NOVA IMS Information Management School

MGI

Mestrado em Gestão de Informação
Master Program in Information Management

# Organic Food Consumers: Health Promotion or Disease Prevention?

Beatriz Vieira Faria Amaro Ferraz

Dissertation presented as partial requirement for obtaining the master's degree in Information Management

NOVA Information Management School
Instituto Superior de Estatística e Gestão de Informação
Universidade Nova de Lisboa

**NOVA Information Management School**
**Instituto Superior de Estatística e Gestão de Informação**
Universidade Nova de Lisboa

# ORGANIC FOOD CONSUMERS: HEALTH PROMOTION OR DISEASE PREVENTION?

Beatriz Vieira Faria Amaro Ferraz

Dissertation presented as partial requirement for obtaining the master's degree in Information Management, with a specialization in Marketing Intelligence

**Advisor:** Diego Costa Pinto

February 2020

# ABSTRACT

The master thesis topic arose from the observance of recent uprise in the organic food consumption, as it aims to understand the consumer decision-making process and motivations that lead to purchase. Health promotion and disease prevention were considered as the key motivational factors used by consumers when deciding to purchase organic food. On one hand, these concerns are gaining form in consumer actions to reduce or eliminate exposure to risks that might incur in diseases. On the other hand, the focus is in healthcare and the goal to increase complete control over an individual's own health.

Leveraging statistical correlation and regression analysis, the study research findings provided significant associations that distinguished the importance of consumers' motivations in the decision-making process. Additionally, the findings indicate greater regulatory fit and higher intentions to purchase when organic choice and emotions characteristics are paired with promotion focus. As, when willingness to pay characteristics are paired with prevention focus.

As a result, this study provides an understanding of the consumer behaviour which can assist marketers and managers to fine-tune their judgment and communicate more effectively with their consumers whilst pinpointing their exact needs and interests.



# KEYWORDS

Organic food; Health Regulatory Focus; Health Promotion; Disease Prevention

# ACKNOWLEDGMENTS

This work would not have come to fruition without the contribution of distinct individuals. Hence, this section outlines some of the crucial individuals present in the elaboration of this master thesis.

Firstly, I would like to thank my advisor Diego Costa Pinto for accepting to undertake my topic, for all the afternoon meetings and for the guidance given throughout the entire period of my thesis. Also, for motivating me and openly sharing with me his experience and knowledge.

Secondly, I would like to thank all participants for their collaboration and honest involvement. The participants dedicated their time to discuss the topic and pointing the thesis outcomes in the right direction.

I dedicate this work to my family, mainly to, my mother and father for their support across the writing process.

# INDEX

# 1. INTRODUCTION

Stemmed from shifting consumer eating habits, the organic retail sales have been increasing. This shift influences the ways that marketeers and managers seek to gain consumers interest for their products. Practitioners and academics have developed articles and reports alluding to the subject. In these, researchers identify that the reasons behind the organic food consumption uprise is twofold: health promotion motivational focus and disease prevention motivational focus (Gomez, Borges, Pechmann, 2013).

According to the Organic Trade Association, in 2015 total organic product sales hit a new high of $43.3 billion, up 11 percent from the previous year's record level (Reuters 2017).

Recent studies demonstrate that the world's major organic markets exhibited double-digit growth and the global organic market was estimated to be in 2017 worth approximately 90 billion Euros (The World of Organic Agriculture, 2019).

The region distribution of these retail sales was led by America followed by Europe and Asia. Taking a closer look, the countries with the largest markets for organic food are the United States of America with almost 42 billion euros, Germany with 10 billion euros, followed by France worth 7.9 billion euros and with 18 percent organic market growth against previous year (The World of Organic Agriculture, 2019).

When the study describes the per capita consumption, the highlight goes to Switzerland where statistics reveal 288 euros are spent per person. Seconded by the Denmark, the Danish consume 278 Euros per capita and they have accomplished the highest market share of organic food of 13,3 percent of the food market. Followed by the Swedish who spend 237 Euros per capita. Even though the United States of America has the largest organic market,

their citizens only spent 122 Euros per capita on organic products (The World of Organic Agriculture, 2019).

Consequently, the agricultural space has adapted to the new consumer choices. It has been observed by the study that organic land area has increased on all continents. In 2017, a total of 69.8 million hectares of land were organically farmed (The World of Organic Agriculture, 2019).

In this vein, the twenty percent growth over 2016 is the largest variation in the last 18 years. Despite the astounding increase, it only represents 1.4 percent of the world's total organic farmland. From this percentage, the study indicated that only 14 countries reported that 10 percent or more of their land is currently under organic management (The World of Organic Agriculture, 2019).

The situation above described has bluntly followed the economical law of supply and demand. In which, the worldwide consumer driven demand has captured the necessity of the farmers to accompany the new eating habits portrayed by this twentieth century shopper.

When delving upon the shopper motivations, research confirms that healthcare is a crucial burden for the typical consumer (Secapramana, Katargo, 2019). As consumers experience opportunities, threats, benefits and costs related to health. Obtaining health via eating habits is proven to improve consumers' wellness (Morris DM, Jenkins GR, 2018). Investigation in the consumer neurology found that attitudes and intentions to buy organic food are a strongly related with health maintenance (Secapramana, Katargo, 2019).

