability sampling technique (Malhotra, 2004). It is the most commonly used one because of its main advantages, which are its easy, rapid and costless implementation. However, we tried to diversify the respondents at the most while keeping some control by benefitting from the « snowball effect » of close surroundings. The survey was first of all published on the social network Facebook, and more specifically in relatively reliable groups of citizens such as the ones of our commune and of the youth mouvement in order to reach more adults. We distributed the survey through e-mail to previous work colleagues, family, friends and could count on their help to further forward it to their acquaintances.

Chapter V. Quantitative analyses

In this chapter we will browse through the results of the quantitative research we performed to be able to answer our managerial question. The statistical manipulations and data analysis were carried out by means of IBM SPSS Statistics 21 software. In the following four sections you will find our preparatory and analytical work to the hypothesis testing. In Appendix 7 you find the answers to the open questions of our survey. Appendix 8 complements our result descriptions with all the extracted data tables and charts from SPSS plus some additional explanations.

Section 1. Data recoding and collection

First of all we recoded our textual scales into numeric values, in order to enable the statistical manipulations. The five-point Likert scales' labels were translated into numbers from 1 (most negative value) to 5 (most positive value). The nominal and ordinal scales of the socio-demographic variables were also allocated numbers, starting with 1 for the first option and so forth.

Before exporting all our collected data from Qualtrics, we decided to rule out incomplete or suspicious questionnaires. In order to do so we applied three filters to our recorded responses: the first one only retained the finished surveys and the two others eliminated the surveys with curious response times. We arbitrarily decided that the minimum and maximum amounts of time respondents should have spent on the questionnaire in order to provide thoughtful replies are respectively, 4 minutes and a half (half of the average survey duration) and 2 hours. This screening reduced the number of responses from 255 to 225, mainly because of the first two filters.

All our items seemed to be measured in the right direction. We did not have to reverse any scales. However, we measured the whole "perceived consumer effectiveness" scale in the opposite way, which means we will have to interpret the resulting relation with our dependent variable – if any – carefully.

In the following section we explain how we dealt with the variables that our measurement scales appraised and their final scores.

Section 2. Data preparation and measurement scale verification

Still before starting to manipulate our data and use statistical inference tests, it is fundamental to first verify the validity and the reliability of our measurement scales. The former refers to the fact of measuring what we actually need to measure; the latter determines whether there is a consistent interpretation of the instrument across different situations (Field, 2009). Additionally we decided to do some preliminary analyses on them. In this way we ensure the representativeness of our sample.

Hence, we systematically performed a three-stage process for all the interval[36] measurement scales that comprises of a preliminary, a factor and a reliability analysis. This allowed us to create average scores for each variable that could then be used for our hypothesis testing. Here below we only illustrate and describe the procedure for one variable, the "attitude" towards the purchase intention. The same applies to the others. To avoid cumbersomeness we did not provide all the graphs but the tables can be found in Appendix 8. However, we will submit at the end of this section an overview table of all the scales' results. Their order of appearance is determined by the hypotheses.

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[36] The five-point Likert scales are considerd in between ordinal and interval. We will assume the intervals of the scale are equally spaced to be able to use the statistics associated to interval variables.

2.1. Preliminary analysis

During this first stage, we described our variable's data and verified their normal distribution through respectively the associated descriptive table and two graphical tools (i.e. the histogram and Q-Q plot). This first approach helped us to acquire a basic understanding of our data's results and ensured the condition of normality for our further tests.

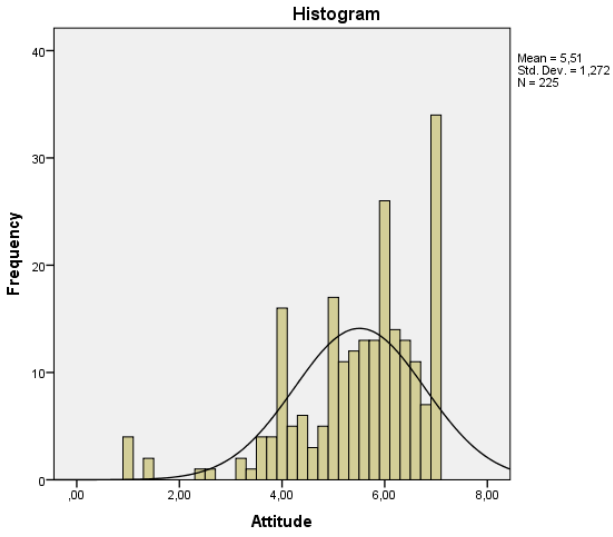
Figure 6 - Descriptive statistics of the scale "attitude"

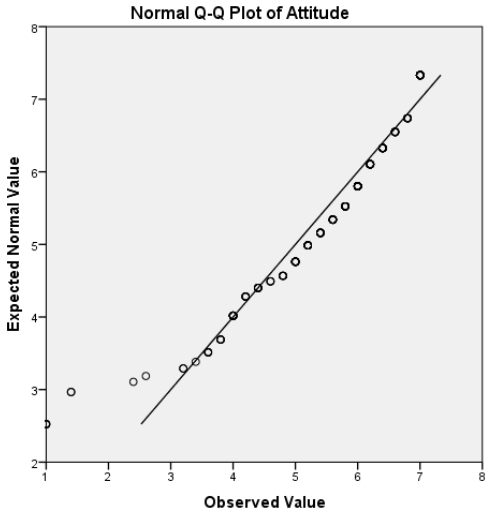
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q2.Attitude_1	225	1	7	5,53	1,389
Q2.Attitude_2	225	1	7	5,24	1,357
Q2.Attitude_3	225	1	7	5,60	1,473
Q2.Attitude_4	225	1	7	5,59	1,456
Q2.Attitude_5	225	1	7	5,59	1,515
Valid N (listwise)	225				

The descriptive statistics of our first measurement scale show us that all the items have a mean between 5 and 6, the value of 4 being neutral on the seven-point semantic differential scale. The five bi-polar adjectives were thus generally positively appraised by our sample of 225 respondents. The standard deviations approximately are 1,4 and there is no missing value.

Figure 7 – normality of the scale "attitude"





It is useful to check the distribution of a scale, as it should approach a normal distribution in order to allow generalisation of our sample's results to the whole population. The distribution of the variable "attitude" can be appraised through the two charts displayed here above. The left one, the histogram, displays the responses' occurrence for each score and compares the frequencies with the normal curve. We notice there is an asymmetry to the right, the Skewness' coefficient being -1,24. The Kurtosis' coefficient is 2,01, which refers to the more concentrated tail (compared to the normal one). Values should be situated between -2 and 2. The right chart, the quantile-quantile (Q-Q) plot, depicts the quantiles (i.e. equal portions) of the observed data set in order to assess whether they follow the diagonal line, which draws the expected values if they would follow a normal distribution. We assume the distribution is close enough to a normal one.

2.2. Factor analysis

The factor analyses (varimax) have as purpose to reduce the number of dimensions of our scale, by grouping the categories (i.e. items) into one or more factors. While performing them, we will simultaneously review the Keiser-Meyer-Olkin (KMO) measure of sampling adequacy (varying between 0 and 1) and the Bartlett's test of sphericity. The former guarantees our sample size is sufficient to provide reliable resulting factors. Its values are considered poor but acceptable between 0,5 and 0,7, and good as of the latter (Kaiser, 1974 as cited in Field, 2009). The factor analysis also provides an anti-image correlation matrix on which we discern the KMO values on the diagonal, the elements outside of it should be low as they represent the partial correlations. The Bartlett's test of sphericity certifies whether the items of the variable are correlated between each other, which is a necessary condition for the factor analysis. Rejecting its null hypothesis (according to which variables are unrelated) ensures the usefulness of the factor analysis.

Figure 8 – KMO and Bartlett's Test and Anti-image matrices

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,875
Bartlett's Test of Sphericity	Approx. Chi-Square	963,243
	df	10
	Sig.	,000

Anti-image Matrices

		Q2.Attitude_1	Q2.Attitude_2	Q2.Attitude_3	Q2.Attitude_4	Q2.Attitude_5
Anti-image Covariance	Q2.Attitude_1	,425	-,167	-,041	-,047	,012
	Q2.Attitude_2	-,167	,372	-,047	-,042	-,015
	Q2.Attitude_3	-,041	-,047	,221	-,075	-,086
	Q2.Attitude_4	-,047	-,042	-,075	,197	-,100
	Q2.Attitude_5	,012	-,015	-,086	-,100	,236
Anti-image Correlation	Q2.Attitude_1	,888[a]	-,420	-,133	-,163	,039
	Q2.Attitude_2	-,420	,895[a]	-,163	-,157	-,052
	Q2.Attitude_3	-,133	-,163	,881[a]	-,361	-,376
	Q2.Attitude_4	-,163	-,157	-,361	,858[a]	-,465
	Q2.Attitude_5	,039	-,052	-,376	-,465	,859[a]

a. Measures of Sampling Adequacy(MSA)

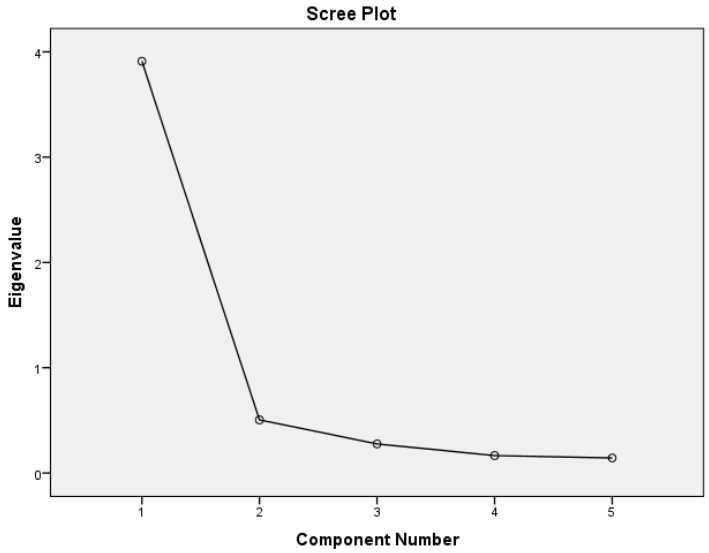
For the « attitude », the KMO indicator is 0,875, which is considered as great. The values on and outside the diagonal of the anti-image correlation matrix coherently support the quality of the sample. According to the Bartlett's sphericity test we reject the null hypothesis (p-value=0,000 < 0,05) and ensure the relevance of the factor analysis.

Figure 9 - Variance analysis explained by the items and scree plot

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,910	78,206	78,206	3,910	78,206	78,206
2	,505	10,093	88,299			
3	,276	5,527	93,826			
4	,165	3,309	97,135			
5	,143	2,865	100,000			

Extraction Method: Principal Component Analysis.



The initial eigenvalues of each component represent the proportion of the total variance they explain. The criterion we use for a factor to be retained, is to have an eigenvalue (i.e. substantive importance) higher than 1 (Kaiser, 1960 as cited in Field 2009). For the variable « attitude », the table suggests to keep one factor, that explains 78,2% of the (cumulated) variance. This is good, as it is generally admitted in should be higher than 60%. Hence, it means we are going to group the five items into this one dimension and give the latter an appropriate name. This sole factor for the « attitude » confirms the unidimensionality of our measurement scale as recommended by the literature. For some variables, we sometimes used a scree plot to determine the number of factors retained.

The factors obtained are potential scales to measure your general variable. Therefore it is necessary to verify the degree of homogeneity between the items, which will be done through the following analysis.

2.3. Reliability analysis

The reliability analysis verifies the internal validation of the factors we created in the previous step. We used Cronbach's alpha coefficient to measure the correlations. For small sample sizes, the alpha's threshold of 0,6 is acceptable (as from 0,7 it is considered as good).

Figure 10– Cronbach's alpha for the "attitude" scale

Reliability Statistics

Cronbach's Alpha	N of Items
,930	5

The reliability of our created factor is confirmed by its alpha value of 0,930 that indicates the homogeneity of its items.

Finally, once the validity and reliability checks are done, we can create the new variables (i.e. factors) in SPSS by calculating their mean scores based on the items they include.

2.4. Summary table

The following table (cf. Figure 11) provides the results of the similar three-stage processes performed for all the remaining interval variables. Sometimes we decided to play a bit with the reliability and validity figures, in order to obtain factors that enable us to measure our hypotheses (e.g. we forced the barriers to divide in 4 factors instead of 3).

Figure 11 – Overview table of the results from the factor and reliability analyses

Variable	# of factors	Factors' name	Cronbach's alpha	# of items
Purchase intention (total)*	1	Intention	0,739	4
Attitude	1	Attitude	0,930	5
Product attributes**	5	F1_Sustainability	0,719	4
		Q1.Attribute_Quantity	/	1
		Q1.Attribute_UseByDate	/	1
		Q1.Attribute_Brand	/	1
		Q1.Attribute_Packaging	/	1
Sustainable dimensions**	5	F1_Fair**	0,777	3
		Q4 Dim_Environment	/	1
		Q4 Dim_ClimateChange	/	1
		Q4. Dim_Health	/	1
		Q4 Dim_AnimalWelfare	/	1
Reasons	2	F1_Quality	0,745	3
		F2_Safety	0,741	5
Barriers	4	F1_Availability	0,809	4
		F2_Credibility	0,709	2
		F3_Habits	0,630	2
		F4_Conservation	0,602	3
Perceived consumer effectiveness***	1	PCE	/	2
Subjective knowledge	1	SKN	0,875	3
Subjective norms	1	SN	0,897	3
Purchase intention* (for each sustainable category)	4	F1_IntentionLocal	0,913	3
		F2_IntentionOrganic	0,921	3
		F3_IntentionFairtrade	0,920	3
		F4_IntentionAnimalFr	0,906	3
Past purchases	1	Purchases	0,714	4

** The purchase intention was measured in our questionnaire by means of 3 questions (instead of 1 with 3 items) because we wanted to be able to measure the purchase intentions for each sustainable category separately (cf. our last hypothesis). However for the other hypotheses we do not need this distinction. For this reason we duplicated this variable in this table. We first applied a factor analysis on all the twelve items, which procured us 4 factors (one for each sustainable category). Then we did another one on those 4 factors to obtain this "total" intention factor. ** Their factors for which the alpha value was below 0,6 were not retained, which is also in line with what we want to test in our hypotheses. *** Even though an alpha < 0,6, we still decided to make one factor of it as the literature says. Some authors claim the alpha is inappropriate and meaningless for two-items scale (Eisinga, Grotenhuis and Pelzer, 2013).*

Section 3. Sample description

Our survey sample consists of 225 individuals, of which the majority are women (63,6%). The age of the respondents varies between 18 and 86 years old, with a mean of 37,5 and a median of 30. 40% is younger than or is 25 years old, about a third is in between 25 to 50 years old (29,8%) and the remaining 29,8% is between 50 and 86 years old. Only 25,3% of the respondents are in charge of (a) child(ren). About half of the participants to the survey live in Brussels (48,4%), a third in Flanders (33,3%) and a fifth in Wallonia (18,2%). Approximately 90% possesses a higher education diploma (either from university or not) and about 10% only has a secondary education diploma. None reported to only have a primary education diploma or any at all. Finally 22,7% of the respondents indicated not having any household revenue, which is a similar proportion as the amount of respondents belonging to the categories 1.000-2.500 and 2.500-4.000 net household income a month (in euros). The following three categories, <1.000 / 4.000-6.500 / >6.500, consist of respectively 6,7% / 18,2% and 7,1% of the individuals who participated. For the entire frequency tables and pie charts of all the socio-demographic categories, please refer to Appendix 9.

Through those numbers, we realize our sample is not that much representative of the Belgian population. For example, according to the Belgian Federal Government (2018), on 1 january 2016, the population was almost fairly distributed among men and women. Also, regarding the distribution of residents by region: the Flemish Region had approximately (a bit less than) twice as much residents as in the Walloon Region, and six times the amount of people living in Brussels-Capital Region. But other numbers are clearly not in line with reality, for example the fact that 90% of our sample possesses a higher education diploma.

There are two main reasons explaining this unfair distribution: on the one hand, as we already mentioned, the fact that we have a convenience sample, and on the other hand, the fact that the respondents could self-select themselves based on their interest and concern for sustainability. We will have to consider this while testing our hypotheses and inferring conclusions.

Section 4. Hypothesis testing

This section presents the main results of our hypothesis testing. For its development we made use of statistical inference tests in order to evaluate whether the fifteen

hypotheses we deduced from our literature review were verified or not through our quantitative study. The relevant and complementary information detailing the following findings can be find in Appendix 10.

4.1. Socio-demographics

H1.1: Women have more positive intentions to purchase sustainable food products than men.

In order to test this hypothesis, we applied an independent-samples t-test. Indeed, we wanted to verify whether our dependent quantitative variable, the total purchase intention, is different but especially higher among female than male consumers. After applying the Levene's test to verify the condition of homogeneity of variances, which was not rejected (p-value = 0,120), we conducted the t-test. Its p-value (=0,001) indicates that we can significantly reject the null hypothesis and that women indeed in general have higher purchase intentions of sustainable food products than men (the means being respectively 4,07 for women and 3,81 for men).

H1.2: Having dependent children positively influences the intention to purchase sustainable food products.

We tested in a similar way whether consumers with children they buy food for, are more likely to purchase sustainable food products or not. While the Levene's test was assumed respected, from the high p-value (=0,748) we concluded we cannot reject the null hypothesis. The difference among both groups' means is not significant.

H1.3: The age positively influences the intention to purchase sustainable food products.

To examine the possible influence of the consumers' age (ratio scale) on the purchase intention, we decided to complement two different tests: a simple linear regression and a correlation. The purpose of the former is to predict the dependent variable based on an independent variable among the same sample of individuals. After verifying the model's three conditions of application, we could deduct that the age predicts the purchase intention (the null hypothesis being rejected with a p-value = 0,005). However, not only does the age only explain 3,5% of the purchase intention's variance, but the slope's coefficient is negative (pretending the opposite relation as we assumed) and almost zero (B= -0,007). Afterwards, through the

Pearson correlation test we also could significantly deduce a negative linear association between both, with a relatively low intensity, as the coefficient equals 0,19 (still four fifth away from 1). As a conclusion we suggest that the age of consumers has a negative influence on the intention to purchase sustainable food products, however the results supporting this saying are very poor.

H1.4: The level of education positively influences the intention to purchase sustainable food products.

The level of education being represented as an ordinal scale of three levels (i.e. three different population groups among 1 qualitative variable), we did an analysis of the variance at one level ("one-way Anova"). With this test we can compare the means of a quantitative variable. The descriptive statistics first reminded us of the unequal distribution of our sample among the different groups of the qualitative factor. Indeed the majority of our sample has a higher education diploma. Even though assuming the homogeneity of variances thanks to the Levene's test (p-value=0,359), we could not conclude at least one of our means is different from the other. The level of education has no significant effect on the purchase intention.

H1.5: The income level positively influences the intention to purchase sustainable food products.

To measure whether consumers with different income categories have different purchase intentions we again applied an Anova 1. However, the homogeneity of variances being violated we used a Welch test, more robust. The null hypothesis, according to which at least one mean is different, cannot be rejected according to the high p-value (= 0,759). We deducted the income levels of consumers do not influence the intention to purchase sustainable food products.

4.2. Attitude

H2.1: The attitude towards the purchase of sustainable food products positively and strongly influences the intention to purchase such products.

To test whether the attitude of consumers towards the purchase of sustainable food products has an influence on the purchase intention, we made a simple linear regression. This way we acknowledge whether our independent variable can predict our dependent variable among our same sample population. The underlying assumptions of the model being sufficiently respected, we derived from the model

that the slope of the regression could significantly be assumed to be different from zero (p-value= 0,000). The variance of intention explained by the attitude is however only 14%. The relation is positive but the slope's coefficient is very low (B=0,173). From the Pearson correlation test we obtained a coefficient of 0,371 (p-value = 0,000).

4.3. Motivations and barriers

H3.1: The sustainable attributes are in general less important when buying a food product.

The factor analysis performed during the data preparation made us delete three items (price, convenience and taste) and group four items under a factor renamed F1_Sustainability (ingredients, nutritional value, label and origin). Four items remained separately: brand, packaging, quantity and use-by-date.

We performed paired samples and unique sample t-tests to measure the (relative) importance of the sustainable attributes in the food product choice of Belgian consumers. From the former we concluded that, except for the pair sustainability/quantity, the means of the sustainable attributes and respectively the use-by-date, the brand and the packaging are significantly different (p-values all lower than 0,025). However we only see that the use-by-date is more important than the sustainable attributes (the means are respectively 3,72 and 3,50), the other two items having a lower mean than the one of sustainable attributes (3,00 for brand and 2,83 for packaging). From the second test, except for the brand attribute, we can reject the null hypothesis (all 3 p-values lower than 0,05). The sustainable attributes, the quantity and use-by-date are effectively important attributes (the means are respectively 3,50; 3,55 and 3,72), while the packaging is significantly not with its mean of 2,83 (test value=3 which is the neutral element on the five-point Likert scale).

We decided to repeat those two tests without factor analysis and thus considering all the items. The hypothesis would then be formulated for the sustainable label as sustainable attribute. The pairs including label and each time another attribute indicate significant different means, except for the pair label/quantity (p-value=0,213) and the pair label/origin (p-value 0,154). When looking at the effective means of the pairs for which the null hypothesis is rejected, we noticed that the mean

of the label attribute is lower compared to the means of price, convenience, ingredients, taste and use-by-date. Yet it is higher than the means of brand, packaging and nutritional value. From the unique sample t-test we reject the null hypothesis for all except brand and nutritional value (p-values > 0,025). Except the packaging (mean= 2,83), all the attributes are considered as important and have higher means than 3 (=neutral element on five-point Likert scale).

H3.2: The most important sustainable dimensions when buying a sustainable food product are health and the environment.

In a similar way we measured the (relative) importance of the sustainable dimensions for consumers when they buy a sustainable food product. The factor analysis made us delete the dimension safety and group the working conditions, the local economy and fair trade into one factor renamed F1_Fair.

All the dimensions are considered as important (p-values = 0,000 and test value=3) when buying a sustainable food product, according to the unique sample t-test. But the dimensions of health and environment excel in importance (means respectively 4,21 and 4,04 while the others are below 4). From the paired sample t-tests we could significantly assume the means are different within all the pairs (p-values lower than 0,025). The environmental dimension is more important than climate change, animal welfare and fair trade, of which are respectively 3,67; 3,29 and 3,65. However health prevails on all those dimensions, including the natural environment.

H3.3: The place of residence has an influence on the importance allocated to the dimensions health and environment when buying a sustainable food product.

We performed two one-way Anova tests in order to verify whether there is a difference among the means of the three regions towards the importance allocated to respectively the health and environment dimension when buying sustainable food products. After having verified the conditions of application, we noticed that only the p-value for the environment dimension allows us to reject the null hypothesis and assume there is at least one mean that is differing from the others (p-value=0,008). As a consequence we conducted a multiple comparisons analysis through Bonferroni correction. Only the p-values between the Flemish Region and the Walloon Region allowed us to reject the null hypothesis and assume the means are different (p-value = 0,011). Finally we looked at the average importance of the environment dimension

of those two regions, and contrarily to what we though the mean is higher for consumers living in Wallonia (4,24 > 3,84 for the Flemish Region).

H3.4: The main reasons for buying sustainable food products instead of their conventional alternatives are taste and quality.

With the factor analysis we had grouped all the potential reasons for buying sustainable food products instead of their conventional alternatives into 2 factors that allowed us to reasonably measure this hypothesis: F1_quality (including taste, quality and nutritional value) and F2_safety (including all the other reasons rather related to the perceived safety of the products such as higher traceability, less artificial additives, more control…). After having conducted the paired sample t-test, of which the p-value allows to reject H0 and assume the means are significantly different (p-value = 0,000), we noticed the mean is higher for F2 (3,57 > 3,35), thereby rejecting our hypothesis. The safety reasons seem to prevail over the quality reasons when consumers decide to buy sustainable food products. From the one sample t-test we cannot assume the means are different or higher than 3 because the p-values are way too high (0,44 and 0,65).

H3.5: The main perceived barrier towards the purchase of sustainable food products is the availability.

The factor analysis we did divided this measurement scale into four factors: F1_Availability, F2_Credibility, F3_Habits and F4_Conservation. From the paired samples t-test, of which the p-values are all approximately zero, we can significantly assume the means among the pairs are different. The availability systematically has the highest mean, indicating that consumers perceive it as a more important barrier compared to the other factors. From the unique sample t-test, of which the p-values also allow to reject H0 for all –except habits- factors, we concluded that the barrier availability has a higher importance than 3 (test-value and neutral element on five-point Likert scale), and is thus a significant barrier, while the opposite is true for the credibility and conservation barriers (i.e. their average importance is lower than 3 and are not considered as important barriers).

Additionally we wanted to quantify an eventual predicting relation between this high barrier (“F1_Availability”) and the purchase intention. But the high p-value (=

0,727) did not allow us to reject the null hypothesis according to which the slope is horizontal.

4.4. Perceptions

Dealing again with two quantitative variables in the following three hypotheses, we applied simple linear regressions. Their descriptive analyses showed the underlying assumptions of the model were met. We only provided their scatter/dot graphs. We provide a general conclusion for the three of them here below, the results being not very interesting.

H4.1: The perceived consumer effectiveness through the purchase of sustainable food products positively influences the intention to purchase such products.

H4.2: The subjective knowledge about sustainable food products positively influences the intention to purchase such products.

H4.3: The subjective norms towards the purchase of sustainable food products positively influence the intention to purchase such products.

While the simple linear regression model only applies to the two last hypotheses – the null hypothesis not being rejected in the first case (p-value = 0,93)-, their results are rather poor. In both cases 9% of the variance of the purchase intention is explained respectively by the subjective knowledge of consumers and their perception of social norms. The relations are positive but the slopes' coefficients are very low (approximately 0,194 for both). Coherently to what we thought, if the null hypothesis would have been rejected for the first regression, the slope of the line was indeed negative. As we had mentioned earlier, the whole "perceived consumer effectiveness" scale was measured in the reverse way.

4.5. Purchase intentions

H5.1: The intention to purchase organic food products is lower than the intention to purchase the other sustainable food products.

Thanks to the factor analysis we combined the three questions relative to the purchase intention and derived four factors associated to the four sustainable food categories: F1_IntentionLocal, F2_IntentionOrganic, F3_IntentionFairtraide and F4_IntentionAnimalFr.

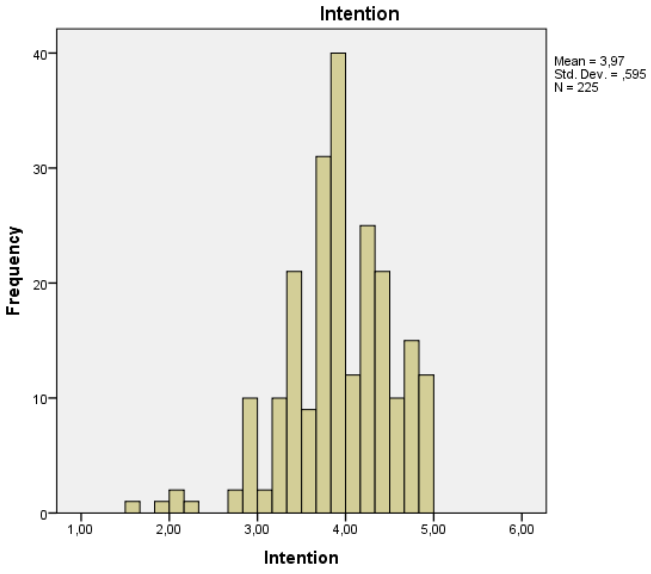
The paired samples t-test shows us we can reject the null hypothesis for the three pairs and thereby assume the means among each pair are different (p-values < 0,025). As we thought, the intention to purchase local food products among Belgian consumers is on average higher than the intention to purchase organic food products (the means being respectively 4,24 and 4,07). However, organic food products are still more likely to be bought compared to respectively, fair trade products and animal-friendly products (3,89 and 3,70). When re-performing the paired samples t-test for local food products (compared to the other categories), we acknowledge we have again significantly different means among the pairs, the local alternatives prevailing over the others. It stipulates that in the future Belgian consumers are more likely to buy such products than the other sustainable alternatives.

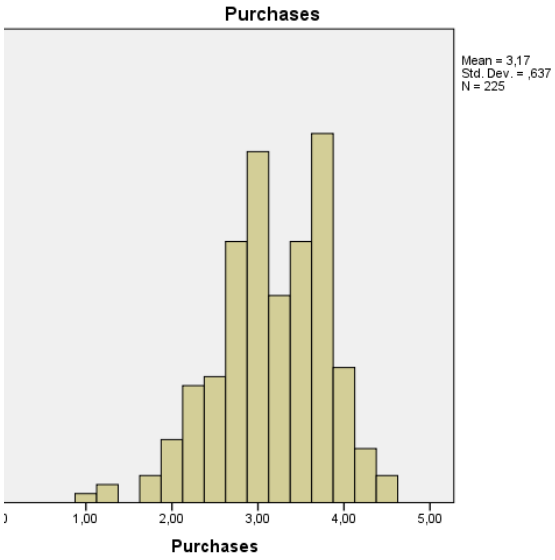
The one-sample t-test provides p-values rejecting the null hypothesis for the four groups (i.e. p-values < 0,05 and test-value = 3), indicating that in general the Belgian consumers agree they are likely to buy all of those sustainable food products (means > 3). Animal-friendly food products seem the least attractive.

4.6. Additional presumptions and findings

Given the descriptive statistics of the factor representing the total purchase "intention" of sustainable food products, we observed the general high tendency of Belgian consumers to pretend they are likely to buy such products in the future (mean = 3,97; median = 4; mode = 3,75 out of 5). We assume that those self-reported scales generated a social desirability bias. This phenomenon refers to the fact that respondents tend to respond inaccurately (and in this case more favourably) to sensitive questions, because of self- or other-deception. Also, it could be they did not pay attention to or reflect more deeply on the effective and real meaning (and entailed consequences) of the verbs used to express the intention. For this reason, and in view of the comparison with the lower mean (=3,17), median (=3,25) and mode (3,75) of the factor "purchases", this variable might have been a better appraisal. When recoding the "intention" and "purchases" variables into qualitative variables of three modalities (we made sure all the respondents were included), we obtain the following two pie charts. The percentage of respondents in each category is quite indicative. We thus conducted some similar tests as we did in the previous hypotheses, but by replacing the dependent variable. By means of the following to frequency tables you can compare both variables.

Figure 12 – Frequency tables of total intention and purchases





Our socio-demographic characteristics being not that representative of the Belgian population, we rather focused on the relation with the following independent variables: the attitude, the perceived consumer effectiveness, subjective knowledge and subjective norms. Using as dependent variable the continuous scale "purchases", we made simple linear regressions with each of them. The results indicate significant depending relations for all of them (p-values < 0,025). The attitude, perceived consumer effectiveness, subjective knowledge and subjective norms explain respectively 8%, 4%, 19% and 4% of the past purchases' variance. The slopes' coefficients being low (respectively 0,144; -0,142; 0,302; 0,129), we do not consider those results much more interesting (except perhaps for subjective knowledge). Then we rapidly verified whether F1_Availability predicts the past purchases. It does, significantly (p-value = 0,018), but the variance explained is only 3% and the slope's coefficient is a poor -0,12.

Finally we also did the same test to see how much past "purchases" predict the total "intention".The past purchases however predict 24% of the variance of the intention and the slope's coefficient is 0,46.

Part III. Discussion

In the previous chapter we went through the results of our quantitative study and accordingly, we verified the assumptions we had made based on our literature review. In this chapter we will reflect upon those outcomes. First we briefly resume and describe them for each sub-question and consequently, give some advice. Afterwards we will remind the main limitations of our study.

Chapter I. Summary and interpretation of the results

Section 1. Socio-demographics

Our first five hypotheses had as purpose to stipulate whether any socio-demographic variables among the Belgian consumers have any influence on their intention to purchase sustainable food products. From the statistical inference tests we performed, we concluded that only the gender and the age significantly have some effect, while having dependent children, the level of education and the level of income do not. Nevertheless, the negative relation between the age and the intention goes in the opposite direction as we had presumed.

Hence, female and younger consumers are more likely to buy sustainable food products than male and older consumers, respectively. The former is completely in line with the majority of our theoretical findings expecting women to be more sensitive towards subjects related to sustainability, and more specifically related to others (altruism) or health. The latter is not that surprising neither. Not only did the literature reveal divergent opinions, but also it might seem logical that students feel more concerned about sustainable issues that affect their future and more powerful – or dreamy? - to bring change (cf. interview of Pascal Léglise).

Section 2. Attitude

As expected, the attitude towards the purchase of sustainable food products is generally positive. Also we can significantly assume that it predicts the purchase intention through a positive relation. However, the attitude does not seem to be the sole explanatory factor of the intention, neither a strong one. This refers to the complexity of the model describing the behavioural intention, encompassing a multitude of intrinsic and extrinsic factors. Also, we suspect the intention to be

subject to social desirability bias (cf. last section), it is thus hard to draw a definitive conclusion.

Section 3. Motivations and barriers

With regard to the product attributes that are considered when buying food products, Belgian consumers seem to align with the global awareness of sustainable development and to be more sensitive to sustainable food product information, despite the communication deficiencies.

As we had speculated, they choose sustainable food products keeping more specifically in mind, above all, their health and, to a slightly lesser extent, the natural environment. However all the sustainable dimensions are able to affect them when they decide on a sustainable food product, as they are generally all considered as important. None seem overlooked. This is understandable through the fact that, first of all, the consequences on health directly concern the consumers, and secondly, the environmental dimension has been overall maybe more mediatised until now, and maybe also more directly affect all of us (as consumers). In the Walloon Region the importance of the environment is higher evaluated than in the northern counterpart, which surprises us when recalling the reasons for making this hypothesis (cf. interview of Pascal Léglise). This might be partly due to the fact that most respondents live near Brussels, yet not in the Brussels-Capital Region.

Thirdly, the main motivations for buying sustainable food products instead of their conventional alternatives are rather safety (i.e. traceability, control, less artificial additives) than qualitative reasons. This is coherent with the previous point and makes sense in view of the past food scandals.

Finally, the main and only significant barrier for buying sustainable food is the low perceived availability. It is true that, compared to other countries, the market penetration of sustainable food products (in traditional retail chains) is not that high in Belgium. However, an increasing number of initiatives are taken and are expected to arise to promote such products among the consumers and empower them. It is thus hoped that the importance of this barrier will lower in the future. Especially as the credibility and conservation barriers are not assumed important (probably because conventional products are not better evaluated in this regard). Strangely enough, this barrier does not seem related to the purchase intention, as we had expected from the

emphasis placed on and the influence of the concept of perceived behavioural control in the literature.

Section 4. Perceptions

Also a part of the perceived behavioural control, perceived consumer effectiveness curiously does not relate significantly to the intention to purchase sustainable products. This means that whether Belgian consumers recognize (or not) the usefulness and value of their individual actions for contributing to sustainable food consumption, and thus also to sustainable development, has no impact on their intention to buy such products. This is rather inconsistent with their previously mentioned motivations for buying such products (cf. importance of sustainable dimensions and safety reasons). However, the consumers' perceptions about their knowledge and experienced social norms significantly influence their purchase intentions. The former might imply that the more they think they know about such products, the more those products seem familiar and could thereby gradually replace the traditional options. The latter refers to the fact that probably, in the future, such products will progressively become the norm. Not buying them, could be seen as wrong.

Section 5. Purchase intentions

Having ridden the wave of success, organic products seem out-dated compared to local food products that are becoming increasingly popular. Or maybe not so radically, as fair trade and animal-friendly products still lag behind. As we said, the ethical dimensions of sustainability might have been less highlighted in the past. However, this is expected to change. Anyway, Belgian consumers claim that in the future, they are likely to buy all of those sustainable food products and in a higher proportion. This brings us to the following additional presumptions we made.

Section 6. Additional presumptions and findings

Based on the previous sub-questions' results, we decided to test some additional hypotheses. Our thinking and approach was based on the following question we reflected on: is there a social desirability bias for the purchase intention, and if yes, would it then have been better approached (i.e. would we have obtained better results) by the past purchases? Indeed, we needed to sort some conflicting thoughts that arose from the previous results, i.e. regarding the socio-demographics, but also

with respect to the predicting power of the attitude, perceived consumer effectiveness, subjective knowledge, subjective norms and the barrier "availability" that explain 14%, 0%, 9%, 9% and 0%, respectively, of the intention's variance (aside from the low slopes' coefficients). While the variable "purchases" presented more moderate descriptive statistics, the predicting results of those six independent variables were in general rather disappointing.

In this way, all those results force us to make the following two conclusions that, of course, should be taken with a pinch of salt. On the one hand we assume that, there is a social desirability bias regarding the purchase intention (cf. comparison of tables here below with the attitude) and an attitude-intention gap exists (the attitude predicting not a major part of the intention's variance and if we compare attitude/purchase there is a difference). Because of the former, it is hard to determine from our study which independent variables effectively predict the intention of Belgian consumers to purchase sustainable food products. However we reasonably assume the ones we decided to test were not too bad given the results. Indeed, it is generally agreed upon and expected that in psychological fields, trying to predict human behaviour, the proportions of variance explained of our dependent variable are rather low (i.e. lower than 50%).

Statistics

		Purchases	Intention
N	Valid	225	225
	Missing	0	0
Mean		3,1678	3,9737
Median		3,2500	4,0000
Mode		3,75	4,00

Statistics

Attitude

N	Valid	225
	Missing	0
Mean		5,5102
Median		5,8000
Mode		7,00
Std. Deviation		1,27193
Minimum		1,00
Maximum		7,00

Figure 13 – Descriptive statistics of intention, purchase and attitude

Chapter II. Managerial implications and recommendations

After careful consideration and based on the findings of our study, we would now like to make a couple of managerial recommendations.

First and foremost, we would like to remind that addressing the challenges of sustainability in the food sector undeniably requires a multilevel and holistic approach. Whether or not we will achieve a sustainable food system depends on the efforts made and the synergies derived from the collaboration between the public and private sectors and the civil society. All the market actors have a role to play and must simultaneously support each other if we want to make a change to the current unsustainable food system. With this thesis, we highlight our suggestions to the business world, although we recognise that other actors will need to adjust their behaviours as well to achieve sustainability.

It appears from our study that change is occurring, slowly but certainly. However, many multinational companies fail to realize that consumers want to change. Consumers are attracted by the sustainable alternatives, but they lack the opportunities and the means to switch behaviours. Their overall positive attitude towards sustainable food combined with the fact that sustainable consumers cannot be segmented according to socio-demographic variables, provide clear evidence: there is a general desire for sustainable solutions. On this basis, we conclude that companies should no longer wait; rather, they should grasp the opportunities arising from sustainable development. Therefore we recommend that companies start building an effective strategy composed the following stages.

First, it is indispensable that companies start listening to their clients. As is commonly said in the services industry, “the customer is king”. Consumers have specific expectations, which tend to be overlooked, especially with regard to sustainability. Companies should make additional efforts to better understand their consumers’ doubts and desires with regard to sustainability in order to align their efforts with the needs of their customers, and ultimately to adequately meet such needs. Companies should stop focusing on superficial and inappropriate consumer segmentations. Rather, they should devote enough time breaking down the profile of their ethical consumers, a clearly heterogeneous group.

Once the companies know who to approach, they will be able to build and launch successful sustainable communication campaigns. One effective way to do so is technology. Companies should grasp the opportunities offered by the technological solutions, as they facilitate communication with the consumers and enable customization of needs. With the technology, corporations should also reconnect the consumer with the producer. As we mentioned in this thesis, globalization has raised a gap between consumption and production, which progressively undermined the consumer confidence. Our results show that the main reasons for consumers to switch to sustainable products are increased control, traceability and safety. Businesses need to win back the consumers' trust. And indeed, honest communication is only possible based on transparent practices.

Based on the results of our analysis, it is necessary to overcome the consumers' perceived barrier of availability. Besides promotion, businesses need to rethink their offer and further develop their sustainable product ranges while also making them adequately visible to attract consumers. Companies need to empower their customers and reduce their doubts during the decision-making process. Why not helping customers during this transition period and increase consumer interaction in the stores? Personalized advice is in demand in our society.

For all the preceding opportunities to be exploited, obviously there is a need for cross-departmental coherence, collaboration and interaction… which seem to be lacking currently within most of the major corporations. The transition to a new and circular business model, integrating the sustainable aspects in all of the companies' activities does not seem to be achieved yet for the major corporations. This appears to be in contradiction with the stakeholders' interests, which seem to increasingly converge towards a sustainable long-term strategy. We can only hope for social norms to further evolve in this direction so that companies effectively integrate and give a central role to the sustainable dimension in their business model.

Chapter III. Limitations

The conclusions drawn from our study and analysis, as set out in section III below, must be read and understood taking into account a number of limitations.

First, as already mentioned, our population sampling is problematic in two respects. On the one hand its size is relatively small. On the other hand, we resorted to a non-

probabilistic sampling scheme (convenience sample), which caused a few disproportions regarding the distribution of our socio-demographic data. As a consequence, our sample is non-representative of the Belgian population and the results cannot be generalized (Malhotra, 2004). Our study is exploratory in nature.

Second, our results might be skewed due to the potential presence of a social desirability bias regarding the consumers' purchasing intention. Despite our efforts to rely as much as possible on scientific and academic sources, such a sensitive variable should probably not be measured through self-reported questions. And of course, it cannot be excluded that our questionnaire displays other weaknesses.

Finally, due to the lack of a formal legal framework defining the exact boundaries of sustainability and sustainable food consumption, the concept of sustainability is and remains open to interpretation. Irrespective of whether this was to our advantage, we lack control over the way the survey respondents subjectively approached, comprehended and interpreted our research topic. To overcome this, we could have adopted alternative approaches. For instance, we could have provided much more detailed information on the research topic or asked more open questions. However, this has not been done as we wanted to avoid confusing and overloading respondents (which would have been disadvantageous to our analysis). We could also have selected a much more specific topic, focusing on one particular food product, brand and sustainable aspect. However, this would not only have strongly narrowed our view, but also we wanted to rule out possible influences from past experiences and knowledge so as to acquire an overall impression of the Belgian consumers towards sustainable food products. Our results should therefore be read and analysed taking into account the vagueness and subjective interpretation of the sustainability concept.

Conclusion

Today sustainability is at the centre of all discussions, in particular in the food industry. At all levels of society there is a general agreement that our current patterns of consumption need to change. However, the relevant figures speak for themselves: despite this general understanding, there is no significant shift in the behaviours ensuring a promising future. This leads to a basic yet crucial question: Why such a gap between attitude and intention?

While it should be recognised that solving the sustainable food consumption challenge is a complex, multi-faceted and cross-border matter, the major and general concern for all the market players currently lies in the fact that no one is able to precisely define what is meant with sustainable food consumption. And how can changes ever be implemented if there is no common basis taking the form of a generally accepted conceptual definition?

Based on these simple observations, we attempted in this thesis to better quantify and understand the attitude-intention gap of Belgian consumers in terms of sustainable food consumption, in an attempt to close this gap. To do so, this thesis focuses on the consumer's sustainable purchasing behaviour.

In this contribution, we defined the boundaries and main components of sustainable food consumption, we analysed the way sustainable purchasing behaviour has already been approached by scientific and academic research. We further narrowed our scope and focused on the first part of the attitude-behavioural gap, namely the the attitude-intention gap. We figured out whether, to this day, there is such a gap at the level of Belgian consumers. We concluded that such a gap existed and then evaluated how to close it. Based on our literature review and two exploratory interviews, we further determined the main drivers and barriers of the intention to purchase sustainable food products. Finally, we formulated adequate hypotheses that were tested through a quantitative survey of 225 respondents.

On this basis, and while we recognise that our research presents some inherent limitations, a number of interesting findings can be inferred from our study.

First, as expected from previous empiric studies, the general attitude towards the purchase of sustainable food products among Belgian consumers is highly positive.

While some conventional product attributes (such as taste, price, convenience, quantity and use-by-date) remain important, Belgian consumers seem to also consider sustainable attributes in their product choice (such as labels, the origin and ingredients). With the on-going societal evolutions, such products are increasingly expected to gain ground.

As a general matter, socio-demographic segmentation does not seem relevant to characterize the worldwide ethical consumer. However, it appears useful to consider a specific geographic area, keeping in mind that many other personal factors characterize the potential sustainable Belgian consumers (who are mainly concerned by their health and the environment).

Next to health and environment, the other sustainable dimensions definitively also have a promising future, as long as they put forward their credence attributes such as traceability, control and harmless content. Indeed, the Belgian consumers seem to be doubtful towards the conventional food system. The main barrier consumers should be helped to surpass is their low perceived availability of sustainable food products. This refers to the poor accessibility, visibility, availability and identification of products.

Finally, our results suggest that Belgian consumers' perceived knowledge and norms should be stimulated in order to encourage sustainable food consumption.

We sincerely hope that our results will encourage additional and more in-depth research in this complex but intriguing and exciting topic – especially, among the Belgian population. Indeed, the issue requires a systemic and sustained approach to render fruitful results. And given the current carelessness on the Belgian market, the current global sustainable trends provide enormous market opportunities to capitalize on for businesses.

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Appendix 1 : Interview guide Eric Lambin

(French)

Présentation de l'interview(eur)

- *Se présenter*

- *Introduire le contexte et sujet de l'étude*

- Préciser que les objectifs de l'entretien est de connaître son avis personnel et son expérience

Présentation de l'interviewé

- Nom et prénom

- Âge

- Profession

- Nombre d'années d'expérience

Questions concernant la consommation alimentaire durable

- Que signifie pour vous la consommation alimentaire durable (< point de vue consommateur) ou doit-on dire responsable? Quelle est son rôle et son intérêt?

- Quels sont les acteurs et leurs rôles respectifs dans la consommation durable?

Questions concernant le consommateur

- Les consommateurs ont-ils selon vous une bonne connaissance objective et subjective (c'est-à-dire une perception de connaissance) de ce qu'est la consommation durable, la durabilité et les enjeux?

- Pensez-vous que le consommateur est aujourd'hui plus sensible à la consommation durable, qu'il se sent plus coupable quand il fait ses achats? A-t-il conscience de l'impact de sa consommation?

- Le consommateur se sent-il impuissant pensez-vous? Est-il surchargé d'informations dont il remet en doute la crédibilité ou qu'il ne comprend pas?

- Pensez-vous que la satisfaction du consommateur a changé avec l'émergence des notions de durabilité?

Questions concernant la consommation durable en Belgique

- Que pensez vous de l'attitude et du comportement des consommateurs belges à l'égard de la consommation durable? Y a-t-il à ce jour un écart entre les deux et quel est son évolution?

- Quels facteurs socio-démographiques pensez-vous influencent l'attitude et/ou le comportement de consommation durable (en Belgique)?

- Quels sont les motivations et les freins entrant en jeu dans la décision de consommer durable?

- Que pensez-vous de l'offre/des solutions qu'on trouve actuellement sur le marché belge en matière de consommation durable? Comment pensez-vous que cela va évoluer?

- Pensez-vous que le consommateur belge a des attentes envers les grandes enseignes en matière de consommation durable? Que nécessite-t-il pour changer de comportement/habitudes (de la part des entreprises)?

Clôturer

- *Demander si d'éventuels commentaires additionnels*
- *Remercier*

Appendix 2 : Interview transcript Eric Lambin

Date and location : 07/11/2017 in Louvain-la-Neuve

Duration : 22min18

Pouvez-vous brièvement vous présenter ?

Eric Lambin, je suis professeur à l'université catholique de Louvain et à l'université de Stanford aux Etats-Unis. J'ai 55 ans et j'ai fait mon doctorat en 1988, donc cela fait presque 30 ans que je travaille dans ce domaine général qu'est l'environnement et le développement durable.

Que signifie pour vous la consommation durable ou doit-on dire responsable et quel est son rôle et son intérêt ?

Traditionnellement on identifie trois piliers dans le développement durable : économique (qqch qui soit rentable, génère de la valeur pour la société), social (respectueux des droits sociaux, travail des enfants, salaire min etc) et le volet environnemental (n'altérant/ne dégrade pas environnement et laisse un capital naturel aux générations futures). Il y a une série de changements environnementaux très rapides qui font que ca devient vraiment une urgence dans la manière dont on mène les affaires économiques de nos jours.

Quels sont selon vous les acteurs qui entrent en jeu et quel est leur rôle envers la consommation durable ?

En général on distingue trois familles d'acteurs : l'Etat, le gouvernement public, responsable du bien commun (=priorité de l'Etat donc premier auquel on pense), il y a la société civile (représentée par les organisations non gouvernementales e.g. Oxfam), et évidemment le secteur privé qui faut différencier entre les producteurs, les grandes MNEs agroalimentaires qui font la transformation de produits et la distribution. Ces trois derniers ont des intérêts et font face à des enjeux différents.

Est-ce que les consommateurs eux-mêmes sont capables de changer leurs habitudes de consommation ou est-ce qu'ils subissent plutôt ce qu'on leur impose ?

Beaucoup des décisions prises par les acteurs privés (ea la distribution) sont basées sur leur perception des valeurs de leurs consommateurs/clients. Le fait qu'il y ait de nouvelles valeurs et normes sociales mises en place, plus alignées avec les objectifs

de DD, est perçu par les distributeurs et est un des moteurs de changement de leur stratégies. Maintenant il faut être réaliste, si le consommateur de manière un peu vague et un peu générale se dit je dois rendre ma consommation plus durable, plus équitable... peu de consommateurs traduisent cela dans des décisions d'achats bien précises. Peu ont une compréhension bien précise des labels et des critères qui permettent de traduire leurs aspirations en un choix de consommation. Quand même cette vague de fond, cette aspiration est là, elle est perçue et c'est ça qui fait bouger le secteur.

Selon vous, les consommateurs ont-ils une bonne connaissance objective et subjective (cad la perception) de ce qu'est la consommation durable , la durabilité et ses enjeux?

Y a une petite catégorie de consommateurs, disons à peu après 20% quand on fait des enquêtes, qui perçoivent bien ces enjeux et qui mettent des noms/labels/étiquettes (durable , équitable, responsable,local, circuit-court, bio) sur cette consommation sans que nécessairement ils soient capables de dire si je vous dis dire bio qu'est ce que ca veut dire vraiment et pourquoi c'est important pour l'environnement ? Je pense pas que la connaissance technique est là, mais souvent il y a quand même des étiquettes comme ça qui les motivent et qui guident leur consommation. Mais ça c'est l'élite, je pense que le reste les gens ont entendu parler vaguement de... mais sans vraiment qu'il y ait une compréhension. On peut pas trop faire confiance dans la capacité du consommateur à avoir une cartographie précise des enjeux. Ca c'est le rôle de la distribution de les aider à répondre à leurs aspirations sans s'attendre à ce qu'ils comprennent vraiment ce qu'il y a derrière un label.

Que pensez-vous de l'attitude et du comportement des Belges ? A ce jour y a-t-il un grand écart entre les deux et quel a été/sera son évolution ?

Il y a un écart très grand entre ce que les gens déclarent être prêts à payer, ou la manière dont ils sont prêts à consommer. Il y a eu une enquête récemment dans tous les pays européens et je pense que dans les meilleurs des cas, càd les pays Scandinaves, de l'ordre de 90% des consommateurs disaient être prêt à payer plus pour des produits responsables/durables. Mais en réalité quand on regarde les parts de marchés des produits labellisés (que ce soit équitable, bio...) on est autour de 4-10% maximum. Clairement Il y a un écart entre ce que les gens disent faire et ce qu'ils font réellement. En un sens cet écart se creuse car de plus en plus de gens sont conscients des enjeux et déclarent que le DD pour eux est une priorité, mais le taux de croissance des produits labellisés est significatif mais on est pas en train de rattraper cet écart.

Et ce serait dû à quoi selon vous ? Ne s'informent-ils pas assez ou sont-ils surchargés d'informations qu'ils ne comprennent pas ?

Je pense qu'il y a un conflit entre deux logiques : la logique individualiste du consommateur, comme consommateur on veut s'en sortir avec un prix le plus bas possible, une facture assez faible et des critères min de santé quand même et la logique plus universaliste du citoyen, qui veut doit nouvelles sur la faim dans le monde, le changement climatique... et on a tout un appel d'air qui fait qu'on veut contribuer à ces problèmes-là. Mais il est très difficile de réaligner son intérêt individuel avec ces grands enjeux à l'échelle mondiale et à LT. Donc je pense que bcp de consommateurs dissocient un peu leur attitude de consommateur, individualiste, et leur attitude de citoyen, un peu plus universaliste. Parce que voilà le critère principal d'achat reste le prix.

Ne pourrait-on pas alors jouer sur ces motivations égocentriques et de changer la satisfaction et de motiver le consommateur à chercher d'autres critères que le prix ?

Après mon premier livre « les enjeux de l'environnement » j'ai fait ce même constat et j'ai écrit un second livre « écologie du bonheur » dans lequel je disais qu'au fond c'est pour votre bien-être à vous, votre sécurité, votre santé qu'il faut protéger l'environnement. C'est argument-là a bien marché, a accroché une sérieu de consommateurs pas très altruistes, et préoccupés par les grands enjeux environnementaux. Mais dès qu'on leur dit c'est pas pour les générations futures, c'est pour vous pour votre santé et sécurité qui est impliquée. C'est une manière de pouvoir ramener dans cette consommation D une fraction élevée de la population qui a plutôt des motivations égocentriques. Maintenant c'est quand même un travail sur le LT, quand on rentre dans le SM et qu'on a deux produits dont un certifié et plus cher, il y a rien à faire l'optimisation de son portefeuille va prendre le dessus. Il faut en effet essayer de créer des normes sociales qui font que consommer durable est la norme. C'est comme tricher par exemple : ne pas tricher c'est normal et personne ne va vous féliciter parce que vous n'avez pas triché car c'est vu comme un défaut. Pour l'instant, acheter un produit conventionnel est normal et si vous achetez un produit certifié c'est un bonus. Il faut donc faire évoluer les normes sociales pour qu'au fond le baseline serait d'acheter un produit certifié, responsable. Et si vous ne le faites pas, ok ça arrive vous avez peut-être un problème d'argent ce mois-ci donc d'accord mais c'est dommage parce que t'es sorti de la norme. Pour l'instant la norme reste la consommation conventionnelle. Et pour faire évoluer cette norme sociale, il faut d'abord mieux faire comprendre les enjeux derrière ces certifications, ensuite supprimer les doutes car beaucoup de gens ont des doutes ou plutôt utilisent le doute comme excuse pour ne pas consommer durable. (Oui mais bon j'ai vu un reportage à la télévision qui disait que les labels c'est pas bien...) Qui font qui n'ont plus aucune culpabilité. Et je pense c'est aussi le rôle un peu de figure de proue, la

société, des leaders (religieux/sociaux/politiques) d'envoyer ces messages que consommer durable c'est la norme sociale qui devrait être adoptée.

Ne pensez-vous pas que c'est aussi dû au fait qu'il y ait un manque de transparence ? Comme vous disiez dans votre conférence les consommateurs sont loin de la production et du coup ils ne font pas confiance, ne sachant pas vérifier.

C'est vrai qu'il y a ce qu'on appelle les filières d'approvisionnement ou les chaînes de valeur ajoutée qui sont devenues très très longues et très mondiales. Avant votre produit venait de votre terroir, de votre jardin, du champ voisin... Aujourd'hui il vient d'Indonésie, du Brésil...et donc il est passé par quantités d'intermédiaires qui sont des grandes multinationales agro-industrielles dans lequel le public en général a peu confiance pour une série de raison. Il y a eu des scandales (encore comme aujourd'hui, l'évasion fiscale qui est apparue dans la presse). Et donc il y a un espèce de manque de confiance dans toutes ces filières et dans les messages que les multinationales ou distributeurs envoient quant au côté durable ou équitable de leurs produits. Et de nouveau, inconsciemment, les gens sont toujours à la recherche d'une bonne excuse pour ne pas payer la petite prime sur le prix. Donc le moindre prétexte qu'on leur donne, ils se disent oui mais attention ils sont tous corrompus, donc je vais pas acheter.

Mais ne pensez-vous pas que tout de même maintenant, de plus en plus, bien que les gens ne le font pas, ils se sentent plus coupables et ils sont plus conscients ?

Oui, un segment du marché, que vous représentez, que je représente : comme les gens universitaires, éduqués, qui ont les moyens et qui peuvent se permettre cette consommation-là. Et c'est peut-être par là que ça peut commencer, mais il faut être réaliste, ça ne représente toujours que 10-20% de la population. Et donc il y a deux défis qui sont :

- *comment traduire – pour cette population-là –cette aspiration en décision d'achat, parce que sa culpabilité est vite cachée quand même, et*
- *comment généraliser cela à une population beaucoup plus large.*

Quels facteurs sociodémographiques influencent l'attitude et le comportement de la consommation durable ?

C'est étudié, c'est ce qu'on appelle le système de valeurs post matérialistes (où les gens se disent on est prêt à sacrifier un peu du matérialisme et payer un peu plus cher pour avoir un peu moins au nom de valeurs liées à la qualité de vie, à la

responsabilité. Et c'est lié à l'éducation, très clairement, là il y a une corrélation très très forte. C'est lié au capital social, le fait qu'on se sente, qu'on fait partie d'un groupe social avec qui on partage des idéaux, des ressources. Et donc on est prêt à faire un petit sacrifice personnel, pour le bien-être du groupe dans son ensemble. C'est évidemment lié au revenu parce que c'est clair que quand on a un revenu assez généreux, payer deux trois cents de plus pour un produit certifié il n'y a pas de problème, mais il y a quand même un partie de la population dont le revenue est limite et doit calculer chacune des dépenses et donc ne va pas payer plus cher pour un meilleur produit.

En ce qui concerne ces derniers ; ne pourrait-on alors pas jouer sur les mécanismes qui leur font consommer plus maintenant, tels que les promotions, les cartes de fidélité/loyauté... afin de les pousser vers une consommation plus réfléchie et durable ?

Tout à fait d'accord, mais cela n'arrange pas les distributeurs ou le secteur agro-industriel.

Ce dernier cherche à promouvoir la consommation. Et auprès de ce segment peu favorisé, peu éduqué ils favorisent ces mécanismes de prix, de fidélisation etc... Et auprès de la population éduquée, qui est consciente des enjeux environnementaux et sociaux, ils cherchent à promouvoir et légitimer la consommation par des labels. En disant regardez nos produits sont équitables, durables, ils ont une faible empreinte carbone ils cherchent à déculpabiliser le consommateur en le faisant opter pour une meilleure consommation plutôt qu'une réduction de celle-ci. Aucun distributeur ne va mettre en place un programme pour diminuer la consommation. Ils vont la déculpabiliser mais pas la diminuer.

Qu'est-ce que vous pensez de l'offre et des solutions qui se trouvent actuellement sur le marché belge ? Si vous deviez comparer Colruyt, Delhaize et Carrefour.

De nouveau, il y a une espèce de différentiation des distributeurs. Il y a le segment bas prix, e.g.Intermarché, donc des produits les moins chers possibles qui ne peuvent pas être durables, et puis il y a quelques marges tels que Delhaize, Rob...qui se concentrent plutôt sur le segment élevé et donc avant tout la qualité associée aux notions de durabilité. Mais à ma connaissance, aucun grand distributeur en Belgique ne fait vraiment de l'aspect durabilité son argument de vente. On trouve cela aux Etats-Unis, il y a une chaîne de supermarché Whole Foods où là clairement l'argument de vente est : bio, qualité, durable, équitable... Evidemment c'est très cher, on paie 20-30% plus cher qu'un autre supermarché. En Afrique du Sud il y a une chaîne Woolworths qui a aussi tout un programme de cette image de qualité,

durabilité et équitabilité. En Belgique, je n'en connais pas qui ont fait de ça leur argument de vente. Delhaize fait l'argument de la qualité des produits et Colruyt/Intermarché les bas prix. On joue sur ces registres-là, à ma connaissance bien sûr.

Et comment pensez-vous que cela va évoluer ?

Je ne fais pas souvent les courses, donc je ne vois pas cela de près. Bien sûr là nous avons parlé des grands distributeurs, mais il y a de plus en plus de petits distributions locales. J'habite dans un village où un fermier a sa petite étale le long de la route et vend tous les samedis les légumes de son champ, il y a des initiatives du panier bio ici à Louvain-la-Neuve. On voit en effet apparaître des initiatives prometteuses mais si on les voit comme étant le germe d'une distribution future alors oui, mais si on s'arrête là on en est aujourd'hui, c'est symbolique. Il faut vraiment que ce soit le départ de quelque chose qui va devenir à grande échelle.

Pensez-vous que le consommateur belge a des attentes envers les grandes enseignes ? Qu'est-ce qu'il nécessite de la part des entreprises pour changer son comportement ?

On ne peut en effet pas avoir une seule réponse pour « les Belges ». Mais si on prend à nouveau la catégorie des privilégies, ils s'attendent à plus de transparence, d'informations. La simple confiance dans la marque ne suffit pas. Ce n'est pas parce que je vais chez Delhaize que tout est bon. J'aimerais par ex savoir, quel est le contenu en huile de palme dans ma pâte à tartiner. Quand les distributeurs disent tous nos poissons sont durables. Les consommateurs veulent savoir ce que ça veut dire « durable ». Est-ce un label, un organisme indépendant a-t-il audité ? Dans la durabilité des poissons il y a un grand label international, le Marine Stewardship Council, MSC, et pourtant bien que tous les poissons sont dits durables dans la grande distribution, « aucun » n'a le label MSC. Donc je pense que plus en plus de consommateurs ne vont pas se contenter d'une affirmation un peu obscure d'un distributeur mais ils vont vouloir établir la traçabilité. L'UE/La Commissions Européenne a ce projet pilote que l'empreinte carbone de tous les produits soit inscrite sur l'emballage. On va pouvoir vérifier si c'est local, quelle est la part de transports etc... Il y aura une catégorie des consommateurs qui vont vouloir avoir cette information et qui vont utiliser la nouvelle technologie, les smartphones en particulier pour obtenir l'information. Je disais à la conférence que c'est pas du tout illusoire de penser que d'ici quelques années on va pouvoir scanner un code barre sur un produit et voir apparaître sur son smartphone une série de critères : est-ce que c'est bio, certifié par qui/où, l'empreinte carbone, d'où ça vient, l'impact sur l'eau/la forêt etc... Mais je pense que ce ne sera toujours qu'une petite fraction de la population qui va vraiment utiliser cette information dans sa décision d'achat. C'est

bien de pousser cet aspect, mais si on ne en parle que de 5-20% de la population, on a pas résolu le problème. Il faut aussi trouver une solution pour les 80% restant qui représentent la majorité de la consommation. Et là je pense qu'à un moment, on ne pourra pas éternellement avoir une politique des prix les plus bas, parce qu'on est vraiment en train de tuer les petits producteurs, on rend les pratiques durables/responsables complètement impossibles si on impose un prix aussi bad aux producteurs. On l'a vu pour le lait...

Appendix 3: Interview guide Pascal Léglise

(French)

Présentation de l'interview(eur)

- *Se présenter*

- *Introduire le contexte et sujet de l'étude*

- Préciser que les objectifs de l'entretien est de connaître son avis personnel et son expérience

Présentation de l'interviewé

- Nom et prénom

- Âge

- Profession

- Nombre d'années d'expérience

Questions concernant le problème actuel et une segmentation socio-démographique

- *Les parts de marché des produits alimentaires durables dans la grande distribution restent petites. Quel est le problème au niveau du consommateur selon vous? Comment évaluez-vous de manière générale l'attitude et le comportement du consommateur belge?*
- *Est-ce pertinent selon de vous de segmenter les consomm'acteurs (durables) selon des critères socio-démographiques? Quel est le rôle de la culture par ex. (Fl-Wall)*

Questions concernant les déterminants de l'intention d'achat

- *Pensez-vous qu'à ce jour il y ait une pression sociale, positive ou negative, à l'achat de produits durables?*
- *La difficulté avec la durabilité c'est que c'est un attribut de crédibilité et que beaucoup en abusent. Ce qui résulte en un manque de confiance de la part des consommateurs en matière des affirmations. Pensez-vous que cela influence leur intention d'achat?*
- *Lié au point précédent, les connaissances semblent jouer un rôle. Dans la littérature on distingue la connaissance objective et subjective (le fait d'avoir confiance en ses connaissances). Pensez-vous que cela influence positivement ou négativement l'intention d'achat?*
- *Avec la mondialisation on a agrandi la distance entre la consommation et la production. Pensez-vous que le consommateur perçoit l'efficacité de ses actions?*

Questions concernant les motivations, freins et préoccupations des consommateurs

- *Quelles sont selon vous les principales motivations et barrières à l'achat de produits durables? Faut-il différencer les différents aspects (bio/fair…)?*
- *Quelles sont les principales préoccupations, internes ou externes pr acheter durable?*

Clôturer

- *Demander si d'éventuels commentaires additionnels*
- *Remercier*

Appendix 4 : Interview transcript Pascal Léglise

Date and location : 05/12/2017 in Evere

Duration : 29min21

Pouvez-vous me dire, en guise de présentation, votre nom/âge/profession/années d'expérience ?

Pascal Léglise, directeur Qualité-Développement Durable et, depuis le 1er décembre directeur RSE pour Carrefour Belgium. Cela fait 20 ans que je travaille chez Carrefour, autrement 15 ans dans l'agro-alimentaire à différents titres au niveau qualité, sécurité alimentaire, environnement et au niveau éthique.

Les parts de marché des produits durables dans la grande distribution restent assez fort marginales. Comment évaluez-vous de manière générale l'attitude du consommateur belge et son comportement actuel?

Il y a des études de marché qui sont faites, de façon globale, par Nielsen ou GFK, des organismes qui étudient en permanence l'acte de consommation du citoyen belge au travers de différentes enseignes qui acceptent de leur donner leurs chiffres de vente. Ces études de marché ne comportement pas nécessairement, ou très peu, de critères sur la notion de produits dits durables. Eux raisonnent par extrapolation partant du principe qu'un produit bio doit être un produit durable et vont interpréter l'achat durable des citoyens belges au travers de sa consommation de produits bio par exemple. En France, il existe une société qui s'occupe de mettre en place, et de donner les résultats une fois par an, d'un baromètre de suivi des achats par les citoyens français de produits dits durables, la société Greenflex. Ce genre d'outil n'existe pas en Belgique.

Je pense qu'il y a une sensibilité certaine, de quel ordre est-elle, je ne sais pas le dire. C'est bien ça tout le débat avec nos acheteurs et le marketing. Tant qu'on ne le mesure pas, on ne le sait pas. Tout au plus on s'aperçoit que quand on lance du poisson par ex respectueux de la protection des réserves halieutiques, en l'occurrence certifié MSC, les gens en achètent. Bien sûr l'assortiment bio fonctionne, mais ça de longue date. On a une série d'articles que nous proposons, qui ont « de la valeur ajoutée » qu'on pourrait catégoriser comme durables, que ce soit des produits labellisés FSC, des produits locaux ou autres... et là on s'aperçoit que ces produits-là fonctionnent bien. Est-ce que pour autant c'est à attribuer à leur valeur « de durabilité », on n'a pas mesuré...

Est-ce que selon vous c'est pertinent d'aller segmenter les consommateurs « durables » selon des critères sociodémographiques ?

Si je reprends la synthèse reçue de l'étude faite en France, on s'aperçoit que les préoccupations varient en fonction du niveau d'éducation, de revenu et de l'âge. Le sexe je ne le pense pas, mais on peut vérifier. Ce sont les populations passées le cap

des 55 ans qui sont le plus sensibles à toutes ces notions de durabilité. Est-ce parce que elles rentrent dans une vie de cycle de vie, si on peut dire, et donc pensent plus aux générations futures ? Est-ce par rapport au fait qu'ils se raccrochent beaucoup plus à la nature que précédemment où il y avait d'autres préoccupations fondamentales lorsqu'on a charge de famille et qu'il faut éduquer les enfants, c'est logique il y a d'autres priorités. On s'aperçoit que les plus jeunes, adolescents et autres sont attentifs à cela, mais là c'est peut-être par souci d'éveil, de vouloir développer quelque chose de positif et constructif pour la planète. Ce sont en effet les années où on peut se permettre de rêver le plus. Donc c'est certain qu'on constate ces phénomènes. Et d'une certaine façon, les générations entre les deux ont des préoccupations mais ne sortent pas comme prioritaires. Il doit y avoir des variables sur le niveau de formation, d'éducation, d''information de base... Donc oui c'est logique.

Pensez-vous que la culture ait un rôle aussi et qu'il y ait par exemple une différence entre les préoccupations des flamands et des wallons (environnement vs santé)?

Oui, de toute façon... et on peut dire que c'est lié à la culture, c'est vrai. Mais la culture dans le sens où je pense que dans le nord de l'Europe ils sont avancés en matière de tout ce qui est respect et préoccupation de standards sociaux. Donc automatiquement quand cette étape-là est passée, ou fonctionne bien, on s'intéresse à l'environnement, je pense... Et d'autres sujets peuvent émerger. Et que donc d'emblée vous passez au registre suivant. Là où, dans le sud du pays, on est encore plus (pré)occupé à - et c'est logique hein, c'est lié à l'histoire, aux conditions socio-économiques - trouver de l'emploi. Le chômage est élevé et il faut trouver des solutions qui, on va dire dans la pyramide de Maslow, sont plus fondamentales. Et donc en fonction des besoins par rapport à cette pyramide des différentes sociétés, vous avez des évolutions différentes. Mais loin de moi l'idée de dire que l'attention à ce sujet-là est un sujet de(société de) riches. Quoi que, si on regarde la pauvreté en Afrique et autres...ils vont peut-être pas directement penser à faire du bien pour la planète s'ils meurent de faim. Mais d'un autre côté, c'est çà l'erreur justement, c'est de vouloir tout catégoriser. On sait très bien faire de la durabilité en répondant à des préoccupations majeures. Et à mon avis ils sont même beaucoup plus durables. Parce qu'on va essayer de mettre en œuvre un circuit socio-économique qui aura pour effet de durer justement en étant correctement étudié et abordé sur le terrain et en tenant compte de critères de durabilité.

Pensez-vous qu'il y ait chez les consommateurs une certaine pression sociale à consommer plus durablement ?

A mon sens, on n'est pas du tout encore à ce stade-là. Il n'y a pas de déconsidération. Simplement ce qu'il y a, pour le moment nous avons des mises en évidence de ce qui faudrait éviter pour ne pas arriver à des situations catastrophiques environnementales. C'est certain qu'aujourd'hui le plastic dans les océans, cela a été largement dénoncé. Et c'est sûr que le point d'attention est mis dessus. Est-ce que pour autant que vous sortez du hypermarché avec un sac plastique vous vous faites fusiller du regard ? Non, pas encore. En fait on a la prise en compte des sujets par le politique, dont c'est le rôle, de réguler un peu la société civile, et qui donc essaie de faire des propositions, tantôt extrêmes voire irréalistes dans le cadre du changement progressif qu'on est amené à faire, soit elles sont tout à fait raisonnables et bien raisonnées et on peut y passer. C'est d'ailleurs ce que tout le monde fait. On a quand même quelques mouvements de types coercitifs que sont déjà l'élaboration d'un chapitre sur le développement durable, sur votre responsabilité sociétale des entreprises dans les codes de gouvernance quand vous êtes cotées en bourse. C'est déjà un phénomène d'obligation, de pression, qui vous est demandé. On a des règlementations qui aujourd'hui vous oblige à faire attention à certaines choses qui peuvent être interprétées dans le cadre du développement durable, par exemple : les dons alimentaires ou en tout cas l'interdiction de jeter ce qui est encore consommable, aussi ce qui concerne les plans énergie (la réduction de la consommation énergétique), vous allez avoir les plans de mobilité... Donc il y a d'un point de vue coercitif des démarches qui se font pour essayer de plus en plus de limiter certaines empreintes et qui sont de très bon ton et donc doivent se décliner de façon concrète et volontaire par les secteurs privés, et retraduits dans leur rapport annuel.

Pensez-vous que il y ait un grand manque de confiance de la part des consommateurs en matière des affirmations durables?

Je pense que toute forme de label est une bonne initiative de vouloir promouvoir quelque chose, mais manquera toujours de transparence et peut-être même, dans certains cas, de sérieux. En ce sens qu'il faut se méfier de toutes allégations folkloriques, voire commerciales (qui se limitent juste à du marketing), et il faut plutôt voir dans quel contexte mesurable on peut affirmer certaines choses. C'est d'ailleurs pour cela que la CE s'en est inquiétée se rendant compte que la notion de durabilité devenait/prenait l'allure d'un chapitre commercial et pouvait faire l'objet de concurrence déloyale, si interprétée de façon différente par les uns et par les autres. De là tout le programme qu'elle a lancé au niveau européen, Organisation Environmental Footprint (OEF), dans laquelle la commission a essayé de standardiser les mesures qu'on peut faire en matière de durabilité, là en l'occurrence c'était pour des empreintes environnementales, et être sûre que quand tout le monde s'exprime en matière de bilan carbone, en matière d'eau... qu'on mesure tous de la même façon en sortant les standards de mesure. Et je pense qu'il va en être de même pour toute autre critère si aujourd'hui on essaie de comprendre

et de légiférer ce qu'est un produit santé, demain ça va être exactement le même exercice quand on dira mais c'est quoi un produit durable : qu'est-ce qu'on met comme valeurs dedans, à quelle moment devient-il durable, à quel moment ne l'est-il pas. Il y a un très grand besoin d'uniformiser les standards de mesure et d'expression afin d'éviter des allégations folkloriques. Aujourd'hui le consommateur reçoit des choses, a des difficultés de les analyser, a beaucoup de questions et n'est pas pour autant rassuré car il trouve souvent des allégations contraires et dans ce cas-là il est perdu.

Son manque de confiance pourrait donc être une barrière importante à l'intention d'achat ?

Ha, tout à fait !

Lié à ce point-là justement, il y a le rôle des connaissances. On distingue les connaissances objectives et subjectives. Laquelle des deux a le plus d'influence selon vous sur le comportement et l'intention d'achat ?

Ca ça dépend de tout individu : vous fonctionnez plus à l'émotion ou au rationnel. Si votre achat est rationnel, vous allez chercher les chiffres. Vous allez essayer d'avoir quelque chose de pragmatique et rationnel. Si votre achat est impulsif, émotionnel, vous allez vous satisfaire d'une allégation, pas spécialement démontrée, mais qui va vous rassurer dans la confiance que vous voulez vous donner. De ce côte-là je pense donc qu'il n'y ait pas l'une qui prime sur l'autre. On doit viser à quantifier au maximum pour faciliter les comparaisons. Vivre dans un monde à 200% rationnel, serait bien triste. Il faut garder cette part ou en tous les cas il faut avoir une approche de ce qu'on ne veut pas voir. Certains abus peuvent tromper fortement le consommateur et certaines allégations sont à dénoncer ou à refuser d'utiliser une fois pour toutes, parce qu'on les sait trop « confusantes », si je puis m'exprimer ainsi.

Avec la mondialisation, la distance entre la production et la consommation s'est agrandie. Pensez-vous qu'il y ait comme barrière à l'achat des produits durables le fait que le consommateur ne pense pas que ses actions individuelles vont réellement avoir un impact sur la durabilité ?

Ca dépend de la notoriété de l'institution qui l'exprime... Si demain vous avez le WWF qui sort certaines « vérités » venant d'études, on aura tendance à plus le croire lui qu'une société commerciale qui vend ses produits. Après vous avez la mesure faite dans des cadres standardisés (« meten is weten »). Les systèmes de certification accrédités et autres, peuvent apporter une confiance, pour autant que

ceux-ci soient connus par l'utilisateur final et qu'il en mesure bien les faits. Ce que je crains ne soit pas la réalité aujourd'hui. On a beau sortir quelque chose, c'est quand il y a un scandale qui arrive qu'on peut dire « oui mais on avait tel système de prévention de risque, on a développé tel schéma de certification par un tiers accrédité » pour petit à petit recréer un certaine confiance. Encore une fois, tout ce qu'on peut déployer n'a aucun sens si en parallèle on ne fait pas de formation et de la communication vers l'utilisateur final. On développe souvent beaucoup de choses, on met des systèmes de contrôle extérieur, de certification accréditée et autres, mais si le consommateur ne sait pas ce que ça veut dire... Donc il ressort souvent la notoriété de celui qui s'exprime. Et c'est lié à la publicité ce qui n'est pas négatif.

Quelles sont les principales préoccupations, internes ou externes, des consommateurs pour consommer durable pensez-vous ?

Du peu qu'on sait - encore une fois il n'y a pas d'étude de marché et il faut se référer à ce qui s'est fait en France - la durabilité est associée dans un premier temps à la notion de respect de l'environnement. Mais le challenge économique n'est jamais très loin, dans un sens comme dans l'autre : que ce soit pour l'entrepreneur et/ou pour les acteurs de terrain. Donc oui, les préoccupations environnementales sont certainement celles qui guident le plus le client, je pense, mais ce qui n'empêche pas d'avoir d'autres thématiques comme la santé etc... Mais il me semble que dans ce domaine-là on doit aller de l'avant.

Quelles sont selon vous les principales motivations (liées au produit) et les barrières à l'achat de produits durables?

Il faut voir jusqu'à quel point le public, passionné par la durabilité, tient quand même en compte la notion du prix du produit. Après il y a les notions traditionnelles je pense qui reviennent en avant : le goût, le rapport qualité-prix et bien entendu les critères de durabilité. Aujourd'hui nous raisonnons que nos produits doivent être bons, sains et durables/responsables. Encore une fois, comment la population va y être sensible, on ne peut l'exprimer qu'au travers des actes d'achat, mais je dirais que tous les produits que nous jugeons durables – car il n'y a pas de définition officielle – et que nous mettons en vente jusqu'à lors réussissent et sont toujours là. Donc on sait qu'il y a un certain attrait, ça c'est évident. La dernière pratique qu'on a mise en œuvre dans le cadre du zéro-déchet - permet au client de venir avec ses propres récipients - nous démontre qu'il y a d'abord une intention exprimée : sur les sites - on fait le buzz partout-, dans les médias on a trouvé ça formidable etc... Maintenant on va se donner 6 mois pour voir concrètement combien de clients viennent vraiment avec leurs propres récipients, parce qu'il y a ce qu'ils disent et puis ce qu'ils font.

Selon vous quelle est la chose principale qui faille faire pour combler l'écart entre ce que les consommateurs disent et ce qu'ils font ?

Ha c'est de l'information ! De l'information et de la communication et comme l'éducation, c'est l'art de la répétition. Il faut rappeler, rappeler, rappeler... Encore une fois il faut une information structurée, standardisée, et qui est validée. Car il ne suffit pas de dire « les produits locaux c'est durable », je sais pas pourquoi on dit ça moi. Il y a peut-être d'autres produits industriels qui sont tout aussi durables. Il faut voir sur quels paramètres on se base. Oui intuitivement on se dit s'est fait localement, ça doit être durable, mais et si le producteur triche ? Ca ne va pas être durable. Il faut des conditions minimales, vraies chez le producteur local et chez celui de plus grande taille. Je dirais même encore plus vrai chez les plus grandes tailles, car ils ont une responsabilité d'autant plus grande et ne peuvent pas se permettre d'échouer. Tout sera toujours fonction de ce que vous mettez dans la notion de durabilité. J'ai parfois dû mettre en garde certains producteurs locaux, car dans leurs pratiques observées ils mettaient réellement en danger la sécurité alimentaire. Mais ça ne s'est pas traduit car c'était sur un petit échantillon. Sans en faire un conflit entre l'un et l'autre, chaque situation doit être étudiée pour les avantages et inconvénients qu'elle offre, mais je ne pense pas qu'il y ait une règle qui d'emblée dise celui-là est bon ou non. Prenons l'exemple des produits bio, les deux derniers scandales alimentaires étaient liés aux produits bio. C'est pas de leur faute, entendons-nous. Je n'ai rien contre le bio. Mais à un moment donné il faut voir que toutes les règles qu'on s'impose ont un sens et voir dans quelle mesure elles sont appliquées. Surtout quand elles permettent d'aboutir à la conclusion d'une durabilité éventuelle de quelque chose. Au fond ce qui nous manque – mais on y travaille – c'est « qu'est-ce que la durabilité » ?

Est-ce encore à jour que les consommateurs perçoivent une faible disponibilité des produits durables ? (par ex : leur visibilité, leur stock en magasin, leur présence dans certains magasins ou non, les promotions...)

Mais non parce que justement un produit sur lequel il y a une promotion, va-t-il être jugé durable ? C'est peut-être une bête question ce que je dis, mais c'est ce qu'on s'est interdit de faire avec nos producteurs locaux. Ces produits-là ont un coût, calculé par le producteur local. On ne se permet donc pas de les vendre moins cher, car sinon on tue de la valeur. Et quelqu'un y perd. On peut donc se poser la question du concept des promotions.

Pour revenir à la question de base, non. L'autre jour on est venu voir chez nous les produits éco labellisés, principalement non alimentaires. J'ai été agréablement surpris d'en avoir plus d'une vingtaine dans notre assortiment, ce qui faisait de nous le premier distributeur qui en avions le plus. On continue de les vendre, ils sont à

disposition, maintenant comme dans tout, c'est l'acte d'achat qui fait que le produit est développé ou non. Si le client ne se prononce pas – vous me direz c'est l'histoire de l'œuf et de la poule, on ne sait pas qui va commencer le premier – et il est de notre responsabilité de mettre ces produits à disposition et de bien les vendre, les mettre en avant. Et puis ça rentre dans le métier traditionnel du commerce. Ils resteront tant qu'ils se vendent correctement, autrement ils disparaîtront, ça c'est clair...

Appendix 5: Survey flow and questions

Block: Présentation (1 Question)
Standard: Introduction (1 Question)
Standard: Partie I (3 Questions)
Standard: Partie II sans condition (3 Questions)

Branch: New Branch
If
If 3. A quelle fréquence avez-vous déjà acheté des produits alimentaires durables dits... In welke mat... - Toujours/altijd Is Equal to 4

Block: Condi si pas jms (4 Questions)
Block: SN et PCE (2 Questions)
Block: Intention (3 Questions)
Block: Partie III SKN (2 Questions)
Block: Socio-demographics (6 Questions)

EndSurvey:

Branch: New Branch
If
If 3. A quelle fréquence avez-vous déjà acheté des produits alimentaires durables dits... In welke mat... - Jamais/nooit Is Equal to 4

Block: Condi si pas tjr (2 Questions)
Block: SN et PCE (2 Questions)
Block: Intention (3 Questions)
Block: Partie III SKN (2 Questions)
Block: Socio-demographics (6 Questions)

EndSurvey:

Standard: Condi si pas jms (4 Questions)
Standard: Condi si pas tjr (2 Questions)
Standard: SN et PCE (2 Questions)
Standard: Intention (3 Questions)
Standard: Partie III SKN (2 Questions)
Standard: Socio-demographics (6 Questions)

EndSurvey:

Page Break

{Nederlandstalige versie onderaan}

Bonjour,

Dans le cadre de mon mémoire, je vous invite à répondre à cette étude qui porte sur l'attitude et l'intention d'achat des consommateurs belges vis-à-vis de l'alimentation durable. Sachez que le questionnaire est totalement **anonyme** et qu'il n'y a **pas** de bonnes ou de mauvaises réponses. Ce qui m'intéresse c'est votre avis **sincère**.

Cette enquête ne prendra que 10 petites minutes de votre temps. Je vous demanderais de bien vouloir la remplir **entièrement et sans interruption** afin d'en assurer le bon déroulement.

Un immense merci d'avance pour votre participation. Vos réponses me seront d'une aide précieuse.

Excellentes fêtes de fin d'année,

Victoria

Etudiante en dernière année de master en ingénieur de gestion

Louvain School of Management (UCL)

Beste,

In het kader van mijn thesis, nodig ik u uit dit onderzoek te beantwoorden met als doel het gedrag en de aankoopsintentie van Belgische consumenten te meten ten opzichte van duurzame voeding. Deze vragenlijst is geheel **anoniem** en er zijn **geen** goede of slechte antwoorden. Wat mij interesseert, is uw **oprechte** mening.

Dit onderzoek zal ongeveer 10 minuten van uw tijd in beslag nemen. Mag ik u vragen om dit AUB **volledig en zonder onderbreking in te vullen** om een goed verloop te verzekeren.

Bij voorbaat hartelijk bedankt voor uw deelneming. Uw antwoorden zullen mij enorm veel helpen.

Prettige eindejaarsfeesten,

Victoria

Eindejaarsstudent van een master in handelsingenieur
Louvain School of Management (UCL)

Introduction/inleiding:

L'alimentation durable est une notion vaste et multidimensionnelle, difficile à définir de manière unique. Dans cette enquête, elle est abordée du point de vue de **l'achat** de produits alimentaires durables, parmi lesquels on distingue: les produits **locaux**, **biologiques**, **équitables** et **respectueux des animaux** (e.g. labels MSC/ASC).

Duurzame voeding is een ruim en multidimensioneel begrip dat moeilijk op een unieke manier te definiëren valt. In deze vragenlijst, is ze benaderd vanuit het opzicht van de **aankoop** van duurzame voedingsproducten, waaronder men de volgende producten onderscheidt: **lokale, biologische, fair trade** en **diervriendelijke** voedingsproducten (e.g. labels MSC/ASC).

PARTIE I Comportements par rapport aux achats alimentairesDEEL I Gedrag ten opzichte van voedingsaankopen

1. Quand vous achetez des produits **alimentaires**, quel est le degré d'importance que vous accordez aux attributs suivants? Wanneer u **voedingsproducten** koopt, in welke mate zijn de volgende eigenschappen voor u belangrijk?

	Pas du tout important/helemaal niet belangrijk (1)	Pas important /niet belangrijk (2)	Neutre/neutraal (3)	Important/belangrijk (4)	Très important /zeer belangrijk (5)
Le prix/de prijs (1)	○	○	○	○	○
La marque/het merk (2)	○	○	○	○	○
La facilité d'achat/het gemak van aankoop (3)	○	○	○	○	○
Le/de packaging (4)	○	○	○	○	○
Les ingrédients /de ingrediënten (5)	○	○	○	○	○
Le goût/de smaak (6)	○	○	○	○	○
La quantité/de hoeveelheid (7)	○	○	○	○	○

La date de péremption /de vervaldatum (8)	○	○	○	○	○
La valeur nutritionnelle/de voedingswaarde (9)	○	○	○	○	○
La présence d'un label durable (e.g. bio, fair…)/de aanwezigheid van een duurzaam keurmerk (10)	○	○	○	○	○
La provenance /de afkomst (11)	○	○	○	○	○

1bis. Y a-t-il encore d'autres attributs de produit que vous aimeriez ajouter? Zijn er nog andere producteigenschappen die u zou willen toevoegen?

PARTIE II Comportements par rapport aux produits alimentaires durablesDEEL II Gedrag ten opzichte van duurzame voedingsproducten

2. Quelle est votre **attitude** envers **l'achat** d'un produit alimentaire **durable?** (l'échelle va de 1 à 7 avec e.g. 1=la plus mauvaise attitude et 7= la meilleure) Wat is uw **stellingname** tegenover de **aankoop** van een **duurzaam** voedingsproduct**?** (de schaal gaat van 1 naar 7 met e.g. 1=de slechtste stellingname en 7= de beste)

	1	2	3	4	5	6	7	
	1 (0)	2 (1)	3 (2)	4 (3)	5 (4)	6 (5)		
Mauvaise/slecht (1)								Bonne/goed
Déplaisante/onaangenaam (2)								Plaisante/aangenaam
Insensée/onzinning (3)								Sensée/zinnig
Négative/negatief (4)								Positive/positief
Inutile/onnuttig (5)								Utile/nuttig

3. A quelle fréquence avez-vous déjà acheté des produits alimentaires durables dits… In welke mate hebt u al de volgende duurzame voedingsproducten gekocht…

	Jamais/nooit (1)	Rarement/zelden (2)	Parfois/soms (3)	Souvent/vaak (4)	Toujours/altijd (5)
Locaux/lokale (1)	○	○	○	○	○
Biologiques/biologische (2)	○	○	○	○	○
Equitables/fair (3)	○	○	○	○	○
Respectueux des animaux/diervriendelijke (4)	○	○	○	○	○

4. Parmi les sujets suivants, auquel accordez-vous plus d'importance quand vous achetez un produit alimentaire durable? Welk onderwerp is voor u meer belangrijk wanneer u een duurzaam voedingsproduct koopt?

	Pas du tout important/helemaal niet belangrijk (1)	Pas important/niet belangrijk (2)	Neutre/neutraal (3)	Important/belangrijk (4)	Très important/zeer belangrijk (5)
La santé /de gezondheid (1)	○	○	○	○	○
L'environnement naturel/de natuurlijke omgeving (2)	○	○	○	○	○
Les conditions de travail/de arbeidsvoorwaarden (3)	○	○	○	○	○

Le bien-être des animaux/het dierenwelzijn (4)	○	○	○	○	○
L'économie locale/de lokale economie (5)	○	○	○	○	○
La sécurité alimentaire/de voedselveiligheid (6)	○	○	○	○	○
Le commerce équitable/de fair trade (7)	○	○	○	○	○
Le changement climatique/de klimaatsverandering (8)	○	○	○	○	○

4bis. Y a-t-il un autre sujet que vous aimeriez ajouter? Is er en ander onderwerp dat u graag zou toevoegen?

_____

5. Quel est votre degré d'accord avec les propositions suivantes: In welke mate gaat u akkoord met de volgende stellingen: *J'achète des produits alimentaires durables car ils… Ik koop duurzame voedingsproducten omdat ze…*

	Pas du tout d'accord/helemaal niet akkoord (1)	Pas d'accord/ niet akkoord (2)	Neutre/neutraal (3)	D'accord/akkoord (4)	Tout à fait d'accord/helemaal akkoord (5)
Ont meilleur goût/ een betere smaak hebben (1)	○	○	○	○	○
Sont de qualité supérieure/ van hogere kwaliteit zijn (2)	○	○	○	○	○
Sont plus sûrs/ veiliger zijn (3)	○	○	○	○	○
Sont plus frais/ frisser zijn (4)	○	○	○	○	○
Ont une meilleure valeur nutritionnelle/ een betere voedingswaarde hebben (5)	○	○	○	○	○

Procurent une meilleure traçabilité/ een betere traceerbaarheid leveren (6)	○	○	○	○	○
Offrent plus de prestige/ meer prestige bezorgen (7)	○	○	○	○	○
Contiennent moins d'additifs artificiels (e.g. pesticides, OGM)/ minder artificiële additieven bevatten (e.g. pesticiden, GGOs) (8)	○	○	○	○	○
Sont plus contrôlés/ meer gecontroleerd zijn (9)	○	○	○	○	○

5bis. Y a-t-il une autre raison que vous aimeriez ajouter? Is er een andere reden die u graag zou toevoegen?

7. Dans quelle mesure êtes-vous d'accord avec les propositions suivantes: In welke mate gaat u akkoord met de volgende stellingen: *La plupart des gens qui sont importants à mes yeux,... De meeste mensen die belangrijk zijn voor mij,...*

	Pas du tout d'accord/helemaal niet akkoord (1)	Pas d'accord/ niet akkoord (2)	Indécis/onbeslist (3)	D'accord/akkoord (4)	Tout à fait d'accord/volledig akkoord (5)
Pensent que je devrais acheter des produits alimentaires durables/denken dat ik duurzame voedingsproducten zou moeten kopen (1)	○	○	○	○	○
Voudraient que j'achète des produits alimentaires durables/zouden willen dat ik duurzame voedingsproducten koop (2)	○	○	○	○	○
Préféreraient que j'achète des produits alimentaires durables/zouden liever hebben dat ik duurzame voedingsproducten koop	○	○	○	○	○

(3)

8. Dans quelle mesure êtes-vous d'accord avec les propositions suivantes: In welke mate gaat u akkoord met de volgende stellingen:

	Pas du tout d'accord/helemaal niet akkoord (1)	Pas d'accord/niet akkoord (2)	Indécis/onbeslist (3)	D'accord/akkoord (4)	Tout à fait d'accord/volledig akkoord (5)
La contribution d'une personne individuelle à une consommation alimentaire durable est faible/De bijdrage van een individueel persoon tot duurzame voedingsconsumptie is zwak (1)	○	○	○	○	○
Les efforts en matière de consommation alimentaire durable effectués par une seule personne sont inutiles tant que d'autres personnes n'en font pas/Inspanningen in verband met	○	○	○	○	○

duurzame voedingsconsumptie geleverd door een individueel persoon zijn nutteloos zolang andere mensen er geen leveren (2)	

9. Dans quelle mesure êtes-vous d'accord avec les propositions suivantes: In welke mate gaat u akkoord met de volgende stellingen: *Dans le futur, je suis **disposé(e) à davantage privilégier** l'achat de produits alimentaires durables dits... In de toekomst, ben ik **bereid** de aankoop van de volgende duurzame voedingsproducten **meer te bevoordelen**...*

	Pas du tout d'accord/helemaal niet akkoord (1)	Pas d'accord/niet akkoord (2)	Indécis/on beslist (3)	D'accord/akkoord (4)	Tout à fait d'accord/volledig akkoord (5)
Locaux/lokale (1)	○	○	○	○	○
Biologiques/biologische (2)	○	○	○	○	○
Equitables/fair (3)	○	○	○	○	○
Respectueux des animaux/diervriendelijke (4)	○	○	○	○	○

10. Dans quelle mesure êtes-vous d'accord avec les propositions suivantes: In welke mate gaat u akkoord met de volgende stellingen: *Dans le futur,* ***j'envisage de davantage privilégier*** *l'achat de produits alimentaires durables dits... In de toekomst,* ***overweeg*** *ik de aankoop van de volgende duurzame voedingsproducten* ***meer te bevoordelen****...*

	Pas du tout d'accord/helemaal niet akkoord (1)	Pas d'accord /niet akkoord (2)	Indécis/on beslist (3)	D'accord/akkoord (4)	Tout à fait d'accord/volledig akkoord (5)
Locaux/lokale (1)	○	○	○	○	○
Biologiques/biologische (2)	○	○	○	○	○
Equitables/fair (3)	○	○	○	○	○
Respectueux des animaux/diervriendelijke (4)	○	○	○	○	○

11. Dans quelle mesure êtes-vous d'accord avec les propositions suivantes: In welke mate gaat u akkoord met de volgende stellingen: *Dans le futur, je **ferai des efforts** pour **davantage privilégier** l'achat de produits alimentaires durables dits... In de toekomst, zal ik **inspanningen doen** om de aankoop van de volgende duurzame voedingsproducten **meer te bevoordelen**...*

	Pas du tout d'accord/helemaal niet akkoord (1)	Pas d'accord /niet akkoord (2)	Indécis/on beslist (3)	D'accord/akkoord (4)	Tout à fait d'accord/volledig akkoord (5)
Locaux/lokale (1)	○	○	○	○	○
Biologiques/biologische (2)	○	○	○	○	○
Equitables/fair (3)	○	○	○	○	○
Respectueux des animaux/diervriendelijke (4)	○	○	○	○	○

PARTIE III Profil DEEL III Profiel

12. Dans quelle mesure êtes-vous d'accord avec les propositions suivantes: In welke mate gaat u akkoord met de volgende stellingen:

	Pas du tout d'accord/helemaal niet akkoord (1)	Pas d'accord/ niet akkoord (2)	Neutre/neutraal (3)	D'accord/akkoord (4)	Tout à fait d'accord/volledig akkoord (5)
En comparaison avec une personne ordinaire, je sais beaucoup à propos des produits alimentaires durables/In vergelijking met een doorsneemens, weet ik veel over duurzame voedingsproducten (1)	○	○	○	○	○
J'en sais beaucoup sur comment juger la qualité des produits alimentaires durables/Ik weet veel over het beoordelen van duurzame voedingsproducten (2)	○	○	○	○	○

Les gens qui me connaissent, me considèrent comme un(e) expert(e) dans le domaine des produits alimentaires durables/Mensen die me kennen, beschouwen mij als een expert op het gebied van duurzame voedingsproducten (3)	○	○	○	○	○

13. Votre sexe/uw geslacht:

○ Homme/man (1)

○ Femme/vrouw (2)

14. Avez-vous des enfants à votre charge? Hebt u kinderen ten laste?

○ Oui/Ja (1)

○ Non/Neen (2)

15. Quel âge avez-vous? Hoe oud bent u?

_____

16. Dans quelle région de Belgique vivez-vous? In welk Belgisch gewest leeft u?

- ○ Région flamande/Vlaams Gewest (1)
- ○ Région Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest (2)
- ○ Région wallonne/Waals Gewest (3)

17. Quel est le diplôme le plus élevé que vous ayez obtenu? Welk is het hoogste diploma dat u behaald hebt ?

- ○ Enseignement primaire ou sans diplôme/lager onderwijs of zonder diploma (1)
- ○ Enseignement secondaire/secundair onderwijs (2)
- ○ Enseignement supérieur (universitaire ou non)/hoger onderwijs (universitair of niet) (3)

18. Pour cette étude, nous devons classifier les réponses selon les revenus mensuels. Nous rappelons que cette enquête reste totalement **anonyme**. Dans quelle catégorie vous situez-vous ? (**revenu net total de votre ménage, par mois, en euro**) Voor dit onderzoek, moeten wij uw antwoorden volgens het maandelijks inkomen rangschikken. Wij herinneren er u aan dat deze vragenlijst volstrekt **anoniem** is. In welke categorie bevindt u zich ? (**totaal netto inkomen van uw gezin, per maand, in euro**)

- ○ Pas de revenu/geen inkomen (1)
- ○ < 1.000 (2)
- ○ 1.000 - 2.500 (3)
- ○ 2.500 - 4.000 (4)
- ○ 4000 – 6500 (5)
- ○ > 6500 (6)

6. Quel est votre degré d'accord avec les propositions suivantes: In welke mate gaat u akkoord met de volgende stellingen: *Je n'achète pas (toujours) des produits*

alimentaires durables car ils... Ik koop niet (altijd) duurzame voedingsproducten omdat ze...

	Pas du tout d'accord/helemaal niet akkoord (1)	Pas d'accord /niet akkoord (2)	Neutre/neutraal (3)	D'accord/akkoord (4)	Tout à fait d'accord/helemaal akkoord (5)
Sont plus chers/ duurder zijn (1)	○	○	○	○	○
Ont une moins belle apparence /een slechter uiterlijk hebben (2)	○	○	○	○	○
Sont plus difficiles à trouver/zijn moeilijker te vinden (3)	○	○	○	○	○
Ont un moins bon goût/ een minder goede smaak hebben (4)	○	○	○	○	○
Manquent d'informations/ aan informatie ontbreken (5)	○	○	○	○	○
Manquent de crédibilité/aan geloofwaardigheid	○	○	○	○	○

ontbreken (6)					
Conservent moins bien/minder goed bewaren (7)	○	○	○	○	○
Sont moins visibles en magasin/minder zichtbaar zijn in de winkel (8)	○	○	○	○	○
Manquent de facilité d'achat/aan gemak van aankoop ontbreken (9)	○	○	○	○	○
Ne font pas partie de mes habitudes d'achat/niet tot mijn aankoopgewoontes behoren (10)	○	○	○	○	○
Ne sont pas faciles à identifier/moeilijk herkenbaar zijn (11)	○	○	○	○	○
Sont moins disponibles/minder beschikbaar zijn (12)	○	○	○	○	○

6bis. Y a-t-il une autre raison que vous aimeriez ajouter? Is er een andere reden die u graag zou toevoegen?

Appendix 6: Question/hypothesis matrix

	H1.1	H1.2	H1.3	H1.4	H1.5	H2.1	H3.1	H3.2	H3.3	H3.4	H3.5	H4.1	H4.2	H4.3	H5.1
Q1							X								
Q2						X									
Q3	Filtering question														
Q4								X	X						
Q5										X					
Q6											X				
Q7														X	
Q8												X			
Q9	X	X	X	X	X	X						X	X	X	X
Q10	X	X	X	X	X	X						X	X	X	X
Q11	X	X	X	X	X	X						X	X	X	X
Q12													X		
Q13	X														
Q14		X													
Q15			X												
Q16									X						
Q17				X											
Q18					X										

Appendix 7: Answers to open questions in survey

attributsbis - 1bis. Y a-t-il encore d'autres attributs de produit que vous aimeriez ajouter? Zijn er nog andere producteigenschappen die u zou willen toevoegen?

1bis. Y a-t-il encore d'autres attributs de produit que vous aimeriez ajouter? Zijn er nog andere producteigenschappen die u zou willen toevoegen?

Packaging sans plastique
Non
L'aspect visuel
Non
connaître le producteur: très important, l'origine du produit
Produits en vracs sans emballages
C'est du packaging mais un emballage le moins polluant possible
Qualité/fraîcheur des produits et nombre d'intermédiaires
non
le bio de chez nous et non provenant de l'autre bout de la terre
non
le besoin
Le contenant
Le nombre de plastic utiliser pour lemballage
De bediening/service in de winkel
Fraîcheur, nouveauté, alternatives
N.A.
provenance du produit
l'aspect visuel des aliments

Non

J'évite les "préparations" un max, je veux être sûr de ce que je mange

quantité de déchets produits

Le rapport qualité prix est mon premier critère de sélection

les promo

L'endroit ou l'on peut se procurer le produit

La facilité de préparation

si les aliments (légumes/fruits) sont de saison

la qualité du produit

Je regarde souvent la composition de l'aliment afin de limiter les conservateurs et produits chimiques qui y sont rajoutés

/

Le type de label bio

La présence d'un label ethique

la fraicheur

The appeal / Presentation of the product

dimensionbis - 4bis. Y a-t-il un autre sujet que vous aimeriez ajouter?
Is er en ander onderwerp dat u graag zou toevoegen?

4bis. Y a-t-il un autre sujet que vous aimeriez ajouter? Is er en ander onderwerp dat u graag zou toevoegen?

Nombre de déchets

non

Desolee jai pas compris la question 2 (celle ou jai repondu 4 partout)

non

N.A.

Non

J'achète du fair trade parce que souvent bio, pas intentionnel

Bovenstaande zijn allemaal zeer belangrijk, maar ik geef toe niet de moeite te doen te kijken naar oorsprong etc van producten. Meestal te moeilijk te zien.

/

Quand je fais des achats de produits alimentaires, à part linsigne "bio" que je recherche surtout pour des produits périssables (comme les oeufs), je ne perd pas de temps à regarder toutes ses informations. Ca doit être rapide et efficace.

/

Much more expensive than other products

raisonsbis - 5bis. Y a-t-il une autre raison que vous aimeriez ajouter? Is er een andere reden die u graag zou toevoegen?

5bis. Y a-t-il une autre raison que vous aimeriez ajouter? Is er een andere reden die u graag zou toevoegen?

Par soucis d'entraide et de solidarité

P

Parce qu'ils soutiennent l'économie locale / belge

J'achèterais volontiers bio,si j'étais sûre qu'il ne s'agit pas d'une arnaque,mais je privilégie les petits commerces.

Quelle est la definition exacte de durable ? Bio equitable local zero dechet ?

Fait partie d'un style de vue respectueux de la nature et de la planète

nee

non

Sont moins contaminés (pesticides, ogm...) - contiennent moins d'additifs lorsqu'ils sont préparés

N.A.

objectif vrack, zéro déchet

respectent l'environnement

Par solidarité

parce que c'est plus sain avant tout, ensuite pour l'économie locale. Le reste c'est du bonus

respecte plus l'environnement

Par engagement personnel ....

respect du travail des producteurs

encouragent les producteurs locaux/sont plus respectueux de l'environnement

Pour avoir l'impression de faire bouger les choses

/

Barrierbis - 6bis. Y a-t-il une autre raison que vous aimeriez ajouter? Is er een andere reden die u graag zou toevoegen?

6bis. Y a-t-il une autre raison que vous aimeriez ajouter? Is er een andere reden die u graag zou toevoegen?

non

non

N.A.

C'est souvent le prix qui prime lors du choix, et les produits bio sont rarement bien positionnés

J'ai mis que j'étais d'accord avec le fait qu'ils étaient plus chers, mais c'est à nuancer car c'est le cas par exemple des produits laitiers mais si on se limite aux fruits et légumes, ce n'est pas le cas; les prix des fruits et légumes bios sont au même prix plus ou moins! Aussi, si on considère qu'on achète durable et qu'on n'achète moins de viande, le prix est même réduit au total!

Prix

/

Appendix 8 : Preliminary, validity and reliability analyses per continuous measurement scale

Purchase intention

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,775
Bartlett's Test of Sphericity	Approx. Chi-Square	2616,495
	df	66
	Sig.	,000

Anti-image Matrices

		Q9. Willing_Local	Q9. Willing_Organic	Q9. Willing_Fairtrade	Q9. Willing_AnimalFriendly	Q10. Consider_Local	Q10. Consider_Organic	Q10. Consider_Fairtrade	Q10. Consider_Animalfriendly	Q11. Efforts_Local	Q11. Efforts_Organic	Q11. Efforts_Fairtrade	Q11. Efforts_Animalfriendly
Anti-image Covariance	Q9. Willing_Local	,268	-,036	-,046	-,032	-,092	-,002	,030	,002	-,070	,033	,013	,015
	Q9. Willing_Organic	-,036	,180	-,054	-,051	-,001	-,095	,023	,020	,031	-,065	,026	,012
	Q9. Willing_Fairtrade	-,046	-,054	,168	-,059	,026	,025	-,099	,042	,011	,018	-,055	,010
	Q9. Willing_Animal Friendly	-,032	-,051	-,059	,249	-,012	,051	,024	-,100	,020	,009	,028	-,069
	Q10. Consider_Local	-,092	-,001	,026	-,012	,188	-,027	-,028	-,033	-,105	,036	-,004	,043

Anti-image Correlation	Q10. Consider_Organic	-,002	-,095	,025	,051	-,027	,162	-,040	-,039	,020	-,073	,026	,002
	Q10. Consider_Fairtrade	,030	,023	-,099	,024	-,028	-,040	,152	-,054	-,004	,023	-,064	,024
	Q10. Consider_Animalfriendly	,002	,020	,042	-,100	-,033	-,039	-,054	,186	,038	-,001	,028	-,103
	Q11. Efforts_Local	-,070	,031	,011	,020	-,105	,020	-,004	,038	,171	-,070	-,011	-,057
	Q11. Efforts_Organic	,033	-,065	,018	,009	,036	-,073	,023	-,001	-,070	,177	-,069	-,004
	Q11. Efforts_Fairtrade	,013	,026	-,055	,028	-,004	,026	-,064	,028	-,011	-,069	,183	-,070
	Q11. Efforts_Animalfriendly	,015	,012	,010	-,069	,043	,002	,024	-,103	-,057	-,004	-,070	,196
	Q9. Willing_Local	,838[a]	-,166	-,217	-,125	-,408	-,010	,148	,008	-,326	,152	,060	,067
	Q9. Willing_Organic	-,166	,758[a]	-,311	-,243	-,003	-,557	,142	,108	,179	-,362	,145	,065
	Q9. Willing_Fairtrade	-,217	-,311	,754[a]	-,289	,149	,150	-,620	,235	,063	,105	-,312	,058
	Q9. Willing_Animal Friendly	-,125	-,243	-,289	,773[a]	-,057	,256	,126	-,463	,097	,045	,132	-,311

Q10. Consider_Local	-,408	-,003	,149	-,057	,771[a]	-,155	-,165	-,174	-,585	,199	-,022	,226
Q10. Consider_Organic	-,010	-,557	,150	,256	-,155	,760[a]	-,254	-,222	,120	-,428	,153	,011
Q10. Consider_Fairtrade	,148	,142	-,620	,126	-,165	-,254	,787[a]	-,320	-,023	,138	-,382	,137
Q10. Consider_Animalfriendly	,008	,108	,235	-,463	-,174	-,222	-,320	,735[a]	,215	-,004	,154	-,542
Q11. Efforts_Local	-,326	,179	,063	,097	-,585	,120	-,023	,215	,748[a]	-,401	-,061	-,314
Q11. Efforts_Organic	,152	-,362	,105	,045	,199	-,428	,138	-,004	-,401	,783[a]	-,383	-,023
Q11. Efforts_Fairtrade	,060	,145	-,312	,132	-,022	,153	-,382	,154	-,061	-,383	,820[a]	-,371
Q11. Efforts_Animalfriendly	,067	,065	,058	-,311	,226	,011	,137	-,542	-,314	-,023	-,371	,774[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Q9. Willing_Local	1,000	,816
Q9. Willing_Organic	1,000	,869
Q9. Willing_Fairtrade	1,000	,862
Q9. Willing_AnimalFriendly	1,000	,828
Q10. Consider_Local	1,000	,894
Q10. Consider_Organic	1,000	,913

Q10. Consider_Fairtrade	1,000	,885
Q10. Consider_Animalfriendly	1,000	,893
Q11. Efforts_Local	1,000	,862
Q11. Efforts_Organic	1,000	,829
Q11. Efforts_Fairtrade	1,000	,853
Q11. Efforts_Animalfriendly	1,000	,828

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5,797	48,307	48,307	5,797	48,307	48,307	2,613	21,776	21,776
2	1,801	15,006	63,312	1,801	15,006	63,312	2,610	21,746	43,522
3	1,550	12,914	76,227	1,550	12,914	76,227	2,558	21,319	64,841
4	1,187	9,890	86,116	1,187	9,890	86,116	2,553	21,275	86,116
5	,660	5,502	91,618						
6	,334	2,781	94,399						
7	,171	1,427	95,826						
8	,129	1,074	96,899						
9	,120	,999	97,899						
10	,096	,798	98,697						
11	,082	,685	99,382						
12	,074	,618	100,000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component			
	1	2	3	4
Q9. Willing_Local	,652	-,292	,547	,086
Q9. Willing_Organic	,654	-,390	-,493	,218
Q9. Willing_Fairtrade	,725	,153	-,158	-,537
Q9. Willing_AnimalFriendly	,608	,604	,027	,306

Q10. Consider_Local	,678	-,300	,580	,089
Q10. Consider_Organic	,676	-,439	-,443	,259
Q10. Consider_Fairtrade	,797	,157	-,107	-,463
Q10. Consider_Animalfriendly	,663	,540	-,041	,399
Q11. Efforts_Local	,689	-,305	,542	,005
Q11. Efforts_Organic	,717	-,403	-,369	,126
Q11. Efforts_Fairtrade	,771	,136	-,068	-,485
Q11. Efforts_Animalfriendly	,689	,550	,036	,224

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix[a]

	Component			
	1	2	3	4
Q9. Willing_Local	,865	,167	,142	,142
Q9. Willing_Organic	,110	,899	,179	,127
Q9. Willing_Fairtrade	,128	,199	,877	,192
Q9. Willing_AnimalFriendly	,114	,062	,193	,880
Q10. Consider_Local	,907	,165	,146	,150
Q10. Consider_Organic	,182	,919	,140	,123
Q10. Consider_Fairtrade	,208	,226	,849	,265
Q10. Consider_Animalfriendly	,121	,195	,146	,905
Q11. Efforts_Local	,878	,169	,225	,111
Q11. Efforts_Organic	,234	,832	,266	,104
Q11. Efforts_Fairtrade	,232	,192	,843	,227
Q11. Efforts_Animalfriendly	,174	,098	,290	,839

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

F1_IntentionLocal

Reliability Statistics

Cronbach's Alpha	N of Items
,913	3

F2_IntentionOrganic

Reliability Statistics

Cronbach's Alpha	N of Items
,921	3

F3_IntentionFairtrade

Reliability Statistics

Cronbach's Alpha	N of Items
,920	3

F4_IntentionAnimalFr

Reliability Statistics

Cronbach's Alpha	N of Items
,906	3

Intention total

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,743
Bartlett's Test of Sphericity	Approx. Chi-Square	191,288
	df	6
	Sig.	,000

Anti-image Matrices

		F1_IntentionLocal	F2_IntentionOrganic	F3_IntentionFairtrade	F4_Int m
Anti-image Covariance	F1_IntentionLocal	,737	-,176	-,156	
	F2_IntentionOrganic	-,176	,722	-,200	
	F3_IntentionFairtrade	-,156	-,200	,603	
	F4_IntentionAnimalFr	-,099	-,052	-,247	
Anti-image Correlation	F1_IntentionLocal	,786[a]	-,241	-,235	
	F2_IntentionOrganic	-,241	,762[a]	-,302	

F3_IntentionFairtrade	-,235	-,302	,702[a]
F4_IntentionAnimalFr	-,136	-,072	-,374

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
F1_IntentionLocal	1,000	,530
F2_IntentionOrganic	1,000	,535
F3_IntentionFairtrade	1,000	,674
F4_IntentionAnimalFr	1,000	,515

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,255	56,365	56,365	2,255	56,365	56,365
2	,704	17,588	73,952			
3	,593	14,829	88,781			
4	,449	11,219	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
F1_IntentionLocal	,728
F2_IntentionOrganic	,732
F3_IntentionFairtrade	,821
F4_IntentionAnimalFr	,718

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Reliability Statistics

Cronbach's Alpha	N of Items
,739	4

Attitude

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q2.Attitude_1	225	1	7	5,53	1,389
Q2.Attitude_2	225	1	7	5,24	1,357
Q2.Attitude_3	225	1	7	5,60	1,473
Q2.Attitude_4	225	1	7	5,59	1,456
Q2.Attitude_5	225	1	7	5,59	1,515
Valid N (listwise)	225				

All the bi-polar adjectives' means are rather high. Their standard deviations are approximately similar. The qantiles follow the normal distribution.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Attitude	225	5,00	35,00	27,5511	6,35963	-1,237	,162	2,010	,323
Valid N (listwise)	225								

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,875
Bartlett's Test of Sphericity	Approx. Chi-Square	963,243
	df	10
	Sig.	,000

Anti-image Matrices

		Q2.Attitude_1	Q2.Attitude_2	Q2.Attitude_3	Q2.Attitude_4	Q2.Attitude_5
Anti-image Covariance	Q2.Attitude_1	,425	-,167	-,041	-,047	,012
	Q2.Attitude_2	-,167	,372	-,047	-,042	-,015
	Q2.Attitude_3	-,041	-,047	,221	-,075	-,086
	Q2.Attitude_4	-,047	-,042	-,075	,197	-,100
	Q2.Attitude_5	,012	-,015	-,086	-,100	,236
Anti-image Correlation	Q2.Attitude_1	,888[a]	-,420	-,133	-,163	,039
	Q2.Attitude_2	-,420	,895[a]	-,163	-,157	-,052
	Q2.Attitude_3	-,133	-,163	,881[a]	-,361	-,376
	Q2.Attitude_4	-,163	-,157	-,361	,858[a]	-,465
	Q2.Attitude_5	,039	-,052	-,376	-,465	,859[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

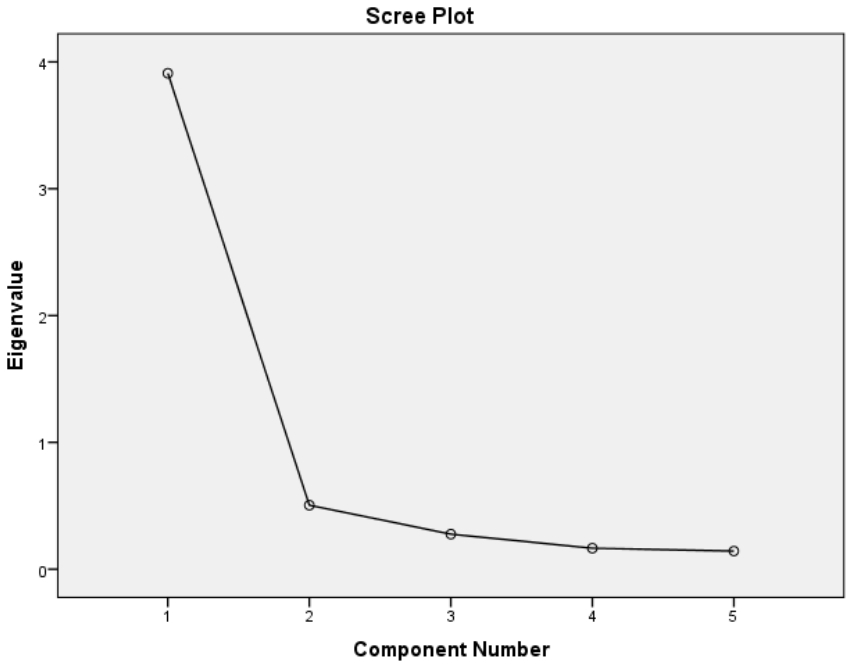
	Initial	Extraction
Q2.Attitude_1	1,000	,671
Q2.Attitude_2	1,000	,732
Q2.Attitude_3	1,000	,845
Q2.Attitude_4	1,000	,860
Q2.Attitude_5	1,000	,801

Extraction Method: Principal Component
Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,910	78,206	78,206	3,910	78,206	78,206
2	,505	10,093	88,299			
3	,276	5,527	93,826			
4	,165	3,309	97,135			
5	,143	2,865	100,000			

Extraction Method: Principal Component Analysis.



Component Matrix[a]

	Component
	1
Q2.Attitude_1	,819
Q2.Attitude_2	,856
Q2.Attitude_3	,919
Q2.Attitude_4	,927
Q2.Attitude_5	,895

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Reliability Statistics

Cronbach's Alpha	N of Items
,930	5

Attributes

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q1. Attribute_Price	225	2	5	3,84	,716
Q1. Attribute_Brand	225	1	5	3,00	1,067
Q1. Attribute_Convenience	225	1	5	3,71	,830
Q1. Attribute_Packaging	225	1	5	2,83	1,044
Q1. Attribute_Ingredients	225	1	5	3,92	1,010
Q1. Attribute_Taste	225	2	5	4,59	,553
Q1. Attribute_Quantity	225	1	5	3,55	,896
Q1. Attribute_UseByDate	225	1	5	3,72	1,178
Q1. Attribute_NutritionalValue	225	1	5	3,11	1,214
Q1. Attribute_Label	225	1	5	3,44	1,034
Q1. Attribute_Origin	225	1	5	3,53	1,102
Valid N (listwise)	225				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Q1. Attributes	225	2,36	4,64	3,5673	,40204	-,006	,162	-,137	,323
Valid N (listwise)	225								

-

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,629
Bartlett's Test of Sphericity	Approx. Chi-Square	372,626
	df	55
	Sig.	,000

Anti-image Matrices

		Q1. Attribute_Price	Q1. Attribute_Brand	Q1. Attribute_Convenience	Q1. Attribute_Packaging	Q1. Attribute_Ingredients	Q1. Attribute_Taste	Q1. Attribute_Quantity	Q1. Attribute_UseByDate	Q1. Attribute_NutritionalValue	Q1. Attribute_Label	Q1. Attribute_Origin
Anti-image Covariance	Q1. Attribute_Price	,841	-,041	-,071	,008	,032	,088	-,136	,050	,025	,117	,054
	Q1. Attribute_Brand	-,041	,881	-,033	-,243	,014	-,090	,082	-,075	-,032	-,019	,079
	Q1. Attribute_Convenience	-,071	-,033	,873	-,069	-,098	-,071	-,099	-,100	,110	,025	,109
	Q1. Attribute_Packaging	,008	-,243	-,069	,856	,101	-,095	-,072	,021	-,003	-,010	-,127

Anti-image Correlation	Q1. Attribute_Ingredients	,032	,014	-,098	,101	,614	-,193	,063	-,051	-,224	-,093	-,128
	Q1. Attribute_Taste	,088	-,090	-,071	-,095	-,193	,851	-,133	,045	,008	,061	,036
	Q1. Attribute_Quantity	-,136	,082	-,099	-,072	,063	-,133	,856	-,158	-,112	,024	-,059
	Q1. Attribute_UseByDate	,050	-,075	-,100	,021	-,051	,045	-,158	,850	-,159	,092	-,081
	Q1. Attribute_NutritionalValue	,025	-,032	,110	-,003	-,224	,008	-,112	-,159	,673	-,150	,086
	Q1. Attribute_Label	,117	-,019	,025	-,010	-,093	,061	,024	,092	-,150	,543	-,265
	Q1. Attribute_Origin	,054	,079	,109	-,127	-,128	,036	-,059	-,081	,086	-,265	,585
	Q1. Attribute_Price	,774[a]	-,048	-,083	,009	,045	,104	-,161	,059	,033	,172	,076
	Q1. Attribute_Brand	-,048	,496[a]	-,038	-,280	,019	-,104	,094	-,086	-,042	-,028	,110
	Q1. Attribute_Convenience	-,083	-,038	,599[a]	-,079	-,134	-,083	-,115	-,117	,144	,036	,152
	Q1. Attribute_Packaging	,009	-,280	-,079	,466[a]	,139	-,112	-,084	,025	-,004	-,015	-,180

Q1. Attribute_Ingredients	,045	,019	-,134	,139	,677[a]	-,267	,087	-,071	-,348	-,161	-,213
Q1. Attribute_Taste	,104	-,104	-,083	-,112	-,267	,521[a]	-,156	,053	,010	,090	,051
Q1. Attribute_Quantity	-,161	,094	-,115	-,084	,087	-,156	,507[a]	-,185	-,147	,036	-,083
Q1. Attribute_UseByDate	,059	-,086	-,117	,025	-,071	,053	-,185	,572[a]	-,210	,135	-,115
Q1. Attribute_NutritionalValue	,033	-,042	,144	-,004	-,348	,010	-,147	-,210	,646[a]	-,248	,138
Q1. Attribute_Label	,172	-,028	,036	-,015	-,161	,090	,036	,135	-,248	,680[a]	-,471
Q1. Attribute_Origin	,076	,110	,152	-,180	-,213	,051	-,083	-,115	,138	-,471	,630[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Q1. Attribute_Price	1,000	,432
Q1. Attribute_Brand	1,000	,541
Q1. Attribute_Convenience	1,000	,417
Q1. Attribute_Packaging	1,000	,745
Q1. Attribute_Ingredients	1,000	,685
Q1. Attribute_Taste	1,000	,643
Q1. Attribute_Quantity	1,000	,611
Q1. Attribute_UseByDate	1,000	,491
Q1. Attribute_NutritionalValue	1,000	,519
Q1. Attribute_Label	1,000	,688
Q1. Attribute_Origin	1,000	,655

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,498	22,710	22,710	2,498	22,710	22,710
2	1,661	15,103	37,813	1,661	15,103	37,813
3	1,238	11,257	49,069	1,238	11,257	49,069
4	1,030	9,363	58,433	1,030	9,363	58,433
5	,936	8,505	66,938			
6	,832	7,564	74,502			
7	,800	7,269	81,771			
8	,636	5,785	87,556			
9	,600	5,453	93,009			
10	,432	3,924	96,933			
11	,337	3,067	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a] WE NEED ROTATION

	Component			
	1	2	3	4
Q1. Attribute_Price	-,508	,241	-,194	,280
Q1. Attribute_Brand	-,043	,445	,582	-,046
Q1. Attribute_Convenience	-,211	,560	-,119	-,213
Q1. Attribute_Packaging	,078	,402	,682	,334
Q1. Attribute_Ingredients	,725	,149	-,168	-,330
Q1. Attribute_Taste	,195	,518	,114	-,569
Q1. Attribute_Quantity	,088	,561	-,332	,422
Q1. Attribute_UseByDate	,284	,463	-,352	,267
Q1. Attribute_NutritionalValue	,652	,190	-,238	-,013
Q1. Attribute_Label	,776	-,219	,152	,122
Q1. Attribute_Origin	,712	-,163	,161	,309

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix[a]

	Component			
	1	2	3	4
Q1. Attribute_Price	-,568	,302	,025	-,133
Q1. Attribute_Brand	-,063	-,045	,680	,271
Q1. Attribute_Convenience	-,329	,266	,088	,480
Q1. Attribute_Packaging	,071	,102	,853	-,048

Q1. Attribute_Ingredients	,660	,151	-,175	,443
Q1. Attribute_Taste	,105	,011	,164	,778
Q1. Attribute_Quantity	-,070	,773	,086	,018
Q1. Attribute_UseByDate	,140	,678	-,020	,108
Q1. Attribute_NutritionalValue	,569	,368	-,126	,209
Q1. Attribute_Label	,815	,001	,061	-,141
Q1. Attribute_Origin	,741	,120	,148	-,265

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

The factor analysis allows us to group 4 factors. We delete the items price and convience because their communalities are lower than 0,5 and no loading > 0,5 and we start the factor analysis again.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,602
Bartlett's Test of Sphericity	Approx. Chi-Square	307,397
	df	36
	Sig.	,000

Communalities

	Initial	Extraction
Q1. Attribute_Brand	1,000	,551
Q1. Attribute_Packaging	1,000	,658
Q1. Attribute_Ingredients	1,000	,590
Q1. Attribute_Taste	1,000	,331
Q1. Attribute_Quantity	1,000	,454
Q1. Attribute_UseByDate	1,000	,474
Q1. Attribute_NutritionalValue	1,000	,540
Q1. Attribute_Label	1,000	,750
Q1. Attribute_Origin	1,000	,633

Extraction Method: Principal Component Analysis.

Total Variance Explained

Componen t	Initial Eigenvalues	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings

	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,317	25,749	25,749	2,317	25,749	25,749	2,157	23,965	23,965
2	1,459	16,214	41,963	1,459	16,214	41,963	1,482	16,469	40,434
3	1,203	13,368	55,331	1,203	13,368	55,331	1,341	14,897	55,331
4	,999	11,104	66,435						
5	,927	10,299	76,734						
6	,688	7,646	84,380						
7	,604	6,710	91,089						
8	,453	5,035	96,124						
9	,349	3,876	100,000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix[a]

	Component		
	1	2	3
Q1. Attribute_Brand	-,082	,072	,734
Q1. Attribute_Packaging	,083	-,029	,806
Q1. Attribute_Ingredients	,685	,341	-,063
Q1. Attribute_Taste	,048	,444	,363
Q1. Attribute_Quantity	-,078	,666	,060
Q1. Attribute_UseByDate	,093	,681	-,032
Q1. Attribute_NutritionalValue	,547	,485	-,071
Q1. Attribute_Label	,858	-,112	,022
Q1. Attribute_Origin	,788	-,085	,071

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Taste away: OK

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,615
Bartlett's Test of Sphericity	Approx. Chi-Square	275,891
	df	28
	Sig.	,000

Communalities

	Initial	Extraction
Q1. Attribute_Brand	1,000	,572
Q1. Attribute_Packaging	1,000	,697
Q1. Attribute_Ingredients	1,000	,574
Q1. Attribute_Quantity	1,000	,489
Q1. Attribute_UseByDate	1,000	,593
Q1. Attribute_NutritionalValue	1,000	,553
Q1. Attribute_Label	1,000	,739
Q1. Attribute_Origin	1,000	,622

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,283	28,542	28,542	2,283	28,542	28,542	2,166	27,074	27,074
2	1,354	16,929	45,471	1,354	16,929	45,471	1,387	17,333	44,407
3	1,203	15,032	60,503	1,203	15,032	60,503	1,288	16,096	60,503
4	,955	11,943	72,446						
5	,723	9,042	81,488						
6	,604	7,552	89,040						
7	,527	6,591	95,631						
8	,350	4,369	100,000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix[a]

	Component		
	1	2	3
Q1. Attribute_Brand	-,076	,089	,747
Q1. Attribute_Packaging	,082	,002	,831
Q1. Attribute_Ingredients	,703	,249	-,133
Q1. Attribute_Quantity	-,067	,692	,078
Q1. Attribute_UseByDate	,095	,763	,036

Q1. Attribute_NutritionalValue	,557	,489	-,062
Q1. Attribute_Label	,852	-,107	,037
Q1. Attribute_Origin	,780	-,066	,096

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

3 factors;

F1 (sustainability)

F2 (practicality)

F3 (image)

F1 (sustainability)

Reliability Statistics

Cronbach's Alpha	N of Items
,719	4

F2

Reliability Statistics

Cronbach's Alpha	N of Items
,362	2

F3

Reliability Statistics

Cronbach's Alpha	N of Items
,434	2

F2 and F3 not reliable, we will not use those factors and keep the items separated.

Dimensions

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q4. Dim_Health	224	1	5	4,21	,790
Q4 Dim_Environment	224	2	5	4,04	,720
Q4 Dim_WorkingCond	224	1	5	3,58	,880
Q4 Dim_AnimalWelfare	224	1	5	3,29	,989
Q4 Dim_LocalEcon	224	1	5	3,79	,906
Q4 Dim_Safety	224	1	5	3,68	1,004
Q4 Dim_Fairtrade	224	1	5	3,59	,853
Q4 Dim_ClimateChange	224	1	5	3,67	,928
Valid N (listwise)	224				

1 missing but we assume it will not influence much

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,791
Bartlett's Test of Sphericity	Approx. Chi-Square	426,424
	df	28
	Sig.	,000

Anti-image Matrices

		Q4. Dim_Health	Q4 Dim_Environment	Q4 Dim_WorkingCond	Q4 Dim_AnimalWelfare	Q4 Dim_LocalEcon	Q4 Dim_Safety	Q4 Dim_Fairtrade	Q4 Dim_ClimateChange
Anti-image Covariance	Q4. Dim_Health	,855	-,133	-,012	-,019	,129	-,212	-,032	-,061
	Q4 Dim_Environment	-,133	,708	-,034	-,106	-,152	,046	-,003	-,190
	Q4 Dim_WorkingCond	-,012	-,034	,487	-,156	-,151	-,018	-,198	-,098
	Q4 Dim_AnimalWelfare	-,019	-,106	-,156	,823	-,023	-,036	-,002	,050

	Q4 Dim_LocalEcon	,129	-,152	-,151	-,023	,601	-,146	-,080	-,017
	Q4 Dim_Safety	-,212	,046	-,018	-,036	-,146	,748	-,136	,057
	Q4 Dim_Fairtrade	-,032	-,003	-,198	-,002	-,080	-,136	,547	-,116
	Q4 Dim_ClimateChange	-,061	-,190	-,098	,050	-,017	,057	-,116	,722
	Q4. Dim_Health	,612[a]	-,171	-,019	-,022	,180	-,265	-,047	-,077
	Q4 Dim_Environment	-,171	,793[a]	-,058	-,139	-,232	,064	-,005	-,266
	Q4 Dim_WorkingCond	-,019	-,058	,796[a]	-,246	-,280	-,030	-,383	-,165
	Q4 Dim_AnimalWelfare	-,022	-,139	-,246	,830[a]	-,033	-,046	-,004	,065
Anti-image Correlation	Q4 Dim_LocalEcon	,180	-,232	-,280	-,033	,802[a]	-,218	-,140	-,026
	Q4 Dim_Safety	-,265	,064	-,030	-,046	-,218	,750[a]	-,213	,078
	Q4 Dim_Fairtrade	-,047	-,005	-,383	-,004	-,140	-,213	,816[a]	-,184
	Q4 Dim_ClimateChange	-,077	-,266	-,165	,065	-,026	,078	-,184	,813[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Q4. Dim_Health	1,000	,899
Q4 Dim_Environment	1,000	,660
Q4 Dim_WorkingCond	1,000	,696
Q4 Dim_AnimalWelfare	1,000	,929
Q4 Dim_LocalEcon	1,000	,656
Q4 Dim_Safety	1,000	,785
Q4 Dim_Fairtrade	1,000	,674
Q4 Dim_ClimateChange	1,000	,737

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,165	39,566	39,566	3,165	39,566	39,566	2,217	27,714	27,714
2	1,056	13,206	52,772	1,056	13,206	52,772	1,557	19,457	47,171
3	,965	12,057	64,829	,965	12,057	64,829	1,155	14,440	61,611
4	,851	10,632	75,461	,851	10,632	75,461	1,108	13,851	75,461
5	,655	8,192	83,653						
6	,519	6,484	90,137						
7	,439	5,487	95,624						
8	,350	4,376	100,000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component			
	1	2	3	4
Q4. Dim_Health	,334	,823	,295	,153
Q4 Dim_Environment	,624	-,094	,480	,179
Q4 Dim_WorkingCond	,808	-,173	-,117	-,018
Q4 Dim_AnimalWelfare	,506	-,130	-,197	,786

Q4 Dim_LocalEcon	,717	-,258	-,226	-,155
Q4 Dim_Safety	,539	,489	-,474	-,175
Q4 Dim_Fairtrade	,767	-,014	-,148	-,252
Q4 Dim_ClimateChange	,602	-,131	,545	-,244

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix[a]

	Component			
	1	2	3	4
Q4. Dim_Health	,008	,200	,925	,059
Q4 Dim_Environment	,157	,725	,147	,297
Q4 Dim_WorkingCond	,689	,365	-,006	,298
Q4 Dim_AnimalWelfare	,193	,076	,057	,940
Q4 Dim_LocalEcon	,733	,260	-,142	,177
Q4 Dim_Safety	,706	-,217	,490	,019
Q4 Dim_Fairtrade	,757	,297	,103	,050
Q4 Dim_ClimateChange	,270	,806	,064	-,101

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

F1_fair

Reliability Statistics

Cronbach's Alpha	N of Items
,756	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q4 Dim_WorkingCond	11,06	4,584	,620	,663
Q4 Dim_LocalEcon	10,84	4,653	,568	,691
Q4 Dim_Safety	10,96	4,823	,423	,777
Q4 Dim_Fairtrade	11,04	4,662	,626	,662

Reliability Statistics

Cronbach's Alpha	N of Items
,777	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q4 Dim_WorkingCond	7,38	2,272	,669	,637
Q4 Dim_LocalEcon	7,17	2,417	,563	,757
Q4 Dim_Fairtrade	7,37	2,457	,613	,701

Reliability Statistics

Cronbach's Alpha	N of Items
,566	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q4 Dim_Environment	3,67	,860	,407	.
Q4 Dim_ClimateChange	4,04	,519	,407	.

Reasons

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q5. Reason_Taste	224	1	5	3,06	,945
Q5. Reason_Quality	224	1	5	3,69	,879
Q5. Reason_Safety	224	1	5	3,46	,867
Q5. Reason_Freshness	224	1	5	3,36	,937
Q5. Reason_NutritionalValue	224	1	5	3,29	,932

Q5. Reason_Tracability	224	1	5	3,53	,979
Q5. Reason_Prestige	224	1	5	2,59	,993
Q5. Reason_LessArtifAdditives	224	1	5	4,10	,920
Q5. Reason_Control	224	1	5	3,38	,963
Valid N (listwise)	224				

1 missing (same as in previous scale) , we consider this is O

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,790
Bartlett's Test of Sphericity	Approx. Chi-Square	512,633
	df	36
	Sig.	,000

Anti-image Matrices

		Q5. Reason_Taste	Q5. Reason_Quality	Q5. Reason_Safety	Q5. Reason_Freshness	Q5. Reason_NutritionalValue	Q5. Reason_Tracability	Q5. Reason_Prestige	Q5. Reason_LessArtifAdditives	Q5. Reason_Control
Anti-image Covariance	Q5. Reason_Taste	,593	-,248	,040	-,143	-,096	-,021	-,002	,037	,008
	Q5. Reason_Quality	-,248	,556	-,065	,007	-,147	,046	-,046	-,144	,088
	Q5. Reason_Safety	,040	-,065	,706	-,122	,023	-,160	,016	-,141	-,049
	Q5. Reason_Freshness	-,143	,007	-,122	,574	-,117	-,073	-,180	-,067	-,053
	Q5. Reason_NutritionalValue	-,096	-,147	,023	-,117	,648	-,077	,060	-,073	-,034

	Q5. Reason_Tracability	-,021	,046	-,160	-,073	-,077	,726	-,084	-,065	-,105
	Q5. Reason_Prestige	-,002	-,046	,016	-,180	,060	-,084	,805	,117	-,174
	Q5. Reason_LessArtifAdditives	,037	-,144	-,141	-,067	-,073	-,065	,117	,616	-,193
	Q5. Reason_Control	,008	,088	-,049	-,053	-,034	-,105	-,174	-,193	,716
	Q5. Reason_Taste	,755[a]	-,432	,061	-,246	-,155	-,032	-,003	,061	,012
	Q5. Reason_Quality	-,432	,729[a]	-,103	,012	-,244	,072	-,069	-,246	,139
	Q5. Reason_Safety	,061	-,103	,830[a]	-,192	,034	-,224	,021	-,214	-,068
	Q5. Reason_Freshness	-,246	,012	-,192	,830[a]	-,191	-,113	-,264	-,113	-,083
Anti-image Correlation	Q5. Reason_NutritionalValue	-,155	-,244	,034	-,191	,855[a]	-,112	,083	-,115	-,050
	Q5. Reason_Tracability	-,032	,072	-,224	-,113	-,112	,854[a]	-,110	-,097	-,146
	Q5. Reason_Prestige	-,003	-,069	,021	-,264	,083	-,110	,648[a]	,166	-,229
	Q5. Reason_LessArtifAdditives	,061	-,246	-,214	-,113	-,115	-,097	,166	,785[a]	-,291
	Q5. Reason_Control	,012	,139	-,068	-,083	-,050	-,146	-,229	-,291	,762[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Q5. Reason_Taste	1,000	,720
Q5. Reason_Quality	1,000	,713
Q5. Reason_Safety	1,000	,560
Q5. Reason_Freshness	1,000	,617
Q5. Reason_NutritionalValue	1,000	,568
Q5. Reason_Tracability	1,000	,509
Q5. Reason_Prestige	1,000	,842
Q5. Reason_LessArtifAdditives	1,000	,674
Q5. Reason_Control	1,000	,574

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,391	37,683	37,683	3,391	37,683	37,683	2,277	25,304	25,304
2	1,368	15,196	52,879	1,368	15,196	52,879	2,212	24,583	49,887
3	1,017	11,300	64,179	1,017	11,300	64,179	1,286	14,292	64,179
4	,712	7,914	72,093						
5	,649	7,213	79,306						
6	,542	6,019	85,325						
7	,516	5,732	91,056						
8	,464	5,154	96,211						
9	,341	3,789	100,000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component		
	1	2	3

Q5. Reason_Taste	,617	-,518	,265
Q5. Reason_Quality	,638	-,552	,026
Q5. Reason_Safety	,609	,254	-,352
Q5. Reason_Freshness	,749	,064	,227
Q5. Reason_NutritionalValue	,668	-,346	-,036
Q5. Reason_Tracability	,596	,382	-,087
Q5. Reason_Prestige	,370	,400	,738
Q5. Reason_LessArtifAdditives	,675	,057	-,464
Q5. Reason_Control	,525	,544	-,038

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix[a]

	Component		
	1	2	3
Q5. Reason_Taste	,830	,011	,176
Q5. Reason_Quality	,834	,129	-,036
Q5. Reason_Safety	,174	,728	-,009
Q5. Reason_Freshness	,491	,428	,439
Q5. Reason_NutritionalValue	,695	,290	,011
Q5. Reason_Tracability	,111	,652	,268
Q5. Reason_Prestige	,067	,088	,911
Q5. Reason_LessArtifAdditives	,345	,725	-,172
Q5. Reason_Control	-,046	,664	,361

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Wez decide to eliminate freshness

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,748
Bartlett's Test of Sphericity	Approx. Chi-Square	391,636
	df	28
	Sig.	,000

Anti-image Matrices

		Q5. Reason_Taste	Q5. Reason_Quality	Q5. Reason_Safety	Q5. Reason_NutritionalValue	Q5. Reason_Tracability	Q5. Reason_Prestige	Q5. Reason_LessArtifAdditives	Q5. Reason_Control
Anti-image Covariance	Q5. Reason_Taste	,632	-,263	,010	-,139	-,043	-,053	,022	-,006
	Q5. Reason_Quality	-,263	,556	-,066	-,151	,047	-,047	-,145	,089
	Q5. Reason_Safety	,010	-,066	,733	-,002	-,185	-,025	-,163	-,063
	Q5. Reason_NutritionalValue	-,139	-,151	-,002	,672	-,096	,026	-,091	-,047
	Q5. Reason_Tracability	-,043	,047	-,185	-,096	,735	-,117	-,075	-,114
	Q5. Reason_Prestige	-,053	-,047	-,025	,026	-,117	,865	,105	-,206
	Q5. Reason_LessArtifAdditives	,022	-,145	-,163	-,091	-,075	,105	,624	-,203
	Q5. Reason_Control	-,006	,089	-,063	-,047	-,114	-,206	-,203	,721
Anti-image Correlation	Q5. Reason_Taste	,728[a]	-,443	,015	-,213	-,062	-,072	,035	-,009
	Q5. Reason_Quality	-,443	,694[a]	-,103	-,247	,074	-,068	-,246	,141
	Q5. Reason_Safety	,015	-,103	,809[a]	-,002	-,252	-,031	-,241	-,086

Q5. Reason_NutritionalValue	-,213	-,247	-,002	,832[a]	-,137	,034	-,141	-,067
Q5. Reason_Tracability	-,062	,074	-,252	-,137	,796[a]	-,146	-,111	-,156
Q5. Reason_Prestige	-,072	-,068	-,031	,034	-,146	,623[a]	,142	-,261
Q5. Reason_LessArtifAdditives	,035	-,246	-,241	-,141	-,111	,142	,751[a]	-,303
Q5. Reason_Control	-,009	,141	-,086	-,067	-,156	-,261	-,303	,700[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Q5. Reason_Taste	1,000	,641
Q5. Reason_Quality	1,000	,732
Q5. Reason_Safety	1,000	,455
Q5. Reason_NutritionalValue	1,000	,572
Q5. Reason_Tracability	1,000	,522
Q5. Reason_Prestige	1,000	,261
Q5. Reason_LessArtifAdditives	1,000	,504
Q5. Reason_Control	1,000	,596

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loading		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumu
1	2,919	36,486	36,486	2,919	36,486	
2	1,365	17,057	53,543	1,365	17,057	
3	,984	12,302	65,844			
4	,707	8,838	74,683			
5	,649	8,113	82,796			

6	,523	6,542	89,338			
7	,486	6,072	95,410			
8	,367	4,590	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component	
	1	2
Q5. Reason_Taste	,615	-,512
Q5. Reason_Quality	,669	-,534
Q5. Reason_Safety	,617	,274
Q5. Reason_NutritionalValue	,680	-,330
Q5. Reason_Tracability	,602	,399
Q5. Reason_Prestige	,331	,390
Q5. Reason_LessArtifAdditives	,704	,086
Q5. Reason_Control	,531	,560

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Rotated Component Matrix[a]

	Component	
	1	2
Q5. Reason_Taste	,799	,039
Q5. Reason_Quality	,854	,059
Q5. Reason_Safety	,269	,619
Q5. Reason_NutritionalValue	,724	,217
Q5. Reason_Tracability	,174	,702
Q5. Reason_Prestige	-,020	,511
Q5. Reason_LessArtifAdditives	,461	,540
Q5. Reason_Control	,012	,772

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Reliability Statistics

Cronbach's Alpha	N of Items
,745	3

Reliability Statistics

Cronbach's Alpha	N of Items
,668	5

FORCED by 2 factors

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,790
Bartlett's Test of Sphericity	Approx. Chi-Square	512,633
	df	36
	Sig.	,000

Anti-image Matrices

		Q5. Reason_Taste	Q5. Reason_Quality	Q5. Reason_Safety	Q5. Reason_Freshness	Q5. Reason_NutritionalValue	Q5. Reason_Tracability	Q5. Reason_Prestige	Q5. Reason_LessArtifAdditives	Q5. Reason_Control
Anti-image Covariance	Q5. Reason_Taste	,593	-,248	,040	-,143	-,096	-,021	-,002	,037	,008
	Q5. Reason_Quality	-,248	,556	-,065	,007	-,147	,046	-,046	-,144	,088
	Q5. Reason_Safety	,040	-,065	,706	-,122	,023	-,160	,016	-,141	-,049
	Q5. Reason_Freshness	-,143	,007	-,122	,574	-,117	-,073	-,180	-,067	-,053

	Q5. Reason_NutritionalValue	-,096	-,147	,023	-,117	,648	-,077	,060	-,073	-,034
	Q5. Reason_Tracability	-,021	,046	-,160	-,073	-,077	,726	-,084	-,065	-,105
	Q5. Reason_Prestige	-,002	-,046	,016	-,180	,060	-,084	,805	,117	-,174
	Q5. Reason_LessArtifAdditives	,037	-,144	-,141	-,067	-,073	-,065	,117	,616	-,193
	Q5. Reason_Control	,008	,088	-,049	-,053	-,034	-,105	-,174	-,193	,716
	Q5. Reason_Taste	,755[a]	-,432	,061	-,246	-,155	-,032	-,003	,061	,012
	Q5. Reason_Quality	-,432	,729[a]	-,103	,012	-,244	,072	-,069	-,246	,139
	Q5. Reason_Safety	,061	-,103	,830[a]	-,192	,034	-,224	,021	-,214	-,068
Anti-image Correlation	Q5. Reason_Freshness	-,246	,012	-,192	,830[a]	-,191	-,113	-,264	-,113	-,083
	Q5. Reason_NutritionalValue	-,155	-,244	,034	-,191	,855[a]	-,112	,083	-,115	-,050
	Q5. Reason_Tracability	-,032	,072	-,224	-,113	-,112	,854[a]	-,110	-,097	-,146
	Q5. Reason_Prestige	-,003	-,069	,021	-,264	,083	-,110	,648[a]	,166	-,229

Q5. Reason_LessArtifAdditives	,061	-,246	-,214	-,113	-,115	-,097	,166	,785[a]	-,291
Q5. Reason_Control	,012	,139	-,068	-,083	-,050	-,146	-,229	-,291	,762[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Q5. Reason_Taste	1,000	,649
Q5. Reason_Quality	1,000	,712
Q5. Reason_Safety	1,000	,436
Q5. Reason_Freshness	1,000	,566
Q5. Reason_NutritionalValue	1,000	,566
Q5. Reason_Tracability	1,000	,502
Q5. Reason_Prestige	1,000	,297
Q5. Reason_LessArtifAdditives	1,000	,459
Q5. Reason_Control	1,000	,572

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,391	37,683	37,683	3,391	37,683	37,683	2,421	26,901	26,901
2	1,368	15,196	52,879	1,368	15,196	52,879	2,338	25,978	52,879
3	1,017	11,300	64,179						
4	,712	7,914	72,093						
5	,649	7,213	79,306						
6	,542	6,019	85,325						
7	,516	5,732	91,056						
8	,464	5,154	96,211						

9	,341	3,789	100,000							

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component	
	1	2
Q5. Reason_Taste	,617	-,518
Q5. Reason_Quality	,638	-,552
Q5. Reason_Safety	,609	,254
Q5. Reason_Freshness	,749	,064
Q5. Reason_NutritionalValue	,668	-,346
Q5. Reason_Tracability	,596	,382
Q5. Reason_Prestige	,370	,400
Q5. Reason_LessArtifAdditives	,675	,057
Q5. Reason_Control	,525	,544

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Rotated Component Matrix[a]

	Component	
	1	2
Q5. Reason_Taste	,804	,053
Q5. Reason_Quality	,843	,044
Q5. Reason_Safety	,263	,605
Q5. Reason_Freshness	,496	,565
Q5. Reason_NutritionalValue	,722	,213
Q5. Reason_Tracability	,165	,689
Q5. Reason_Prestige	-,010	,545
Q5. Reason_LessArtifAdditives	,447	,509
Q5. Reason_Control	,002	,756

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

F1_Quality

Reliability Statistics

Cronbach's Alpha	N of Items
,745	3

F2_

Reliability Statistics

Cronbach's Alpha	N of Items
,731	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q5. Reason_Safety	16,96	10,241	,488	,689
Q5. Reason_Freshness	17,07	9,596	,556	,668
Q5. Reason_Tracability	16,90	9,667	,505	,682
Q5. Reason_Prestige	17,83	10,721	,306	,741
Q5. Reason_LessArtifAdditives	16,33	10,140	,463	,695
Q5. Reason_Control	17,05	9,778	,497	,685

Away Prestige

Reliability Statistics

Cronbach's Alpha	N of Items
,741	5

REASONS 2 (no prestige)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,806
Bartlett's Test of Sphericity	Approx. Chi-Square	465,730
	df	28
	Sig.	,000

Anti-image Matrices

		Q5. Reason_Taste	Q5. Reason_Quality	Q5. Reason_Safety	Q5. Reason_Freshness	Q5. Reason_NutritionalValue	Q5. Reason_Tracability	Q5. Reason_LessArtifAdditives	Q5. Reason_Control
Anti-image Covariance	Q5. Reason_Taste	,593	-,250	,040	-,155	-,097	-,022	,038	,008
	Q5. Reason_Quality	-,250	,559	-,064	-,004	-,145	,042	-,142	,083
	Q5. Reason_Safety	,040	-,064	,706	-,128	,022	-,160	-,147	-,048
	Q5. Reason_Freshness	-,155	-,004	-,128	,617	-,112	-,100	-,045	-,104
	Q5. Reason_NutritionalValue	-,097	-,145	,022	-,112	,652	-,072	-,084	-,022
	Q5. Reason_Tracability	-,022	,042	-,160	-,100	-,072	,734	-,055	-,132
	Q5. Reason_LessArtifAdditives	,038	-,142	-,147	-,045	-,084	-,055	,633	-,182
	Q5. Reason_Control	,008	,083	-,048	-,104	-,022	-,132	-,182	,756
Anti-image Correlation	Q5. Reason_Taste	,746[a]	-,433	,061	-,255	-,156	-,033	,063	,012
	Q5. Reason_Quality	-,433	,735[a]	-,102	-,007	-,240	,065	-,239	,127
	Q5. Reason_Safety	,061	-,102	,825[a]	-,193	,033	-,223	-,220	-,065
	Q5. Reason_Freshness	-,255	-,007	-,193	,849[a]	-,176	-,148	-,073	-,152

Q5. Reason_NutritionalValue	-,156	-,240	,033	-,176	,865[a]	-,104	-,131	-,032
Q5. Reason_Tracability	-,033	,065	-,223	-,148	-,104	,843[a]	-,080	-,177
Q5. Reason_LessArtifAdditives	,063	-,239	-,220	-,073	-,131	-,080	,819[a]	-,263
Q5. Reason_Control	,012	,127	-,065	-,152	-,032	-,177	-,263	,784[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Q5. Reason_Taste	1,000	,692
Q5. Reason_Quality	1,000	,711
Q5. Reason_Safety	1,000	,502
Q5. Reason_Freshness	1,000	,539
Q5. Reason_NutritionalValue	1,000	,561
Q5. Reason_Tracability	1,000	,518
Q5. Reason_LessArtifAdditives	1,000	,523
Q5. Reason_Control	1,000	,560

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,292	41,154	41,154	3,292	41,154	41,154	2,307	28,837	28,837
2	1,314	16,423	57,577	1,314	16,423	57,577	2,299	28,739	57,577
3	,719	8,991	66,567						

4	,712	8,899	75,466						
5	,597	7,465	82,931						
6	,540	6,750	89,681						
7	,464	5,799	95,480						
8	,362	4,520	100,000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component	
	1	2
Q5. Reason_Taste	,626	-,547
Q5. Reason_Quality	,655	-,530
Q5. Reason_Safety	,615	,353
Q5. Reason_Freshness	,733	,025
Q5. Reason_NutritionalValue	,687	-,299
Q5. Reason_Tracability	,587	,418
Q5. Reason_LessArtifAdditives	,696	,196
Q5. Reason_Control	,504	,553

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Rotated Component Matrix[a]

	Component	
	1	2
Q5. Reason_Taste	,058	,830
Q5. Reason_Quality	,090	,838
Q5. Reason_Safety	,684	,184
Q5. Reason_Freshness	,537	,500
Q5. Reason_NutritionalValue	,276	,696
Q5. Reason_Tracability	,710	,118
Q5. Reason_LessArtifAdditives	,632	,352
Q5. Reason_Control	,747	-,036

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Barriers

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q6. Barrier_Price	225	1	5	3,74	,929
Q6. Barrier_Appearance	225	1	5	2,44	,985
Q6. Barrier_Accessibility	225	1	5	3,36	1,038
Q6. Barrier_Taste	225	1	5	2,09	,843
Q6. Barrier_Information	225	1	5	2,55	1,026
Q6. Barrier_Credibility	225	1	5	2,32	,971
Q6. Barrier_Conservation	225	1	5	2,60	1,077
Q6. Barrier_Visibility	225	1	5	2,99	1,122
Q6. Barrier_Convenience	225	1	5	3,22	1,036
Q6. Barrier_Habits	225	1	5	2,95	1,196
Q6. Barrier_Identification	225	1	5	2,90	1,062
Q6. Barrier_Availability	225	1	5	3,39	,971
Valid N (listwise)	225				

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,840
Bartlett's Test of Sphericity	Approx. Chi-Square	834,099
	df	66
	Sig.	,000

Anti-image Matrices

		Q6. Barrier_Price	Q6. Barrier_Appearance	Q6. Barrier_Accessibility	Q6. Barrier_Taste	Q6. Barrier_Information	Q6. Barrier_Credibility	Q6. Barrier_Conservation	Q6. Barrier_Visibility	Q6. Barrier_Convenience	Q6. Barrier_Habits	Q6. Barrier_Identification	Q6. Barrier_Availability
Anti-image Covariance	Q6. Barrier_Price	,869	-,046	-,060	-,025	,046	-,019	-,007	,050	-,032	-,178	,140	-,084
	Q6. Barrier_Appearance	-,046	,714	-,134	-,156	-,058	-,034	-,162	,012	,042	-,016	,013	-,011

ce	Q6. Barrier_Accessibility	-,060	-,134	,575	,013	-,005	-,087	,056	-,045	-,088	,043	-,061	-,127
	Q6. Barrier_Taste	-,025	-,156	,013	,686	-,045	-,096	-,049	-,052	-,054	-,089	-,034	,044
	Q6. Barrier_Information	,046	-,058	-,005	-,045	,601	-,214	-,033	-,043	-,045	,046	-,073	-,028
	Q6. Barrier_Credibility	-,019	-,034	-,087	-,096	-,214	,549	-,127	,039	-,028	-,103	-,037	,048
	Q6. Barrier_Conservation	-,007	-,162	,056	-,049	-,033	-,127	,771	-,060	,037	-,039	,061	-,080
	Q6. Barrier_Visibility	,050	,012	-,045	-,052	-,043	,039	-,060	,576	-,123	-,113	-,092	-,065
	Q6. Barrier_Convenience	-,032	,042	-,088	-,054	-,045	-,028	,037	-,123	,475	,046	-,035	-,193
	Q6. Barrier_Habits	-,178	-,016	,043	-,089	,046	-,103	-,039	-,113	,046	,636	-,208	,050
	Q6. Barrier_Identification	,140	,013	-,061	-,034	-,073	-,037	,061	-,092	-,035	-,208	,525	-,093

Anti-image Correlation	Q6. Barrier_Availability	-,084	-,011	-,127	,044	-,028	,048	-,080	-,065	-,193	,050	-,093	,473
	Q6. Barrier_Price	,555[a]	-,058	-,085	-,032	,063	-,027	-,008	,070	-,050	-,240	,207	-,131
	Q6. Barrier_Appearance	-,058	,840[a]	-,209	-,223	-,088	-,054	-,218	,018	,072	-,023	,022	-,019
	Q6. Barrier_Accessibility	-,085	-,209	,880[a]	,021	-,008	-,154	,084	-,077	-,168	,072	-,111	-,243
	Q6. Barrier_Taste	-,032	-,223	,021	,892[a]	-,071	-,156	-,067	-,082	-,095	-,135	-,056	,078
	Q6. Barrier_Information	,063	-,088	-,008	-,071	,872[a]	-,373	-,049	-,072	-,085	,074	-,130	-,052
	Q6. Barrier_Credibility	-,027	-,054	-,154	-,156	-,373	,833[a]	-,195	,069	-,055	-,174	-,068	,094
	Q6. Barrier_Conservation	-,008	-,218	,084	-,067	-,049	-,195	,819[a]	-,090	,061	-,056	,095	-,132
	Q6. Barrier_Visibility	,070	,018	-,077	-,082	-,072	,069	-,090	,896[a]	-,235	-,187	-,168	-,124

Q6. Barrier_Convenience	-,050	,072	-,168	-,095	-,085	-,055	,061	-,235	,844[a]	,083	-,070	-,408
Q6. Barrier_Habits	-,240	-,023	,072	-,135	,074	-,174	-,056	-,187	,083	,749[a]	-,359	,091
Q6. Barrier_Identification	,207	,022	-,111	-,056	-,130	-,068	,095	-,168	-,070	-,359	,841[a]	-,187
Q6. Barrier_Availability	-,131	-,019	-,243	,078	-,052	,094	-,132	-,124	-,408	,091	-,187	,817[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Q6. Barrier_Price	1,000	,758
Q6. Barrier_Appearance	1,000	,488
Q6. Barrier_Accessibility	1,000	,586
Q6. Barrier_Taste	1,000	,504
Q6. Barrier_Information	1,000	,512
Q6. Barrier_Credibility	1,000	,600
Q6. Barrier_Conservation	1,000	,419
Q6. Barrier_Visibility	1,000	,566
Q6. Barrier_Convenience	1,000	,717
Q6. Barrier_Habits	1,000	,382
Q6. Barrier_Identification	1,000	,637
Q6. Barrier_Availability	1,000	,736

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings

	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,395	36,625	36,625	4,395	36,625	36,625	3,020	25,165	25,165
2	1,428	11,896	48,521	1,428	11,896	48,521	2,784	23,198	48,363
3	1,082	9,016	57,536	1,082	9,016	57,536	1,101	9,173	57,536
4	,999	8,325	65,861						
5	,752	6,266	72,128						
6	,710	5,920	78,048						
7	,619	5,155	83,202						
8	,498	4,148	87,351						
9	,458	3,816	91,166						
10	,394	3,281	94,448						
11	,353	2,938	97,386						
12	,314	2,614	100,000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component		
	1	2	3
Q6. Barrier_Price	,215	,132	,833
Q6. Barrier_Appearance	,523	,409	,217
Q6. Barrier_Accessibility	,676	-,293	,210
Q6. Barrier_Taste	,590	,387	-,074
Q6. Barrier_Information	,663	,126	-,237
Q6. Barrier_Credibility	,669	,367	-,132
Q6. Barrier_Conservation	,450	,452	,110
Q6. Barrier_Visibility	,690	-,264	-,144
Q6. Barrier_Convenience	,696	-,473	,095
Q6. Barrier_Habits	,529	,298	-,113
Q6. Barrier_Identification	,697	-,178	-,346
Q6. Barrier_Availability	,674	-,488	,207

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix[a]

	Component		
	1	2	3
Q6. Barrier_Price	,111	,121	,855
Q6. Barrier_Appearance	,117	,618	,303
Q6. Barrier_Accessibility	,704	,217	,208
Q6. Barrier_Taste	,166	,690	,017
Q6. Barrier_Information	,388	,574	-,177
Q6. Barrier_Credibility	,234	,737	-,038
Q6. Barrier_Conservation	,029	,615	,199
Q6. Barrier_Visibility	,677	,298	-,138
Q6. Barrier_Convenience	,836	,117	,069
Q6. Barrier_Habits	,180	,590	-,038
Q6. Barrier_Identification	,614	,394	-,325
Q6. Barrier_Availability	,836	,075	,177

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

2 facteurs et prix séparé?

Component Transformation Matrix

Component	1	2	3
1	,733	,678	,060
2	-,679	,721	,140
3	,052	-,144	,988

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Reliability Statistics

Cronbach's Alpha	N of Items
,827	5

Reliability Statistics

Cronbach's Alpha	N of Items
,744	6

Forced in 2

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,840
Bartlett's Test of Sphericity	Approx. Chi-Square	834,099
	df	66
	Sig.	,000

Anti-image Matrices

		Q6. Barrier_Price	Q6. Barrier_Appearance	Q6. Barrier_Accessibility	Q6. Barrier_Taste	Q6. Barrier_Information	Q6. Barrier_Credibility	Q6. Barrier_Conservation	Q6. Barrier_Visibility	Q6. Barrier_Convenience	Q6. Barrier_Habits	Q6. Barrier_Identification	Q6. Barrier_Availability
Anti-image Covariance	Q6. Barrier_Price	,869	-,046	-,060	-,025	,046	-,019	-,007	,050	-,032	-,178	,140	-,084
	Q6. Barrier_Appearance	-,046	,714	-,134	-,156	-,058	-,034	-,162	,012	,042	-,016	,013	-,011
	Q6. Barrier_Accessibility	-,060	-,134	,575	,013	-,005	-,087	,056	-,045	-,088	,043	-,061	-,127
	Q6. Barrier_Taste	-,025	-,156	,013	,686	-,045	-,096	-,049	-,052	-,054	-,089	-,034	,044
	Q6. Barrier_Information	,046	-,058	-,005	-,045	,601	-,214	-,033	-,043	-,045	,046	-,073	-,028
	Q6. Barrier_Credibility	-,019	-,034	-,087	-,096	-,214	,549	-,127	,039	-,028	-,103	-,037	,048

Anti-image Correlation	Q6. Barrier_Conservation	-,007	-,162	,056	-,049	-,033	-,127	,771	-,060	,037	-,039	,061	-,080
	Q6. Barrier_Visibility	,050	,012	-,045	-,052	-,043	,039	-,060	,576	-,123	-,113	-,092	-,065
	Q6. Barrier_Convenience	-,032	,042	-,088	-,054	-,045	-,028	,037	-,123	,475	,046	-,035	-,193
	Q6. Barrier_Habits	-,178	-,016	,043	-,089	,046	-,103	-,039	-,113	,046	,636	-,208	,050
	Q6. Barrier_Identification	,140	,013	-,061	-,034	-,073	-,037	,061	-,092	-,035	-,208	,525	-,093
	Q6. Barrier_Availability	-,084	-,011	-,127	,044	-,028	,048	-,080	-,065	-,193	,050	-,093	,473
	Q6. Barrier_Price	,555[a]	-,058	-,085	-,032	,063	-,027	-,008	,070	-,050	-,240	,207	-,131
	Q6. Barrier_Appearance	-,058	,840[a]	-,209	-,223	-,088	-,054	-,218	,018	,072	-,023	,022	-,019
	Q6. Barrier_Accessibility	-,085	-,209	,880[a]	,021	-,008	-,154	,084	-,077	-,168	,072	-,111	-,243

Q6. Barrier_Taste	-,032	-,223	,021	,892[a]	-,071	-,156	-,067	-,082	-,095	-,135	-,056	,078
Q6. Barrier_Information	,063	-,088	-,008	-,071	,872[a]	-,373	-,049	-,072	-,085	,074	-,130	-,052
Q6. Barrier_Credibility	-,027	-,054	-,154	-,156	-,373	,833[a]	-,195	,069	-,055	-,174	-,068	,094
Q6. Barrier_Conservation	-,008	-,218	,084	-,067	-,049	-,195	,819[a]	-,090	,061	-,056	,095	-,132
Q6. Barrier_Visibility	,070	,018	-,077	-,082	-,072	,069	-,090	,896[a]	-,235	-,187	-,168	-,124
Q6. Barrier_Convenience	-,050	,072	-,168	-,095	-,085	-,055	,061	-,235	,844[a]	,083	-,070	-,408
Q6. Barrier_Habits	-,240	-,023	,072	-,135	,074	-,174	-,056	-,187	,083	,749[a]	-,359	,091
Q6. Barrier_Identification	,207	,022	-,111	-,056	-,130	-,068	,095	-,168	-,070	-,359	,841[a]	-,187
Q6. Barrier_Availability	-,131	-,019	-,243	,078	-,052	,094	-,132	-,124	-,408	,091	-,187	,817[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Q6. Barrier_Price	1,000	,064
Q6. Barrier_Appearance	1,000	,441
Q6. Barrier_Accessibility	1,000	,542
Q6. Barrier_Taste	1,000	,498
Q6. Barrier_Information	1,000	,455
Q6. Barrier_Credibility	1,000	,582
Q6. Barrier_Conservation	1,000	,407
Q6. Barrier_Visibility	1,000	,545
Q6. Barrier_Convenience	1,000	,708
Q6. Barrier_Habits	1,000	,369
Q6. Barrier_Identification	1,000	,518
Q6. Barrier_Availability	1,000	,693

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,395	36,625	36,625	4,395	36,625	36,625	3,094	25,780	25,780
2	1,428	11,896	48,521	1,428	11,896	48,521	2,729	22,741	48,521
3	1,082	9,016	57,536						
4	,999	8,325	65,861						
5	,752	6,266	72,128						
6	,710	5,920	78,048						
7	,619	5,155	83,202						
8	,498	4,148	87,351						
9	,458	3,816	91,166						
10	,394	3,281	94,448						
11	,353	2,938	97,386						
12	,314	2,614	100,000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component	
	1	2
Q6. Barrier_Price	,215	,132
Q6. Barrier_Appearance	,523	,409
Q6. Barrier_Accessibility	,676	-,293
Q6. Barrier_Taste	,590	,387
Q6. Barrier_Information	,663	,126
Q6. Barrier_Credibility	,669	,367
Q6. Barrier_Conservation	,450	,452
Q6. Barrier_Visibility	,690	-,264
Q6. Barrier_Convenience	,696	-,473
Q6. Barrier_Habits	,529	,298
Q6. Barrier_Identification	,697	-,178
Q6. Barrier_Availability	,674	-,488

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Rotated Component Matrix[a]

	Component	
	1	2
Q6. Barrier_Price	,074	,241
Q6. Barrier_Appearance	,121	,653
Q6. Barrier_Accessibility	,700	,228
Q6. Barrier_Taste	,186	,681
Q6. Barrier_Information	,413	,534
Q6. Barrier_Credibility	,258	,718
Q6. Barrier_Conservation	,038	,637
Q6. Barrier_Visibility	,691	,259
Q6. Barrier_Convenience	,835	,107
Q6. Barrier_Habits	,199	,574
Q6. Barrier_Identification	,640	,328
Q6. Barrier_Availability	,829	,081

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Without price

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,852
Bartlett's Test of Sphericity	Approx. Chi-Square	804,638
	df	55
	Sig.	,000

Anti-image Matrices

		Q6. Barrier_Appearance	Q6. Barrier_Accessibility	Q6. Barrier_Taste	Q6. Barrier_Information	Q6. Barrier_Credibility	Q6. Barrier_Conservation	Q6. Barrier_Visibility	Q6. Barrier_Convenience	Q6. Barrier_Habits	Q6. Barrier_Identification	Q6. Barrier_Availability
Anti-image Covariance	Q6. Barrier_Appearance	,717	-,139	-,158	-,056	-,035	-,163	,015	,041	-,027	,022	-,016
	Q6. Barrier_Accessibility	-,139	,579	,012	-,002	-,089	,056	-,042	-,091	,033	-,054	-,136
	Q6. Barrier_Taste	-,158	,012	,687	-,044	-,097	-,049	-,050	-,056	-,100	-,031	,043
	Q6. Barrier_Information	-,056	-,002	-,044	,603	-,214	-,033	-,046	-,044	,059	-,084	-,024
	Q6. Barrier_Credibility	-,035	-,089	-,097	-,214	,549	-,127	,040	-,029	-,113	-,035	,047
	Q6. Barrier_Conservation	-,163	,056	-,049	-,033	-,127	,771	-,060	,037	-,043	,065	-,082
	Q6. Barrier_Visibility	,015	-,042	-,050	-,046	,040	-,060	,579	-,122	-,110	-,105	-,061

	Q6. Barrier_Convenience	,041	-,091	-,056	-,044	-,029	,037	-,122	,476	,041	-,031	-,200
	Q6. Barrier_Habits	-,027	,033	-,100	,059	-,113	-,043	-,110	,041	,675	-,198	,035
	Q6. Barrier_Identification	,022	-,054	-,031	-,084	-,035	,065	-,105	-,031	-,198	,549	-,085
	Q6. Barrier_Availability	-,016	-,136	,043	-,024	,047	-,082	-,061	-,200	,035	-,085	,481
	Q6. Barrier_Appearance	,835[a]	-,215	-,226	-,085	-,056	-,219	,023	,069	-,038	,035	-,027
	Q6. Barrier_Accessibility	-,215	,878[a]	,019	-,003	-,157	,083	-,072	-,173	,053	-,096	-,257
Anti-image Correlation	Q6. Barrier_Taste	-,226	,019	,889[a]	-,069	-,157	-,068	-,080	-,097	-,147	-,051	,074
	Q6. Barrier_Information	-,085	-,003	-,069	,871[a]	-,372	-,049	-,077	-,082	,092	-,147	-,044
	Q6. Barrier_Credibility	-,056	-,157	-,157	-,372	,830[a]	-,195	,072	-,057	-,186	-,064	,091
	Q6. Barrier_Conservation	-,219	,083	-,068	-,049	-,195	,814[a]	-,090	,061	-,060	,099	-,134

Q6. Barrier_Visibility	,023	-,072	-,080	-,077	,072	-,090	,898[a]	-,232	-,176	-,187	-,116
Q6. Barrier_Convenience	,069	-,173	-,097	-,082	-,057	,061	-,232	,841[a]	,073	-,061	-,419
Q6. Barrier_Habits	-,038	,053	-,147	,092	-,186	-,060	-,176	,073	,795[a]	-,326	,062
Q6. Barrier_Identification	,035	-,096	-,051	-,147	-,064	,099	-,187	-,061	-,326	,873[a]	-,165
Q6. Barrier_Availability	-,027	-,257	,074	-,044	,091	-,134	-,116	-,419	,062	-,165	,821[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Q6. Barrier_Appearance	1,000	,589
Q6. Barrier_Accessibility	1,000	,610
Q6. Barrier_Taste	1,000	,509
Q6. Barrier_Information	1,000	,480
Q6. Barrier_Credibility	1,000	,592
Q6. Barrier_Conservation	1,000	,516
Q6. Barrier_Visibility	1,000	,590
Q6. Barrier_Convenience	1,000	,722
Q6. Barrier_Habits	1,000	,761
Q6. Barrier_Identification	1,000	,687
Q6. Barrier_Availability	1,000	,740

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,359	39,627	39,627	4,359	39,627	39,627	2,756	25,051	25,051
2	1,422	12,932	52,559	1,422	12,932	52,559	2,210	20,095	45,146
3	1,014	9,216	61,774	1,014	9,216	61,774	1,829	16,628	61,774
4	,773	7,024	68,798						
5	,727	6,609	75,407						
6	,623	5,660	81,067						
7	,520	4,729	85,796						
8	,459	4,173	89,968						
9	,421	3,826	93,794						
10	,367	3,335	97,130						
11	,316	2,870	100,000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component		
	1	2	3
Q6. Barrier_Appearance	,520	,403	,394
Q6. Barrier_Accessibility	,674	-,301	,256
Q6. Barrier_Taste	,590	,393	-,085
Q6. Barrier_Information	,669	,150	,104
Q6. Barrier_Credibility	,669	,379	,017
Q6. Barrier_Conservation	,449	,453	,330
Q6. Barrier_Visibility	,694	-,252	-,213
Q6. Barrier_Convenience	,697	-,474	,109
Q6. Barrier_Habits	,523	,291	-,635
Q6. Barrier_Identification	,706	-,153	-,407
Q6. Barrier_Availability	,672	-,497	,200

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix[a]

	Component		
	1	2	3
Q6. Barrier_Appearance	,156	,751	,004
Q6. Barrier_Accessibility	,724	,288	,050
Q6. Barrier_Taste	,106	,550	,442
Q6. Barrier_Information	,372	,519	,269
Q6. Barrier_Credibility	,193	,633	,392
Q6. Barrier_Conservation	,059	,715	,034
Q6. Barrier_Visibility	,601	,106	,467
Q6. Barrier_Convenience	,829	,111	,149
Q6. Barrier_Habits	,012	,178	,854
Q6. Barrier_Identification	,497	,086	,657
Q6. Barrier_Availability	,849	,126	,055

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

F1_Availability

Reliability Statistics

Cronbach's Alpha	N of Items
,809	4

Not better deleting one

F2_

Reliability Statistics

Cronbach's Alpha	N of Items
,739	5

Not better deleting one

F3_

Reliability Statistics

Cronbach's Alpha	N of Items
,630	2

forced in 4 factors (for better groups):

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,852
Bartlett's Test of Sphericity	Approx. Chi-Square	804,638
	df	55
	Sig.	,000

Anti-image Matrices

		Q6. Barrier_Appearance	Q6. Barrier_Accessibility	Q6. Barrier_Taste	Q6. Barrier_Information	Q6. Barrier_Credibility	Q6. Barrier_Conservation	Q6. Barrier_Visibility	Q6. Barrier_Convenience	Q6. Barrier_Habits	Q6. Barrier_Identification	Q6. Barrier_Availability
Anti-image Covariance	Q6. Barrier_Appearance	,717	-,139	-,158	-,056	-,035	-,163	,015	,041	-,027	,022	-,016
	Q6. Barrier_Accessibility	-,139	,579	,012	-,002	-,089	,056	-,042	-,091	,033	-,054	-,136
	Q6. Barrier_Taste	-,158	,012	,687	-,044	-,097	-,049	-,050	-,056	-,100	-,031	,043
	Q6. Barrier_Information	-,056	-,002	-,044	,603	-,214	-,033	-,046	-,044	,059	-,084	-,024
	Q6. Barrier_Credibility	-,035	-,089	-,097	-,214	,549	-,127	,040	-,029	-,113	-,035	,047
	Q6. Barrier_Conservation	-,163	,056	-,049	-,033	-,127	,771	-,060	,037	-,043	,065	-,082
	Q6. Barrier_Visibility	,015	-,042	-,050	-,046	,040	-,060	,579	-,122	-,110	-,105	-,061

	Q6. Barrier_Convenience	,041	-,091	-,056	-,044	-,029	,037	-,122	,476	,041	-,031	-,200
	Q6. Barrier_Habits	-,027	,033	-,100	,059	-,113	-,043	-,110	,041	,675	-,198	,035
	Q6. Barrier_Identification	,022	-,054	-,031	-,084	-,035	,065	-,105	-,031	-,198	,549	-,085
	Q6. Barrier_Availability	-,016	-,136	,043	-,024	,047	-,082	-,061	-,200	,035	-,085	,481
	Q6. Barrier_Appearance	,835[a]	-,215	-,226	-,085	-,056	-,219	,023	,069	-,038	,035	-,027
	Q6. Barrier_Accessibility	-,215	,878[a]	,019	-,003	-,157	,083	-,072	-,173	,053	-,096	-,257
Anti-image Correlation	Q6. Barrier_Taste	-,226	,019	,889[a]	-,069	-,157	-,068	-,080	-,097	-,147	-,051	,074
	Q6. Barrier_Information	-,085	-,003	-,069	,871[a]	-,372	-,049	-,077	-,082	,092	-,147	-,044
	Q6. Barrier_Credibility	-,056	-,157	-,157	-,372	,830[a]	-,195	,072	-,057	-,186	-,064	,091
	Q6. Barrier_Conservation	-,219	,083	-,068	-,049	-,195	,814[a]	-,090	,061	-,060	,099	-,134

Q6. Barrier_Visibility	,023	-,072	-,080	-,077	,072	-,090	,898[a]	-,232	-,176	-,187	-,116
Q6. Barrier_Convenience	,069	-,173	-,097	-,082	-,057	,061	-,232	,841[a]	,073	-,061	-,419
Q6. Barrier_Habits	-,038	,053	-,147	,092	-,186	-,060	-,176	,073	,795[a]	-,326	,062
Q6. Barrier_Identification	,035	-,096	-,051	-,147	-,064	,099	-,187	-,061	-,326	,873[a]	-,165
Q6. Barrier_Availability	-,027	-,257	,074	-,044	,091	-,134	-,116	-,419	,062	-,165	,821[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Q6. Barrier_Appearance	1,000	,632
Q6. Barrier_Accessibility	1,000	,611
Q6. Barrier_Taste	1,000	,510
Q6. Barrier_Information	1,000	,763
Q6. Barrier_Credibility	1,000	,744
Q6. Barrier_Conservation	1,000	,682
Q6. Barrier_Visibility	1,000	,646
Q6. Barrier_Convenience	1,000	,722
Q6. Barrier_Habits	1,000	,807
Q6. Barrier_Identification	1,000	,688
Q6. Barrier_Availability	1,000	,761

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,359	39,627	39,627	4,359	39,627	39,627	2,654	24,131	24,131
2	1,422	12,932	52,559	1,422	12,932	52,559	1,695	15,411	39,542
3	1,014	9,216	61,774	1,014	9,216	61,774	1,658	15,077	54,619
4	,773	7,024	68,798	,773	7,024	68,798	1,560	14,179	68,798
5	,727	6,609	75,407						
6	,623	5,660	81,067						
7	,520	4,729	85,796						
8	,459	4,173	89,968						
9	,421	3,826	93,794						
10	,367	3,335	97,130						
11	,316	2,870	100,000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component			
	1	2	3	4
Q6. Barrier_Appearance	,520	,403	,394	,208
Q6. Barrier_Accessibility	,674	-,301	,256	-,044
Q6. Barrier_Taste	,590	,393	-,085	,019
Q6. Barrier_Information	,669	,150	,104	-,532
Q6. Barrier_Credibility	,669	,379	,017	-,391
Q6. Barrier_Conservation	,449	,453	,330	,408
Q6. Barrier_Visibility	,694	-,252	-,213	,236
Q6. Barrier_Convenience	,697	-,474	,109	-,003
Q6. Barrier_Habits	,523	,291	-,635	,215
Q6. Barrier_Identification	,706	-,153	-,407	-,040
Q6. Barrier_Availability	,672	-,497	,200	,146

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix[a]

	Component			
	1	2	3	4
Q6. Barrier_Appearance	,163	,250	,035	,736
Q6. Barrier_Accessibility	,706	,281	,013	,183
Q6. Barrier_Taste	,090	,397	,412	,418
Q6. Barrier_Information	,291	,810	,092	,116
Q6. Barrier_Credibility	,126	,768	,248	,279
Q6. Barrier_Conservation	,091	,067	,121	,809
Q6. Barrier_Visibility	,616	,048	,498	,129
Q6. Barrier_Convenience	,818	,190	,122	,038
Q6. Barrier_Habits	,022	,132	,874	,158
Q6. Barrier_Identification	,479	,294	,609	-,050
Q6. Barrier_Availability	,856	,058	,072	,138

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

F2

Reliability Statistics

Cronbach's Alpha	N of Items
,709	2

F3

Reliability Statistics

Cronbach's Alpha	N of Items
,630	2

F4 (not better with deleting)

Reliability Statistics

Cronbach's Alpha	N of Items
,602	3

PCE

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q8. PCE_1	225	1	5	2,84	1,094
Q8. PCE_2	225	1	5	2,31	1,014
Valid N (listwise)	225				

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,500
Bartlett's Test of Sphericity	Approx. Chi-Square	21,369
	df	1
	Sig.	,000

Anti-image Matrices

		Q8. PCE_1	Q8. PCE_2
Anti-image Covariance	Q8. PCE_1	,908	-,275
	Q8. PCE_2	-,275	,908
Anti-image Correlation	Q8. PCE_1	,500[a]	-,303
	Q8. PCE_2	-,303	,500[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Q8. PCE_1	1,000	,651
Q8. PCE_2	1,000	,651

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,303	65,130	65,130	1,303	65,130	65,130
2	,697	34,870	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
Q8. PCE_1	,807
Q8. PCE_2	,807

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Reliability Statistics

Cronbach's Alpha	N of Items
,464	2

Pearson correlation coefficient instead as a measure of reliability.

Correlations

	Q8. PCE_1	Q8. PCE_2

Q8. PCE_1	Pearson Correlation	1	,303**
	Sig. (2-tailed)		,000
	N	225	225
Q8. PCE_2	Pearson Correlation	,303**	1
	Sig. (2-tailed)	,000	
	N	225	225

**. Correlation is significant at the 0.01 level (2-tailed).

SKN

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q12. SKN_1	225	1	5	3,06	1,059
Q12. SKN_2	225	1	5	2,70	,981
Q12. SKN_3	225	1	5	2,26	1,037
Valid N (listwise)	225				

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,742
Bartlett's Test of Sphericity	Approx. Chi-Square	341,702
	df	3
	Sig.	,000

Anti-image Matrices

		Q12. SKN_1	Q12. SKN_2	Q12. SKN_3
Anti-image Covariance	Q12. SKN_1	,407	-,175	-,185
	Q12. SKN_2	-,175	,437	-,161
	Q12. SKN_3	-,185	-,161	,423
Anti-image Correlation	Q12. SKN_1	,729[a]	-,416	-,446
	Q12. SKN_2	-,416	,755[a]	-,374
	Q12. SKN_3	-,446	-,374	,743[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Q12. SKN_1	1,000	,811
Q12. SKN_2	1,000	,791
Q12. SKN_3	1,000	,799

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,401	80,035	80,035	2,401	80,035	80,035
2	,315	10,485	90,520			
3	,284	9,480	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
Q12. SKN_1	,900
Q12. SKN_2	,889
Q12. SKN_3	,894

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Reliability Statistics

Cronbach's Alpha	N of Items
,875	3

Social norms

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q7. SN_1	225	1	5	2,99	1,022
Q7. SN_2	225	1	5	2,88	1,029
Q7. SN_3	225	1	5	3,05	1,040
Valid N (listwise)	225				

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,747
Bartlett's Test of Sphericity	Approx. Chi-Square	408,600
	df	3
	Sig.	,000

Anti-image Matrices

		Q7. SN_1	Q7. SN_2	Q7. SN_3
Anti-image Covariance	Q7. SN_1	,356	-,178	-,122
	Q7. SN_2	-,178	,324	-,155
	Q7. SN_3	-,122	-,155	,400
Anti-image Correlation	Q7. SN_1	,746[a]	-,524	-,325
	Q7. SN_2	-,524	,716[a]	-,429
	Q7. SN_3	-,325	-,429	,786[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction

Q7. SN_1	1,000	,831
Q7. SN_2	1,000	,852
Q7. SN_3	1,000	,806

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,490	82,987	82,987	2,490	82,987	82,987
2	,291	9,700	92,686			
3	,219	7,314	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
Q7. SN_1	,912
Q7. SN_2	,923
Q7. SN_3	,898

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Reliability Statistics

Cronbach's Alpha	N of Items
,897	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q7. SN_1	5,93	3,732	,798	,853
Q7. SN_2	6,04	3,646	,821	,833
Q7. SN_3	5,88	3,734	,774	,874

Past purchase

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q3.Purch_Local	225	1	5	3,41	,792
Q3.Purch_Organic	225	1	5	3,56	,875
Q3.Purch_Fairtrade	225	1	5	3,09	,810
Q3.Purch_AnimalFriendly	225	1	5	2,61	,985
Valid N (listwise)	225				

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,726
Bartlett's Test of Sphericity	Approx. Chi-Square	177,474
	df	6
	Sig.	,000

Anti-image Matrices

		Q3.Purch_Local	Q3.Purch_Organic	Q3.Purch_Fairtrade	Q3.Purch_AnimalFriendly
Anti-image Covaria	Q3.Purch_Local	,724	-,203	-,144	-,118
	Q3.Purch_Organic	-,203	,692	-,232	-,010
	Q3.Purch_Fairtrade	-,144	-,232	,634	-,217

nce	Q3.Purch_AnimalFriendly	-,118	-,010	-,217	,801
Anti-image Correlation	Q3.Purch_Local	,762[a]	-,287	-,213	-,155
	Q3.Purch_Organic	-,287	,711[a]	-,350	-,013
	Q3.Purch_Fairtrade	-,213	-,350	,700[a]	-,305
	Q3.Purch_AnimalFriendly	-,155	-,013	-,305	,746[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Q3.Purch_Local	1,000	,557
Q3.Purch_Organic	1,000	,564
Q3.Purch_Fairtrade	1,000	,656
Q3.Purch_AnimalFriendly	1,000	,416

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,193	54,817	54,817	2,193	54,817	54,817
2	,767	19,177	73,995			
3	,578	14,456	88,451			
4	,462	11,549	100,000			

Extraction Method: Principal Component Analysis.

Reliability Statistics

Cronbach's Alpha	N of Items
,714	4

Appendix 9 : Sample description

Q13. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Homme/man	82	36,4	36,4	36,4
	Femme/vrouw	143	63,6	63,6	100,0
	Total	225	100,0	100,0	

Q14. DependentKids

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Oui/Ja	57	25,3	25,3	25,3
	Non/Neen	168	74,7	74,7	100,0
	Total	225	100,0	100,0	

Q15. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18,00	3	1,3	1,3	1,3
	20,00	6	2,7	2,7	4,0
	21,00	5	2,2	2,2	6,2
	22,00	17	7,6	7,6	13,8
	23,00	40	17,8	17,8	31,6
	24,00	10	4,4	4,4	36,0
	25,00	10	4,4	4,4	40,4
	26,00	2	,9	,9	41,3
	27,00	7	3,1	3,1	44,4
	28,00	4	1,8	1,8	46,2

29,00	5	2,2	2,2	48,4
30,00	7	3,1	3,1	51,6
31,00	7	3,1	3,1	54,7
32,00	3	1,3	1,3	56,0
33,00	2	,9	,9	56,9
34,00	3	1,3	1,3	58,2
35,00	2	,9	,9	59,1
36,00	1	,4	,4	59,6
38,00	4	1,8	1,8	61,3
39,00	2	,9	,9	62,2
40,00	2	,9	,9	63,1
42,00	4	1,8	1,8	64,9
46,00	5	2,2	2,2	67,1
47,00	2	,9	,9	68,0
49,00	1	,4	,4	68,4
50,00	4	1,8	1,8	70,2
51,00	2	,9	,9	71,1
52,00	1	,4	,4	71,6
53,00	5	2,2	2,2	73,8
54,00	2	,9	,9	74,7
55,00	4	1,8	1,8	76,4
56,00	3	1,3	1,3	77,8
57,00	3	1,3	1,3	79,1
58,00	6	2,7	2,7	81,8
59,00	11	4,9	4,9	86,7
60,00	6	2,7	2,7	89,3
61,00	6	2,7	2,7	92,0
62,00	1	,4	,4	92,4
63,00	3	1,3	1,3	93,8
64,00	4	1,8	1,8	95,6
65,00	2	,9	,9	96,4
66,00	1	,4	,4	96,9
68,00	1	,4	,4	97,3
69,00	1	,4	,4	97,8
71,00	1	,4	,4	98,2
72,00	1	,4	,4	98,7
74,00	1	,4	,4	99,1
76,00	1	,4	,4	99,6

	86,00	1	,4	,4	100,0
	Total	225	100,0	100,0	

Q16. Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Région flamande/Vlaams Gewest	75	33,3	33,3	33,3
	Région Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest	109	48,4	48,4	81,8
	Région wallonne/Waals Gewest	41	18,2	18,2	100,0
	Total	225	100,0	100,0	

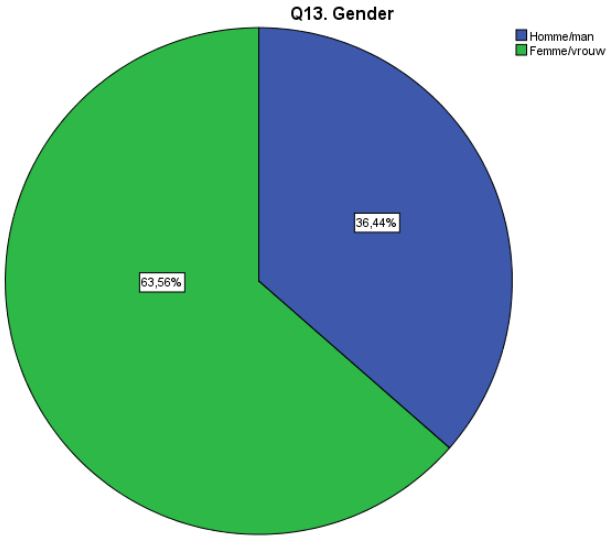
Q17. Diploma

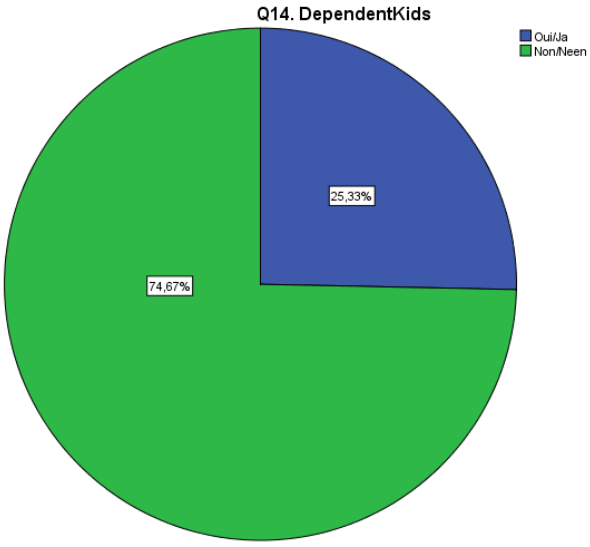
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Enseignement secondaire/secundair onderwijs	23	10,2	10,2	10,2
	Enseignement supérieur (universitaire ou non)/hoger onderwijs (universitair of niet)	202	89,8	89,8	100,0
	Total	225	100,0	100,0	

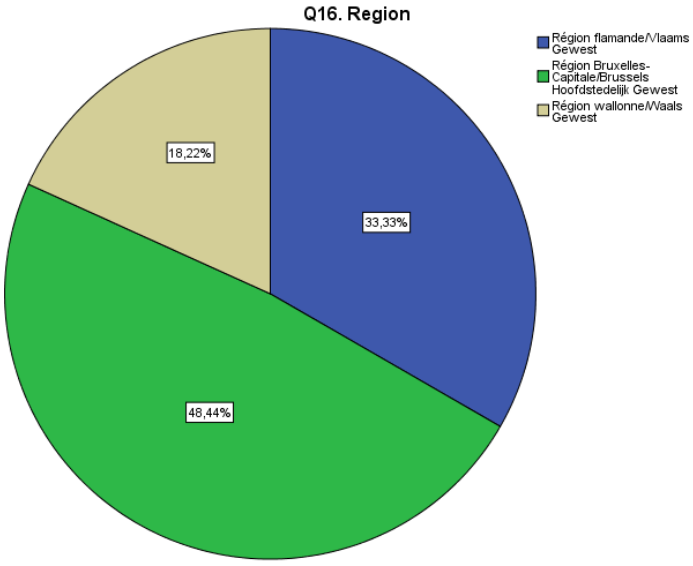
Q18. Revenue

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pas de revenu/geen inkomen	51	22,7	22,7	22,7
	< 1.000	15	6,7	6,7	29,3

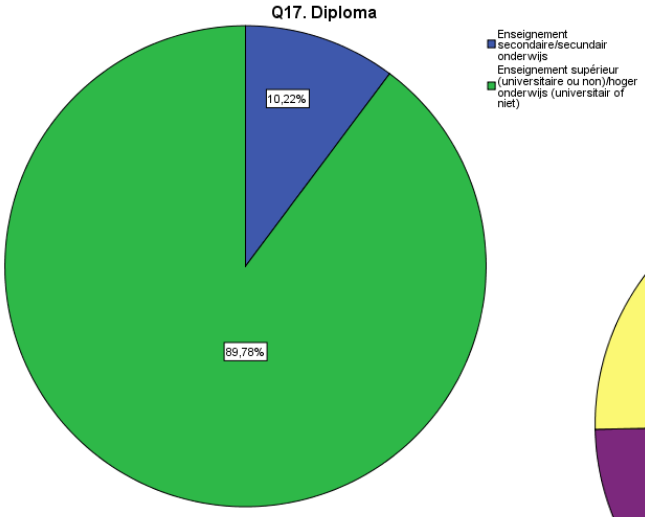
1.000 - 2.500	51	22,7	22,7	52,0
2.500 - 4.000	51	22,7	22,7	74,7
4000 – 6500	41	18,2	18,2	92,9
> 6500	16	7,1	7,1	100,0

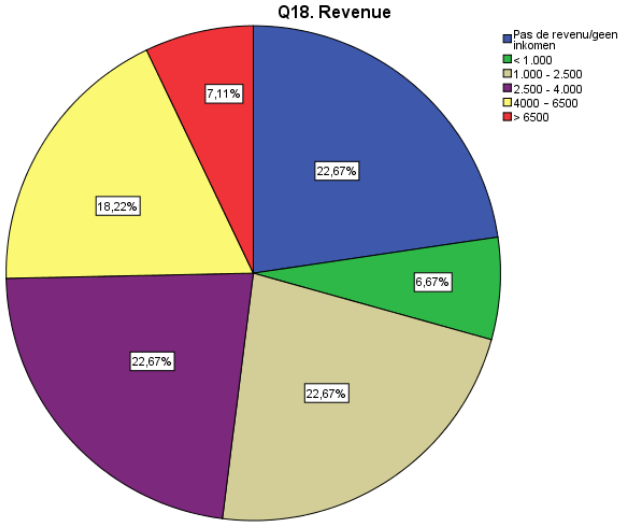






Total	225	100,0	100,0	





Appendix 10: Hypothesis testing

Sub-question 1 : socio-demographic variables

H1.1

Group Statistics

	Q13. Gender	N	Mean	Std. Deviation	Std. Error Mean
Intention	Homme/man	82	3,8059	,66693	,07365
	Femme/vrouw	143	4,0699	,52822	,04417

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Intention	Equal variances assumed	2,442	,120	-3,273	223	,001	-,26404	,08068	-,42303	-,10504
	Equal variances not assumed			-3,074	139,459	,003	-,26404	,08588	-,43383	-,09424

Levene's test:

H0: $\sigma_1^2 = \sigma_2^2$

H1: $\sigma_1^2 \neq \sigma_2^2$

p-value > 0,05/2 → We do not reject H0. The underlying assumption is respected and we will interpret the first line "equal variances assumed".

Independent T-test student:

H0: $\mu_1 \geq \mu_2$

H1: $\mu_1 < \mu_2$

p-value <0,05 → We reject H0: the mean of women is higher than that of men.

H1.2

Group Statistics

	Q14. DependentKids	N	Mean	Std. Deviation	Std. Error Mean
Intention	Oui/Ja	57	3,9518	,67258	,08909
	Non/Neen	168	3,9812	,56818	,04384

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Intention	Equal variances assumed	1,509	,221	-,322	223	,748	-,02940	,09138	-,20947	,15067
	Equal variances not assumed			-,296	84,736	,768	-,02940	,09929	-,22681	,16802

Levene's test:

H0: $\sigma_1^2 = \sigma_2^2$

H1: $\sigma_1^2 \neq \sigma_2^2$

p-value > 0,05/2 → We do not reject H0. The underlying assumption is respected and we will interpret the first line "equal variances assumed".

Independent T-test student:

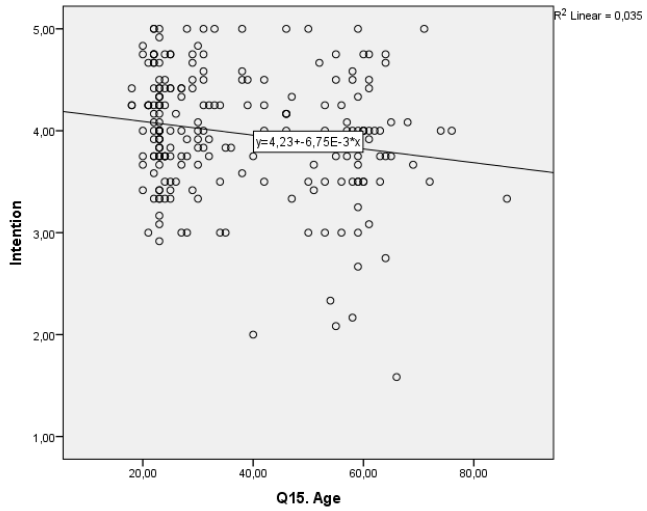
H0: $\mu_1 = \mu_2$

H1: $\mu_1 \neq \mu_2$

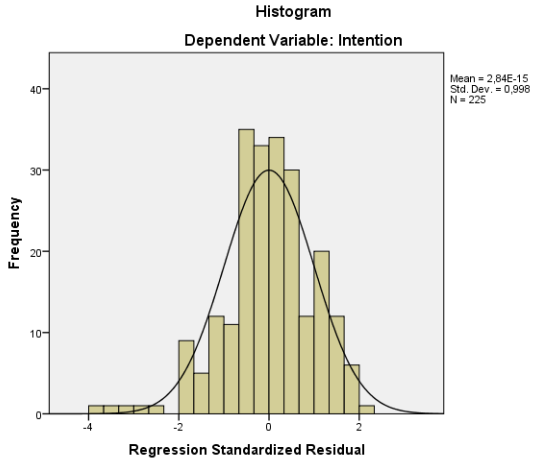
p-value > 0.05 → We do not reject H0: We cannot assume that the means are significantly different.

H1.3

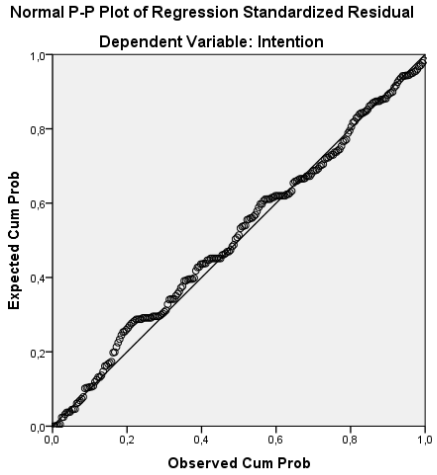
Before doing our inferential analyses, we will first conduct some prescriptive analyses in order to examine possible outliers and see the relation between the variables.



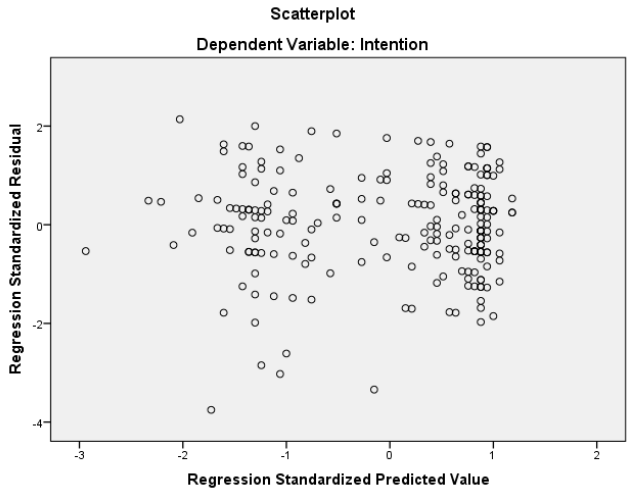
We notice that the slope is negative and that there are very few outliers.
Now we will verify whether the underlying assumptions of the model (regarding the residues) are satisfied to better interpret our results.



This histogram shows that globally the standardized residues follow a normal distribution, which is also acknowledgeable through the following graph.



We infer from the scatterplot here below that the data is not that much random and there might be a problem of heteroscedasticity because the residues are closer to zero on the right side of the x-axis than on the left side. Finally 95% of the data seem indeed between -2 and 2 on the y-axis, which confirms the normal distribution of the standardized residues.



Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Q15. Age[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,187[a]	,035	,031	,58572

a. Predictors: (Constant), Q15. Age

Only 3,5% of the variability of purchase intention is explained by the model in which age is the only explanatory variable, which is very low.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,778	1	2,778	8,096	,005[b]
	Residual	76,504	223	,343		
	Total	79,282	224			

a. Dependent Variable: Intention

b. Predictors: (Constant), Q15. Age

H0: $R^2 = 0$ (the independent variable does not allow to interpret the dependent variable)

H1: $R^2 \neq 0$

The p-value associated to the test statistic is lower than 0,05. As a consequence, we do reject H0, which means the slope of the regression line is not horizontal and the model of linear regression exists, yet it is very flat as we can see here above. The error risk is 5%.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,227	,097		43,521	,000
	Q15. Age	-,007	,002	-,187	-2,845	,005

a. Dependent Variable: Intention

We notice that the slope, even though almost zero, is negative which means that older people will less be intended to purchase sustainable food products.

H0: $\beta_{Age} = 0$ (the independent variable does not allow to interpret the dependent variable)

H1: $\beta_{Age} \neq 0$

0,005 < 0,05 →The contribution of age seems significative.

Additionnally we tested the intension of correlation between age and purchase intention through a Pearson association.

Correlations

		Q15. Age	Intention
Q15. Age	Pearson Correlation	1	-,187**
	Sig. (2-tailed)		,005
	N	225	225
Intention	Pearson Correlation	-,187**	1
	Sig. (2-tailed)	,005	
	N	225	225

**. Correlation is significant at the 0.01 level (2-tailed).

H0: $\rho = 0$

H1: $\rho \neq 0$

The p-value being lower than 0,025, we reject H0 and coherently assume there is a linear association between both variables. From this negative correlation we deduce that younger people tend to have higher purchase intentions, or inversely when age goes up, purchase intention goes down. Thanks to the asterisks we see it is significant, yet only 18%. This further emphasizes the low intensity of the relation between age and purchase intention.

H1.4

The descriptive analyses are important to carry out. In this case we acknowledge the following points:

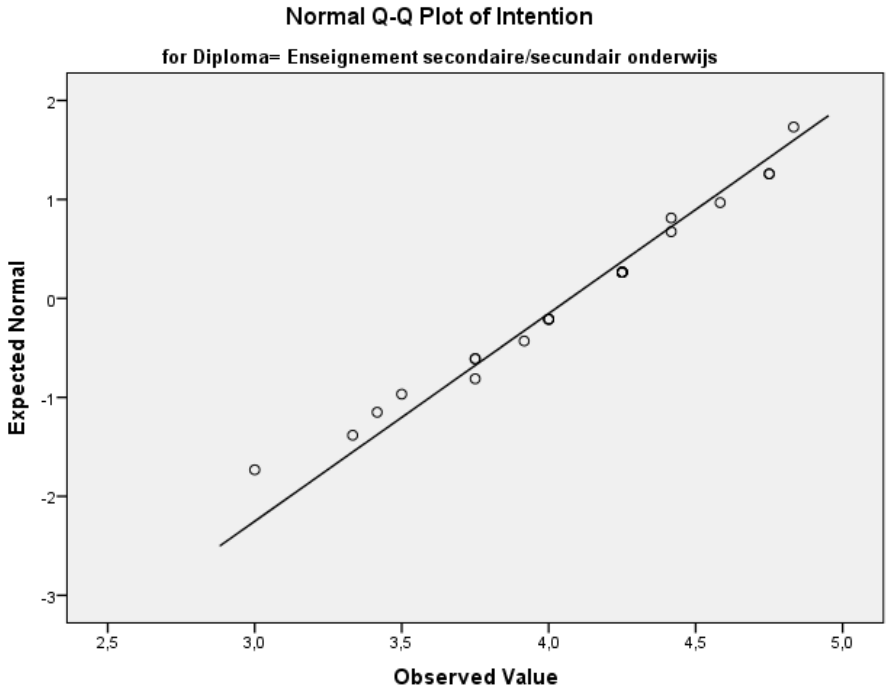
- Group 1 (primary diploma or none) has no participants
- Group 2 (secondary diploma) has very few participants (23 people)
- Most of our respondents have a higher education diploma (202 people)

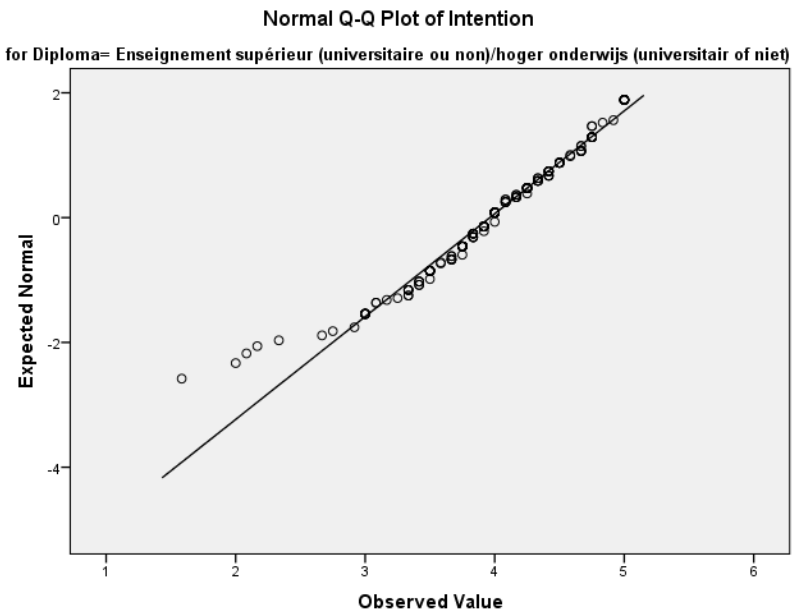
Besides the last two groups, there is no normal distribution inside our factor for the first group. From the boxplots of the former two, we can see that for the higher education diploma there are a few external values, probably outliers.

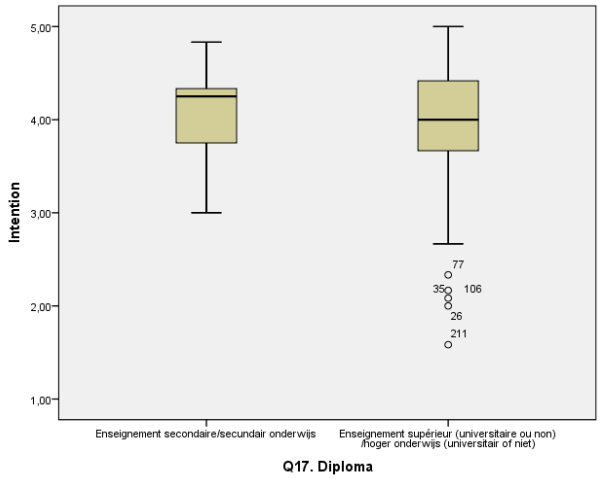
Case Processing Summary

	Q17. Diploma	Cases

		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
Intention	Enseignement secondaire/secundair onderwijs	23	100,0%	0	0,0%	23	100,0%
	Enseignement supérieur (universitaire ou non)/hoger onderwijs (universitair of niet)	202	100,0%	0	0,0%	202	100,0%







While conducting our tests, we also check our last condition of application – the homogeneity of variances. The results are shown here below.

Test of Homogeneity of Variances

Intention

Levene Statistic	df1	df2	Sig.
,845	1	223	,359

The p-value (0,359) is > 0,05. We do not reject H0 and we cannot assume the heterogeneity of variances. Thereby we continue our process and have a look at the following table.

ANOVA

Intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	,250	1	,250	,705	,402
Within Groups	79,032	223	,354		
Total	79,282	224			

H0: $\mu_1 = \mu_2 = \mu_3$

H1: At least one of the means is different from the two others.

0,402>0,05 → We do not reject H0 and we cannot say that at least one of the means of our factor is different regarding the purchase intention. Moreover when calculating the percentage of intention explained by our factor, it is approximately 0%. Our independent variable would thus not even have a significant effect on our dependent variable.

Additionally we decided to recode our qualitative variable in order to obtain a qualitative variable with two modalities, the first group having no respondents. This way we perform an independent t-test that might be more reliable.

Group Statistics

	Recoded_Diploma	N	Mean	Std. Deviation	Std. Error Mean
Intention	1,00	23	4,0725	,47627	,09931
	2,00	202	3,9625	,60693	,04270

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Intention	Equal variances assumed	,845	,359	,840	223	,402	,11001	,13101	-,14817	,36818
	Equal variances not assumed			1,018	30,773	,317	,11001	,10810	-,11054	,33055

Regarding the Levene's test we do not have enough proof as to reject H0 of homogeneity of variances (0,359>0,025). We can thus assume there are approximately equal.
The t-test provides the same result as the one-way ANOVA. We cannot reject H0 and assume the means are significantly different. (0,402>0,025).

H1.5

Case Processing Summary

	Q18. Revenue	Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent

Intention	Pas de revenu/geen inkomen	51	100,0%	0	0,0%	51	100,0%
	< 1.000	15	100,0%	0	0,0%	15	100,0%
	1.000 - 2.500	51	100,0%	0	0,0%	51	100,0%
	2.500 - 4.000	51	100,0%	0	0,0%	51	100,0%
	4000 – 6500	41	100,0%	0	0,0%	41	100,0%
	> 6500	16	100,0%	0	0,0%	16	100,0%

The groups having rather small sample sizes we have a look at the different Q-Q plots that we won't project here. All of them follow relatively well a normal distribution.

From the boxplot we can see there are almost no (max 1) outliers per group.

Now we will perform the Levene's test before watching the results of our inference test.

Test of Homogeneity of Variances

Intention

Levene Statistic	df1	df2	Sig.
3,738	5	219	,003

0,003 < 0,025 → We reject H0 and assume the variances are heterogeneous. The underlying assumption of the ANOVA test is not respected. For this reason we apply the Welch's test.

Robust Tests of Equality of Means

Intention

	Statistic[a]	df1	df2	Sig.
Welch	,522	5	68,432	,759

a. Asymptotically F distributed.

H0: $\mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5 = \mu_6$

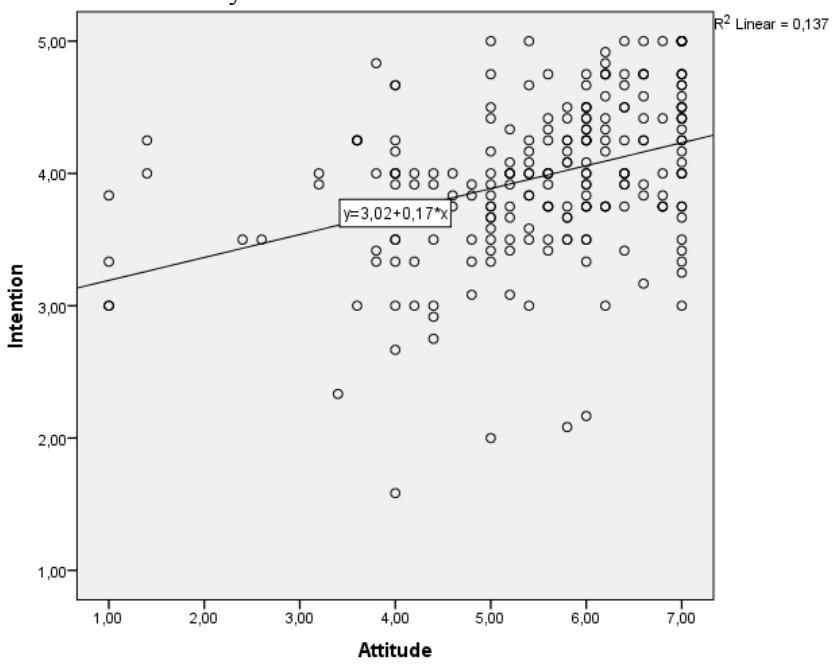
H1: At least one of the means is different from the two others.

The p-value being > 0,025 → We do not reject H0 according to which the means of the different groups are equal. We cannot conclude that the means of the different revenues' sub-groups are significantly different and have an impact on the purchase intention.

H2.1

The application conditions for a simple linear regression are:

- The independence of the residues
- The normal distribution of the residues
- The homoscedasticity of the residues



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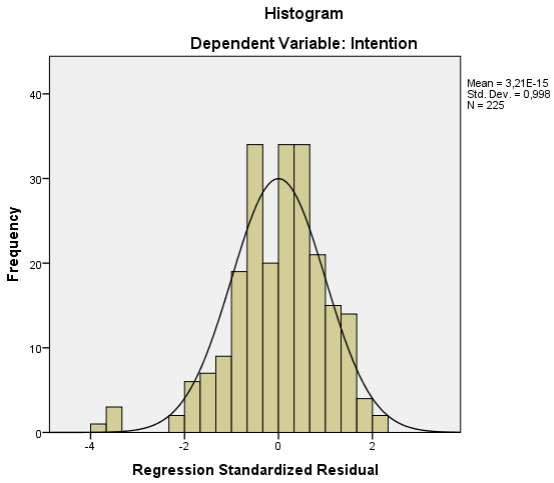
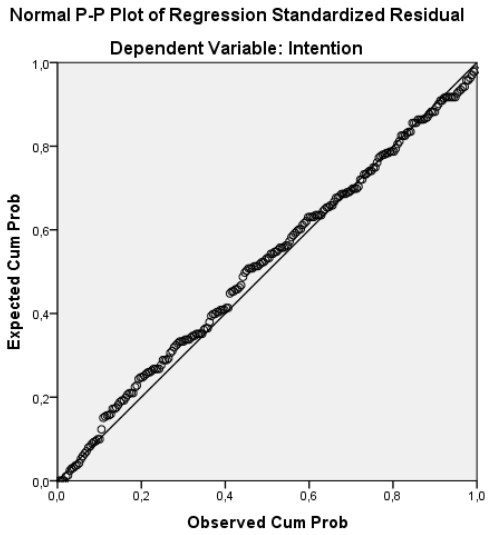
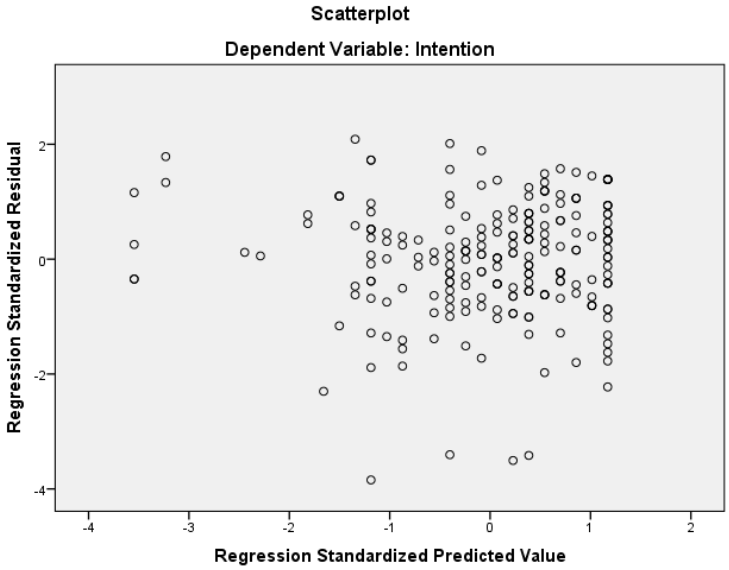






After having verified those three conditions, which are rather reassuring, we apply the model.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Attitude[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,371[a]	,137	,134	,55377

a. Predictors: (Constant), Attitude

b. Dependent Variable: Intention

Only 14% of the variability of the purchase intention is explained through the attitude.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,895	1	10,895	35,528	,000[b]
	Residual	68,387	223	,307		
	Total	79,282	224			

a. Dependent Variable: Intention

b. Predictors: (Constant), Attitude

The p-value being lower than 0,025, we reject H0 according to which the slope of the regression line is 0 and assume there is a dependent relation between the attitude and the purchase intention.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,018	,164		18,349	,000
	Attitude	,173	,029	,371	5,961	,000

a. Dependent Variable: Intention

With an error risk of 5%, we assume the attitude predicts the purchase intention. The relation is positive but the slope's coefficient is very low.

We also perform a Pearson correlation test:

Correlations

		Attitude	Intention
Attitude	Pearson Correlation	1	,371**
	Sig. (2-tailed)		,000
	N	225	225
Intention	Pearson Correlation	,371**	1
	Sig. (2-tailed)	,000	

N	225	225

**. Correlation is significant at the 0.01 level (2-tailed).

The p-value being lower than 0.025 → We reject H0 and assume both variables are correlated, with a coefficient of 0.371.

H3.1

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	F1_Sustainability	3,4989	225	,80474	,05365
	Q1. Attribute_Quantity	3,55	225	,896	,060
Pair 2	F1_Sustainability	3,4989	225	,80474	,05365
	Q1. Attribute_UseByDate	3,72	225	1,178	,079
Pair 3	F1_Sustainability	3,4989	225	,80474	,05365
	Q1. Attribute_Brand	3,00	225	1,067	,071
Pair 4	F1_Sustainability	3,4989	225	,80474	,05365
	Q1. Attribute_Packaging	2,83	225	1,044	,070

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	F1_Sustainability - Q1. Attribute_Quantity	-,05222	1,16103	,07740	-,20475	,10031	-,675	224	,501
Pair 2	F1_Sustainability - Q1. Attribute_UseByDate	-,22556	1,28715	,08581	-,39465	-,05646	-2,629	224	,009
Pair 3	F1_Sustainability - Q1. Attribute_Brand	,49444	1,36040	,09069	,31572	,67317	5,452	224	,000
Pair 4	F1_Sustainability - Q1. Attribute_Packaging	,67222	1,28849	,08590	,50295	,84150	7,826	224	,000

There is a significant difference among the variables' means within a pair for pair 2, pair 3 and pair 4 (p-value < 0,025). The first pair however has a p-value higher than 0,025 which means we cannot reject H0.

When we look again at the first table and the three last pairs, we conclude that the sustainable attributes are only less important than the use-by-date attribute (3,49<3,72). However the sustainable attributes are more important than, respectively: the brand and the packaging (3,49>3,00/2,83).

What if all separated (no factors)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Q1. Attribute_Label	3,44	225	1,034	,069
	Q1. Attribute_Price	3,84	225	,716	,048
Pair 2	Q1. Attribute_Label	3,44	225	1,034	,069
	Q1. Attribute_Brand	3,00	225	1,067	,071
Pair 3	Q1. Attribute_Label	3,44	225	1,034	,069
	Q1. Attribute_Convenience	3,71	225	,830	,055
Pair 4	Q1. Attribute_Label	3,44	225	1,034	,069
	Q1. Attribute_Packaging	2,83	225	1,044	,070
Pair 5	Q1. Attribute_Label	3,44	225	1,034	,069
	Q1. Attribute_Ingredients	3,92	225	1,010	,067
Pair 6	Q1. Attribute_Label	3,44	225	1,034	,069
	Q1. Attribute_Taste	4,59	225	,553	,037
Pair 7	Q1. Attribute_Label	3,44	225	1,034	,069
	Q1. Attribute_Quantity	3,55	225	,896	,060
Pair 8	Q1. Attribute_Label	3,44	225	1,034	,069
	Q1. Attribute_UseByDate	3,72	225	1,178	,079
Pair 9	Q1. Attribute_Label	3,44	225	1,034	,069
	Q1. Attribute_NutritionalValue	3,11	225	1,214	,081
Pair 10	Q1. Attribute_Label	3,44	225	1,034	,069
	Q1. Attribute_Origin	3,53	225	1,102	,073

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Q1. Attribute_Label - Q1. Attribute_Price	-,400	1,436	,096	-,589	-,211	-4,178	224	,000

Pair 2	Q1. Attribute_Label - Q1. Attribute_Brand	,431	1,514	,101	,232	,630	4,272	224	,000
Pair 3	Q1. Attribute_Label - Q1. Attribute_Convenience	-,276	1,434	,096	-,464	-,087	-2,881	224	,004
Pair 4	Q1. Attribute_Label - Q1. Attribute_Packaging	,609	1,429	,095	,421	,797	6,390	224	,000
Pair 5	Q1. Attribute_Label - Q1. Attribute_Ingredients	-,484	1,110	,074	-,630	-,339	-6,544	224	,000
Pair 6	Q1. Attribute_Label - Q1. Attribute_Taste	-1,156	1,176	,078	-1,310	-1,001	-14,745	224	,000
Pair 7	Q1. Attribute_Label - Q1. Attribute_Quantity	-,116	1,387	,092	-,298	,067	-1,250	224	,213
Pair 8	Q1. Attribute_Label - Q1. Attribute_UseByDate	-,289	1,550	,103	-,493	-,085	-2,796	224	,006
Pair 9	Q1. Attribute_Label - Q1. Attribute_NutritionalValue	,324	1,270	,085	,158	,491	3,832	224	,000
Pair 10	Q1. Attribute_Label - Q1. Attribute_Origin	-,093	,980	,065	-,222	,035	-1,429	224	,154

When performing a one-sample t-test we obtain the following resulting tables.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
F1_Sustainability	225	3,4989	,80474	,05365
Q1. Attribute_Brand	225	3,00	1,067	,071
Q1. Attribute_Packaging	225	2,83	1,044	,070
Q1. Attribute_Quantity	225	3,55	,896	,060
Q1. Attribute_UseByDate	225	3,72	1,178	,079

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
F1_Sustainability	9,299	224	,000	,49889	,3932	,6046
Q1. Attribute_Brand	,062	224	,950	,004	-,14	,14
Q1. Attribute_Packaging	-2,490	224	,014	-,173	-,31	-,04
Q1. Attribute_Quantity	9,231	224	,000	,551	,43	,67

Q1. Attribute_UseByDate	9,224	224	,000	,724	,57	,88

Except for the brand, the other p-values are lower 0,05 and H0 is thus rejected. We conclude that the sustainable attributes, the quantity and use-by-date are effectively and significantly important attributes. On the contrary, the packaging is not an important attribute.

For all separately

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Q1. Attribute_Price	225	3,84	,716	,048
Q1. Attribute_Brand	225	3,00	1,067	,071
Q1. Attribute_Convenience	225	3,71	,830	,055
Q1. Attribute_Packaging	225	2,83	1,044	,070
Q1. Attribute_Ingredients	225	3,92	1,010	,067
Q1. Attribute_Taste	225	4,59	,553	,037
Q1. Attribute_Quantity	225	3,55	,896	,060
Q1. Attribute_UseByDate	225	3,72	1,178	,079
Q1. Attribute_NutritionalValue	225	3,11	1,214	,081
Q1. Attribute_Label	225	3,44	1,034	,069
Q1. Attribute_Origin	225	3,53	1,102	,073

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Q1. Attribute_Price	17,499	224	,000	,836	,74	,93
Q1. Attribute_Brand	,062	224	,950	,004	-,14	,14
Q1. Attribute_Convenience	12,855	224	,000	,711	,60	,82
Q1. Attribute_Packaging	-2,490	224	,014	-,173	-,31	-,04
Q1. Attribute_Ingredients	13,662	224	,000	,920	,79	1,05
Q1. Attribute_Taste	43,196	224	,000	1,591	1,52	1,66
Q1. Attribute_Quantity	9,231	224	,000	,551	,43	,67
Q1. Attribute_UseByDate	9,224	224	,000	,724	,57	,88

Q1. Attribute_NutritionalValue	1,373	224	,171	,111	-,05	,27
Q1. Attribute_Label	6,321	224	,000	,436	,30	,57
Q1. Attribute_Origin	7,199	224	,000	,529	,38	,67

H3.2

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Q4 Dim_Environment	4,04	224	,720	,048
	Q4 Dim_ClimateChange	3,67	224	,928	,062
Pair 2	Q4 Dim_Environment	4,04	224	,720	,048
	Q4 Dim_AnimalWelfare	3,29	224	,989	,066
Pair 3	Q4 Dim_Environment	4,04	224	,720	,048
	F1_Fair	3,6518	224	,73205	,04891
Pair 4	Q4 Dim_Environment	4,04	224	,720	,048
	Q4. Dim_Health	4,21	224	,790	,053
Pair 5	Q4. Dim_Health	4,21	224	,790	,053
	Q4 Dim_ClimateChange	3,67	224	,928	,062
Pair 6	Q4. Dim_Health	4,21	224	,790	,053
	Q4 Dim_AnimalWelfare	3,29	224	,989	,066
Pair 7	Q4. Dim_Health	4,21	224	,790	,053
	F1_Fair	3,6518	224	,73205	,04891

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Q4 Dim_Environment - Q4 Dim_ClimateChange	,371	,914	,061	,250	,491	6,068	223	,000
Pair 2	Q4 Dim_Environment - Q4 Dim_AnimalWelfare	,746	1,056	,071	,607	,885	10,570	223	,000

Pair 3	Q4 Dim_Environment - F1_Fair	,38393	,77609	,05185	,28174	,48612	7,404	223	,000
Pair 4	Q4 Dim_Environment - Q4. Dim_Health	-,174	,948	,063	-,299	-,049	-2,750	223	,006
Pair 5	Q4. Dim_Health - Q4 Dim_ClimateChange	,545	1,112	,074	,398	,691	7,333	223	,000
Pair 6	Q4. Dim_Health - Q4 Dim_AnimalWelfare	,920	1,199	,080	,762	1,078	11,480	223	,000
Pair 7	Q4. Dim_Health - F1_Fair	,55804	,99756	,06665	,42669	,68938	8,372	223	,000

All pairs having a p-value lower than 0.025, we reject H0 for all of them and assume the means are different. The environmental dimension seems more important for consumers than climate change, animal welfare and fair trade. However health prevails on all the mentioned dimensions, including the natural environment.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Q4. Dim_Health	224	4,21	,790	,053
Q4 Dim_Environment	224	4,04	,720	,048
Q4 Dim_AnimalWelfare	224	3,29	,989	,066
Q4 Dim_ClimateChange	224	3,67	,928	,062
F1_Fair	224	3,6518	,73205	,04891

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Q4. Dim_Health	22,923	223	,000	1,210	1,11	1,31
Q4 Dim_Environment	21,519	223	,000	1,036	,94	1,13
Q4 Dim_AnimalWelfare	4,391	223	,000	,290	,16	,42

Q4 Dim_ClimateChange	10,732	223	,000	,665	,54	,79
F1_Fair	13,326	223	,000	,65179	,5554	,7482

All the p-values being lower than 0,05, we reject H0. All the different dimensions are higher than 3, which means they are considered as important.

H3.3

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Q4. Dim_Health	,396	2	221	,674
Q4 Dim_Environment	1,242	2	221	,291

Both p-values being higher than 0.025 → We do not reject H0 and the variances of each group within each quantitative variable are assumed homogeneous. We can thus proceed to our Anova 1 test.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Q4. Dim_Health	Between Groups	,661	2	,330	,527	,5
	Within Groups	138,478	221	,627		
	Total	139,138	223			
Q4 Dim_Environment	Between Groups	4,999	2	2,500	4,990	,0
	Within Groups	110,715	221	,501		
	Total	115,714	223			

Regarding the importance of the dimension health, the means are not assumed to be different among the three regions (0.591>0.05). On the other hand we reject H0 for the dimension environment, which means there is at least one mean that is different among the three regions.

Now we need to do an analysis of multiple comparisons in order to determine whether the differences are significative. We applied the Bonferroni correction.

Multiple Comparisons

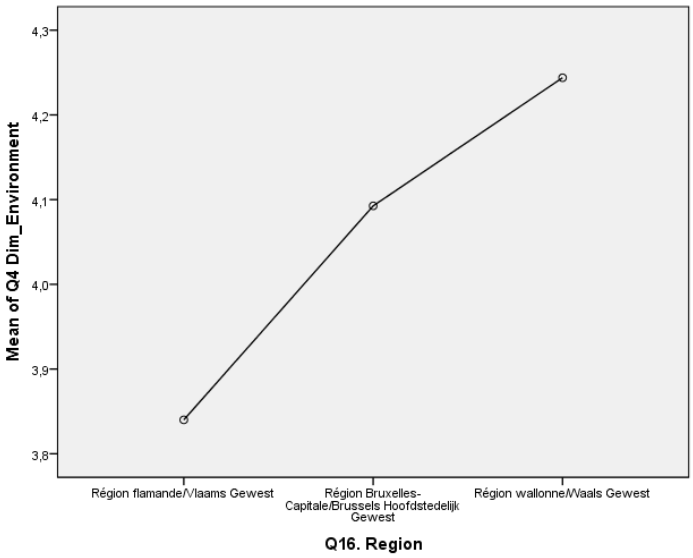
Dependent Variable: Q4 Dim_Environment

Bonferroni

(I) Q16. Region	(J) Q16. Region	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Région flamande/Vlaams Gewest	Région Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest	-,253	,106	,055	-,51	,00
	Région wallonne/Waals Gewest	-,404*	,137	,011	-,74	-,07
Région Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest	Région flamande/Vlaams Gewest	,253	,106	,055	,00	,51
	Région wallonne/Waals Gewest	-,151	,130	,735	-,46	,16
Région wallonne/Waals Gewest	Région flamande/Vlaams Gewest	,404*	,137	,011	,07	,74
	Région Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest	,151	,130	,735	-,16	,46

*. The mean difference is significant at the 0.05 level.

The p-value being lower to 0,05 for the Flemish and Walloon Regions, we conclude their means are significantly different. For the other comparisons, we can (just) not reject H0 and thus assume the means are different.



Descriptives

Q4 Dim_Environment

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Région flamande/Vlaams Gewest	75	3,84	,772	,089	3,66	4,02	2	5
Région Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest	108	4,09	,677	,065	3,96	4,22	2	5
Région wallonne/Waals Gewest	41	4,24	,663	,103	4,03	4,45	3	5
Total	224	4,04	,720	,048	3,94	4,13	2	5

The average mean is higher in the Walloon Region than in the Flemish Region.

H3.4

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	F1_Quality	3,3452	224	,74760	,04995
	F2_Safety	3,5670	224	,65487	,04376

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	F1_Quality - F2_Safety	-,22173	,73629	,04920	-,31867	-,12478	-4,507	223	,000

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
F1_Quality	224	3,3452	,74760	,04995
F2_Safety	224	3,5670	,65487	,04376

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
F1_Quality	6,912	223	,000	,34524	,2468	,4437
F2_Safety	12,958	223	,000	,56696	,4807	,6532

H3.5

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	F1_Availability	3,2378	225	,83159	,05544
	F2_Credibility	2,4378	225	,87915	,05861
Pair 2	F1_Availability	3,2378	225	,83159	,05544
	F3_Habits	2,9244	225	,96644	,06443
Pair 3	F1_Availability	3,2378	225	,83159	,05544
	F4_Conservaton	2,3763	225	,72623	,04842

Paired Samples Test

	Paired Differences	t	df	Sig. (2-

		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				tailed)
					Lower	Upper			
Pair 1	F1_Availability - F2_Credibility	,80000	,88357	,05890	,68392	,91608	13,581	224	,000
Pair 2	F1_Availability - F3_Habits	,31333	,92046	,06136	,19241	,43426	5,106	224	,000
Pair 3	F1_Availability - F4_Conservaton	,86148	,87238	,05816	,74687	,97609	14,813	224	,000

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
F1_Availability	225	3,2378	,83159	,05544
F2_Credibility	225	2,4378	,87915	,05861
F3_Habits	225	2,9244	,96644	,06443
F4_Conservaton	225	2,3763	,72623	,04842

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
F1_Availability	4,289	224	,000	,23778	,1285	,3470
F2_Credibility	-9,593	224	,000	-,56222	-,6777	-,4467
F3_Habits	-1,173	224	,242	-,07556	-,2025	,0514
F4_Conservaton	-12,882	224	,000	-,62370	-,7191	-,5283

Additional test (depending relation between F1_Availability and the total purchase intention)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	F1_Availability[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,023[a]	,001	-,004	,59610

a. Predictors: (Constant), F1_Availability

b. Dependent Variable: Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,043	1	,043	,122	,727[b]
	Residual	79,239	223	,355		
	Total	79,282	224			

a. Dependent Variable: Intention

b. Predictors: (Constant), F1_Availability

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,028	,160		25,161	,000
	F1_Availability	-,017	,048	-,023	-,350	,727

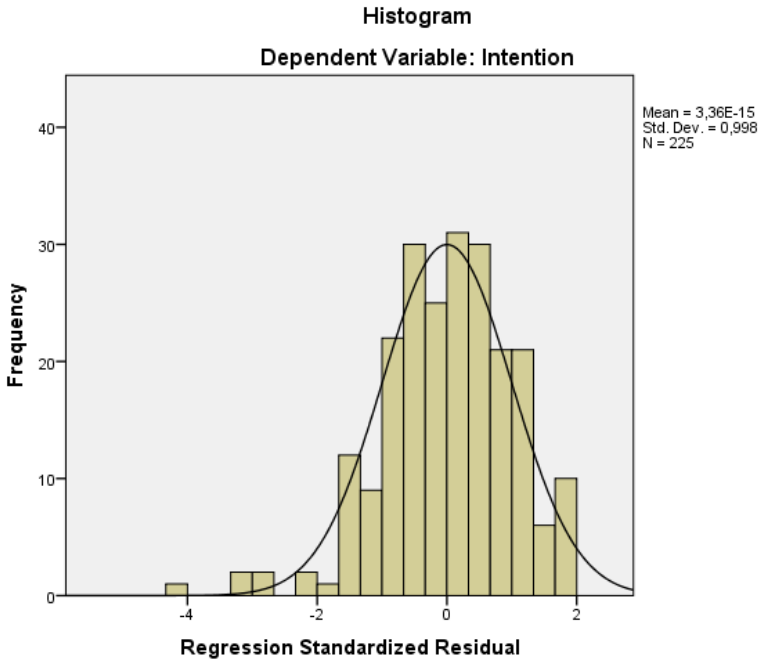
a. Dependent Variable: Intention

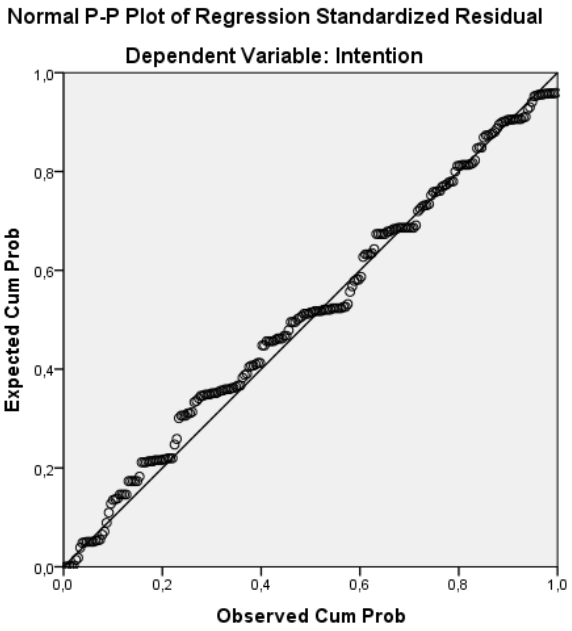
Residuals Statistics[a]

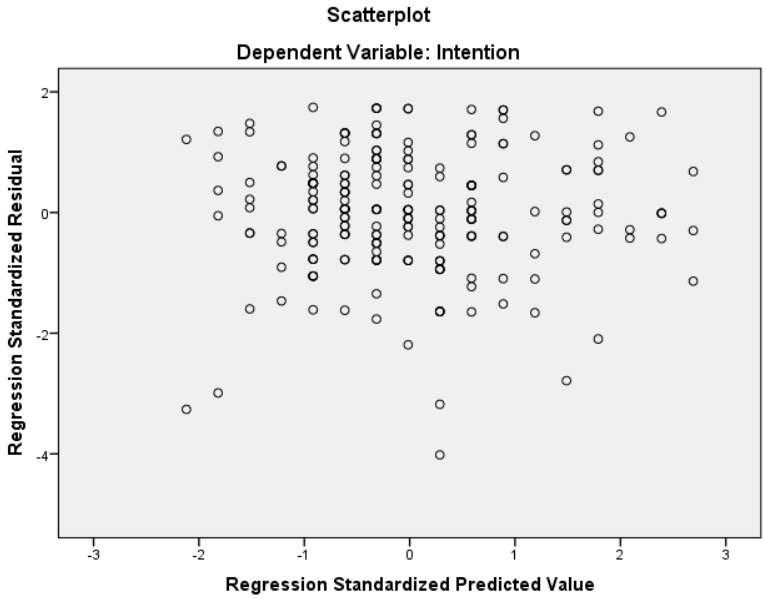
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,9442	4,0112	3,9737	,01392	225
Residual	-2,39435	1,03906	,00000	,59476	225
Std. Predicted Value	-2,119	2,691	,000	1,000	225
Std. Residual	-4,017	1,743	,000	,998	225

a. Dependent Variable: Intention

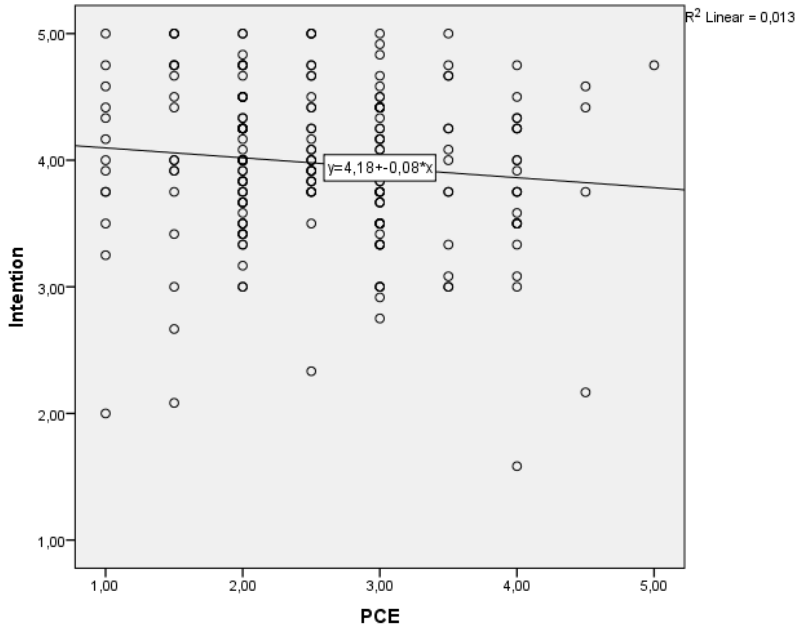
Charts


Histogram
Dependent Variable: Intention
Mean = 3,36E-15
Std. Dev. = 0,998
N = 225
Frequency
Regression Standardized Residual


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Intention
Expected Cum Prob
Observed Cum Prob



H4.1



We verified the three conditions for the application of the simple linear regression model and perform our test.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	PCE[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,112[a]	,013	,008	,59250

a. Predictors: (Constant), PCE

b. Dependent Variable: Intention

Only 1% of the variance of the purchase intention is explained through the perceived consumer effectiveness, which is extremely low, if not zero.

ANOVA[a]

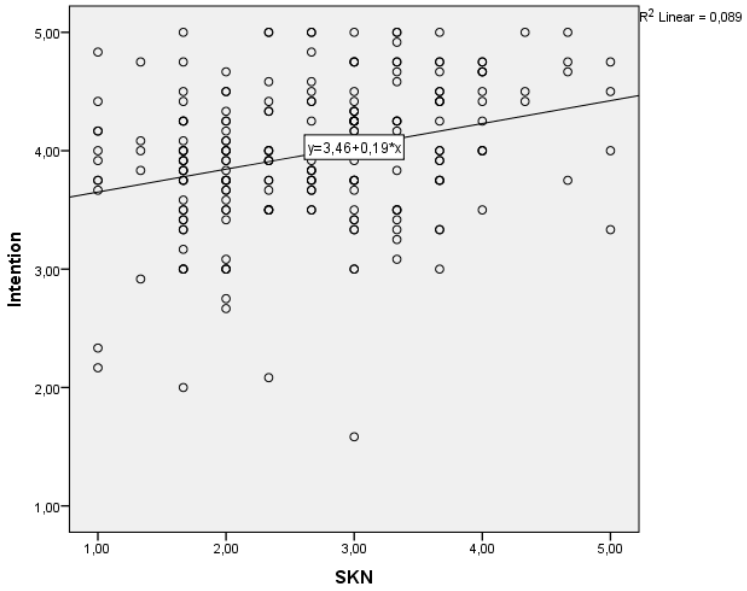
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,997	1	,997	2,841	,093[b]
	Residual	78,285	223	,351		
	Total	79,282	224			

a. Dependent Variable: Intention

b. Predictors: (Constant), PCE

0,093>0,025 → We cannot reject H0 and cannot significantly pretend the slope of the regression line is different from zero. The regression model is not applicable.

H4.2



This hypothesis follows the previous one. We checked our conditions of application. They are OK. We can thus execute the simple linear regression test. The results are displayed here below.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	SKN[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,298[a]	,089	,084	,56924

a. Predictors: (Constant), SKN

b. Dependent Variable: Intention

Only 8% of the variance of purchase intention is explained through subjective knowledge in the simple linear regression model.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,022	1	7,022	21,669	,000[b]
	Residual	72,260	223	,324		
	Total	79,282	224			

a. Dependent Variable: Intention

b. Predictors: (Constant), SKN

The p-value of 0,000<0,025 and we reject H0. It follows we can significantly assume the slope is different from 0.

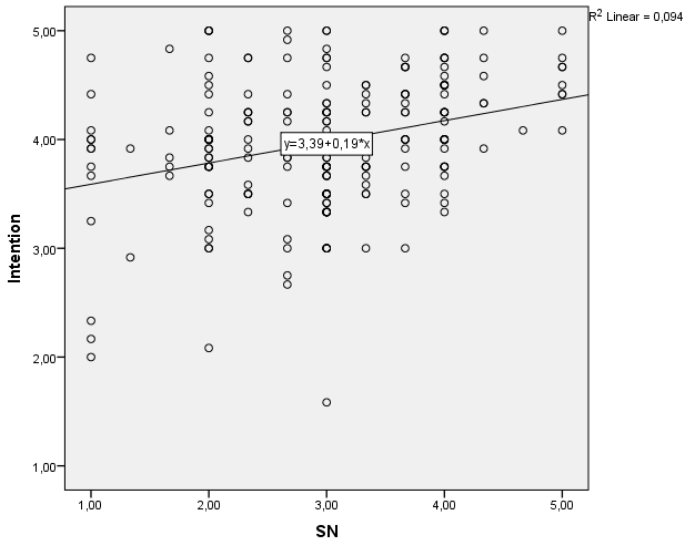
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,458	,117		29,535	,000
	SKN	,193	,041	,298	4,655	,000

a. Dependent Variable: Intention

We see the dependence relation between both is positive but the slope's coefficient is very low.

H4.3



Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	SN[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,307[a]	,094	,090	,56741

a. Predictors: (Constant), SN

b. Dependent Variable: Intention

Only 9% of the variance of the purchase intention is explained through the independent variable « subjective norms ».

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,487	1	7,487	23,255	,000[b]
	Residual	71,795	223	,322		
	Total	79,282	224			

a. Dependent Variable: Intention

b. Predictors: (Constant), SN

The p-value being lower than 0,025 → we reject H0 and assume that the slope of the regression is not zero.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,394	,126		26,942	,000
	SN	,195	,040	,307	4,822	,000

a. Dependent Variable: Intention

The relation is positive but the slope is again very low.

H5.1

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	F2_IntentionOrganic	4,0696	225	,82291	,05486
	F1_IntentionLocal	4,2385	225	,72710	,04847
Pair 2	F2_IntentionOrganic	4,0696	225	,82291	,05486
	F3_IntentionFairtrade	3,8859	225	,79515	,05301
Pair 3	F2_IntentionOrganic	4,0696	225	,82291	,05486
	F4_IntentionAnimalFr	3,7007	225	,82755	,05517

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			

Pair 1	F2_IntentionOrganic - F1_IntentionLocal	-,16889	,84522	,05635	-,27993	-,05785	-2,997	224	,003
Pair 2	F2_IntentionOrganic - F3_IntentionFairtrade	,18370	,83085	,05539	,07455	,29286	3,317	224	,001
Pair 3	F2_IntentionOrganic - F4_IntentionAnimalFr	,36889	,96142	,06409	,24258	,49519	5,755	224	,000

All p-values are lower than 0.025 → We reject the H0 according to which the means are equal among the pairs. From the first table we see that the intention to buy organic food products is lower than for the local products, but not higher for the other sustainable categories.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
F1_IntentionLocal	225	4,2385	,72710	,04847
F2_IntentionOrganic	225	4,0696	,82291	,05486
F3_IntentionFairtrade	225	3,8859	,79515	,05301
F4_IntentionAnimalFr	225	3,7007	,82755	,05517

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of Difference	
					Lower	Upper
F1_IntentionLocal	25,551	224	,000	1,23852	1,1430	
F2_IntentionOrganic	19,497	224	,000	1,06963	,9615	
F3_IntentionFairtrade	16,712	224	,000	,88593	,7815	
F4_IntentionAnimalFr	12,701	224	,000	,70074	,5920	

All p-values (0,000) being lower than 0,05 → we reject the H0 and assume the means are significantly higher than 3 (neutral intention). When looking at the first table, we notice that Belgian consumers will likely buy sustainable food products, among which the local food products seem preferred.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	F1_IntentionLocal	4,2385	225	,72710	,04847
	F2_IntentionOrganic	4,0696	225	,82291	,05486

Pair 2	F1_IntentionLocal	4,2385	225	,72710	,04847
	F3_IntentionFairtrade	3,8859	225	,79515	,05301
Pair 3	F1_IntentionLocal	4,2385	225	,72710	,04847
	F4_IntentionAnimalFr	3,7007	225	,82755	,05517

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	F1_IntentionLocal - F2_IntentionOrganic	,16889	,84522	,05635	,05785	,27993	2,997	224	,003
Pair 2	F1_IntentionLocal - F3_IntentionFairtrade	,35259	,80495	,05366	,24684	,45834	6,570	224	,000
Pair 3	F1_IntentionLocal - F4_IntentionAnimalFr	,53778	,89292	,05953	,42047	,65508	9,034	224	,000

All p-values being lower than 0.025 → we reject H0 and assume the means are different among the pairs. Looking at the previous table then, we see the average intention of the local products is higher than all the others among our population sample.

Additional findings and presumptions

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Purchases	225	1,00	4,50	3,1678	,63730
Intention	225	1,58	5,00	3,9737	,59493
Valid N (listwise)	225				

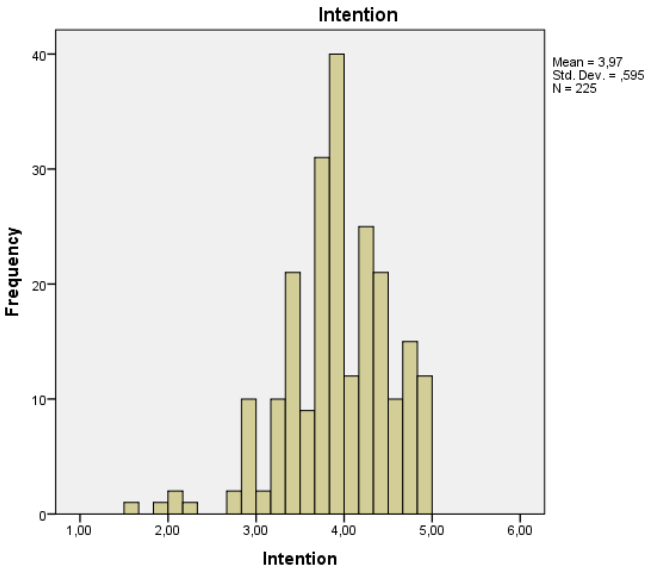
Statistics

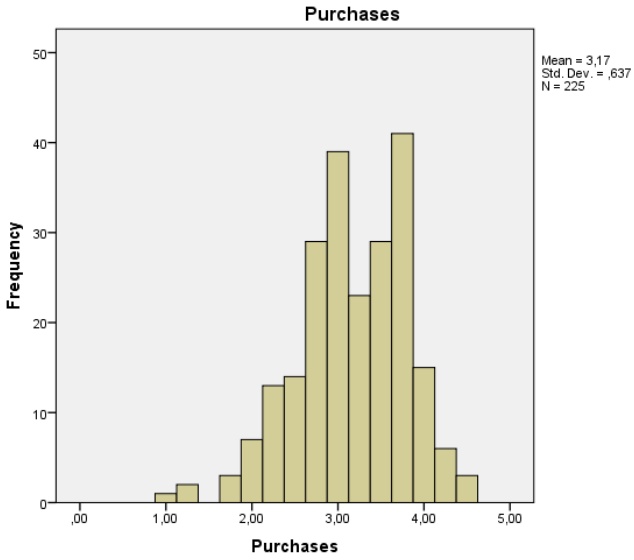
		Purchases	Intention
N	Valid	225	225
	Missing	0	0
Mean		3,1678	3,9737
Median		3,2500	4,0000
Mode		3,75	4,00

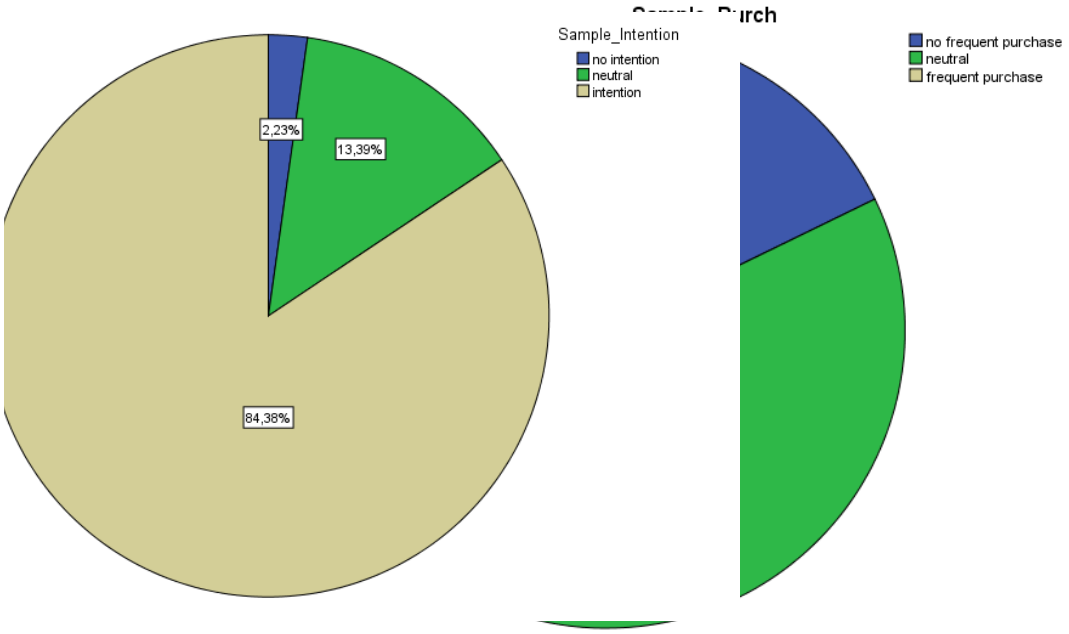
Statistics

Attitude

N	Valid	225
	Missing	0
Mean		5,5102
Median		5,8000
Mode		7,00
Std. Deviation		1,27193
Minimum		1,00
Maximum		7,00







We recoded those two quantitative variables into qualitative variables of three modalities (arbitrarily we chose <2,5 2,5-3,5 > 3,5) if we took equal proportions, the neutral parts are bigger (logical).

Being continuous variables, we made sure all the respondents were included.

Sample_Purch

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no frequent purchase	40	17,8	17,8	17,8
	neutral	91	40,4	40,4	58,2
	frequent purchase	94	41,8	41,8	100,0
	Total	225	100,0	100,0	

Statistics

Sample_Intention

N	Valid	224
	Missing	1

Sample_Intention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no intention	5	2,2	2,2	2,2

	neutral	30	13,3	13,4	15,6
	intention	189	84,0	84,4	100,0
	Total	224	99,6	100,0	
Missing	System	1	,4		
Total		225	100,0		

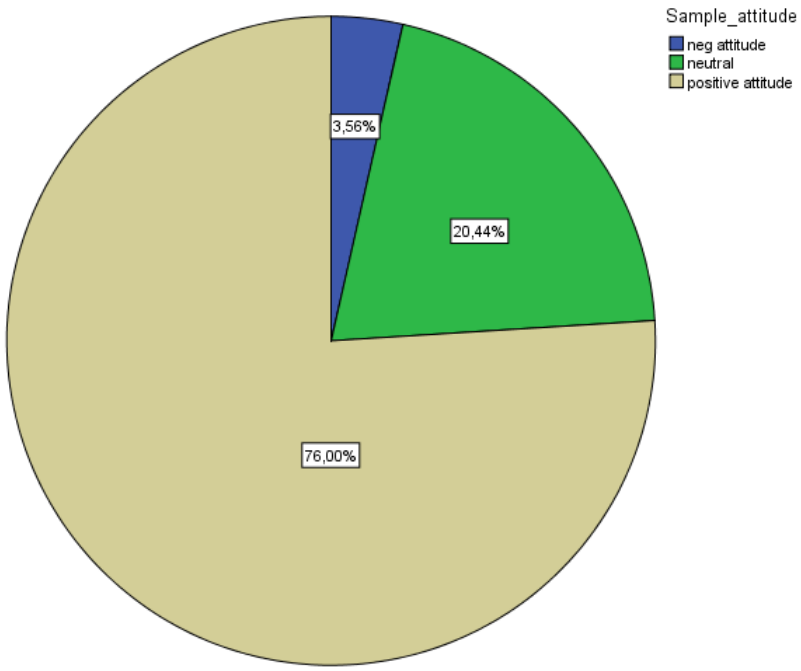
One missing, but we assume this is OK.

Equal_purch

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	26	11,6	11,6	11,6
	2,00	134	59,6	59,6	71,1
	3,00	65	28,9	28,9	100,0
	Total	225	100,0	100,0	

Equal_Intention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	4	1,8	1,8	1,8
	2,00	46	20,4	20,6	22,4
	3,00	173	76,9	77,6	100,0
	Total	223	99,1	100,0	
Missing	System	2	,9		
Total		225	100,0		



We chose <3 from 3-5 >5

Sample_attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neg attitude	8	3,6	3,6	3,6
	neutral	46	20,4	20,4	24,0
	positive attitude	171	76,0	76,0	100,0
	Total	225	100,0	100,0	

Simple linear regressions with the continuous dependent variable “purchases” and the following continuous independent variables: Attitude, PCE, SKN, SN.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Attitude[b]	.	Enter

a. Dependent Variable: Purchases

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,288[a]	,083	,079	,61173

a. Predictors: (Constant), Attitude

b. Dependent Variable: Purchases

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,530	1	7,530	20,124	,000[b]
	Residual	83,448	223	,374		
	Total	90,979	224			

a. Dependent Variable: Purchases

b. Predictors: (Constant), Attitude

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,373	,182		13,062	,000
	Attitude	,144	,032	,288	4,486	,000

a. Dependent Variable: Purchases

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,5176	3,3825	3,1678	,18335	225
Residual	-2,23838	1,67472	,00000	,61036	225
Std. Predicted Value	-3,546	1,171	,000	1,000	225
Std. Residual	-3,659	2,738	,000	,998	225

a. Dependent Variable: Purchases

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	SN[b]	.	Enter

a. Dependent Variable: Purchases

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,189[a]	,036	,032	,62718

a. Predictors: (Constant), SN

b. Dependent Variable: Purchases

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,262	1	3,262	8,292	,004[b]
	Residual	87,717	223	,393		
	Total	90,979	224			

a. Dependent Variable: Purchases

b. Predictors: (Constant), SN

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,785	,139		20,002	,000
	SN	,129	,045	,189	2,880	,004

a. Dependent Variable: Purchases

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,9139	3,4282	3,1678	,12067	225
Residual	-1,92102	1,50041	,00000	,62578	225
Std. Predicted Value	-2,104	2,158	,000	1,000	225
Std. Residual	-3,063	2,392	,000	,998	225

a. Dependent Variable: Purchases

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	PCE[b]	.	Enter

a. Dependent Variable: Purchases

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,189[a]	,036	,031	,62720

a. Predictors: (Constant), PCE

b. Dependent Variable: Purchases

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,255	1	3,255	8,273	,004[b]
	Residual	87,724	223	,393		
	Total	90,979	224			

a. Dependent Variable: Purchases

b. Predictors: (Constant), PCE

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,533	,134		26,452	,000
	PCE	-,142	,049	-,189	-2,876	,004

a. Dependent Variable: Purchases

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,8244	3,3909	3,1678	,12054	225
Residual	-2,07013	1,39234	,00000	,62580	225
Std. Predicted Value	-2,849	1,851	,000	1,000	225
Std. Residual	-3,301	2,220	,000	,998	225

a. Dependent Variable: Purchases

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	SKN[b]	.	Enter

a. Dependent Variable: Purchases

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,435[a]	,189	,186	,57505

a. Predictors: (Constant), SKN

b. Dependent Variable: Purchases

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17,237	1	17,237	52,127	,000[b]
	Residual	73,741	223	,331		
	Total	90,979	224			

a. Dependent Variable: Purchases

b. Predictors: (Constant), SKN

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	2,360	,118		19,953	,000
	SKN	,302	,042	,435	7,220	,000

a. Dependent Variable: Purchases

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,6622	3,8713	3,1678	,27740	225
Residual	-2,01674	1,38629	,00000	,57376	225
Std. Predicted Value	-1,823	2,536	,000	1,000	225
Std. Residual	-3,507	2,411	,000	,998	225

a. Dependent Variable: Purchases

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Purchases[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,492[a]	,243	,239	,51894

a. Predictors: (Constant), Purchases

b. Dependent Variable: Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19,229	1	19,229	71,404	,000[b]
	Residual	60,053	223	,269		
	Total	79,282	224			

a. Dependent Variable: Intention

b. Predictors: (Constant), Purchases

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,517	,176		14,321	,000
	Purchases	,460	,054	,492	8,450	,000

a. Dependent Variable: Intention

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,9771	4,5862	3,9737	,29299	225
Residual	-1,89657	1,17810	,00000	,51778	225
Std. Predicted Value	-3,401	2,090	,000	1,000	225
Std. Residual	-3,655	2,270	,000	,998	225

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	F1_Availability[b]	.	Enter

a. Dependent Variable: Purchases

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,157[a]	,025	,020	,63079

a. Predictors: (Constant), F1_Availability

b. Dependent Variable: Purchases

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,249	1	2,249	5,651	,018[b]
	Residual	88,730	223	,398		
	Total	90,979	224			

a. Dependent Variable: Purchases

b. Predictors: (Constant), F1_Availability

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,558	,169		21,003	,000
	F1_Availability	-,120	,051	-,157	-2,377	,018

a. Dependent Variable: Purchases

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,9555	3,4374	3,1678	,10019	225
Residual	-1,98558	1,36382	,00000	,62938	225
Std. Predicted Value	-2,119	2,691	,000	1,000	225
Std. Residual	-3,148	2,162	,000	,998	225

a. Dependent Variable: Purchases

Charts

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Purchases[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,492[a]	,243	,239	,51894

a. Predictors: (Constant), Purchases

b. Dependent Variable: Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19,229	1	19,229	71,404	,000[b]
	Residual	60,053	223	,269		
	Total	79,282	224			

a. Dependent Variable: Intention

b. Predictors: (Constant), Purchases

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,517	,176		14,321	,000
	Purchases	,460	,054	,492	8,450	,000

a. Dependent Variable: Intention

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,9771	4,5862	3,9737	,29299	225
Residual	-1,89657	1,17810	,00000	,51778	225
Std. Predicted Value	-3,401	2,090	,000	1,000	225
Std. Residual	-3,655	2,270	,000	,998	225

a. Dependent Variable: Intention

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