Consumers perceive organic food as more natural and healthier, and its demand has been increasing, also as previously supported by the FiBL study (The World of Organic Agriculture, 2019).

Current studies, nonetheless, indicate that healthcare and wellness concerns could be the potential drivers to the trend that we are living in. The regulatory focus theory is one of the studies presents in research identifying a driver. This study stands on a basic motivational principle: a dynamic between promotion and prevention focus as people seek for satisfaction and escape from suffering (Higgins, 1998). The health regulatory focus theory measures the effects of health promotion and disease prevention. Health promotion places as the will to protect individual people's health and quality of life. Likewise, unhealthy eating habits increase the risk of multiple diseases and a lowers quality of life (Gomez, Borges, Pechmann, 2013).

The author intrigued by this phenomenon seeks to understand the exact reasons behind the uprising trend of the organic food consumption. After observing the sudden increase in organic share, why are the consumers raising their interest in organic food? What are the motivational patterns that justify their organically food interest? What has changed in people and in the environment that has shifted their eating habits?

Posed by the trend and open questions, this study aims to breach the gap of the academically unexplored topic addressing organic food consumption. As only a few studies have been conducted with respect to promotion and prevention focus as organic food consumers' motivations. Thus, this master thesis aims to answer the following research question:

- Are health promotion and disease prevention the key motivational factors that explain the differences in organic food consumption?

Due to the exploratory nature, required by such a novel phenomenon, this study is built around a quantitative research method (Paper & Ugray, 2008). The method allows to combine the existent research and statistical standpoint gathered in the theoretical state-of-the-art collection with the consumer direct reach. This reach was achieved using a questionnaire with 11 questions: scaled factored questions and multiple choice.

The scope covered in this research, joins the topics: organic food consumption, health promotion, disease prevention and consumer behaviour towards eating habits. Hence, the author aims to contribute to the field by complementing the existent research giving room for future advancements in organic food consumption insights.

In a practical note, the author expects to reach a new level of understanding in organic food consumption motivational factors that executives can leverage and be aware of the divergence of motivations, perceptions and attitudes that their consumers hold (Hughner, McDonagh, Prothero, Shultz, Stanton, 2007).

This thesis was written as an article with the purpose of being published, which explains its size.

## 2. THEORETICAL BACKGROUND

The organic food culture is a system that relies on an “ecosystem management rather than external agricultural inputs” (Food and Agriculture Organization of the United Nations). Organic food production considers as main principles potential environmental and social impacts featuring practices that strive to eliminate synthetic inputs, genetically modified seeds and breeds and contamination. In the meantime, promoting also ecological balance, respecting nature and biodiversity (Food and Agriculture Organization of the United Nations).

Organic food production has grown exponentially over the past decade (Reuters, 2017; The World of Organic Agriculture, 2019). In the beginning of its commercialization, two thirds of available organic products were responsibility of natural products retailers and were only available on specific grocers. According to the United States Department of Agriculture, these retailers only occupied 1 percent of all food stores in the United States (Dimitri and Greene, 2002) and therefore, organic products were not easily purchased. By the year 2000, ordinary supermarkets were selling 49 percent of organic products and, in some cases, natural products retailers oversaw product categories such as organic milk and tofu (Dimitri and Greene, 2002). Presently, organic products can be found in any conventional supermarket (Guillemette, Cranfield, 2012), making more accessible and effortless for any type of consumer to purchase it.

According to the Global Organic Food and Beverages Market 2017-2021 report, one of the major reasons behind the growth of organic food consumption is the increasing consciousness about healthcare related to this type of food. Consumers are worried and carefully giving attention to the health benefits associated with the consumption of organic

food. The awareness has increased, and studies support the idea of health-related problems associated to what people eat (Newswire, 2018). Pesticides, fertilizers or ionizing radiation may smooth the food production process but affect directly health-related issues among consumers. So, directly leading to the growth in demand for organic food, is a more informed and sensible consumer about the usage of harmful chemicals, including being discouraged from the consumption of inorganic products (Newswire, 2018).

Besides healthcare and wellness, the consumers' decision-making process when purchasing organic food can be influenced by several variables and studies have been conducted in these terms. (Guido, 2009; Honkanen, 2006). Results show that consumers give highly importance to their ethical values when purchasing organic food (Honkanen, 2006). Consumers give high emphasis to environmental and animal welfare concerns and this was demonstrated as ecological awareness had the strongest impact on attitudes towards consuming organic food (Honkanen, 2006). Environmentally friendly is a global trend standing-out. According to Canadian Food Trends 2020, Generation Y, as people who are born between 1980s and early 1990s, "know where and how to get reliable food information, understand the importance of healthy eating and will demand cutting edge convenient, exotic, vegetarian, and organic food options" (Consumption Trends to 2020).

The Regulatory Focus Theory is a goal pursuit theory. In other words, is a psychological theoretical proposal that examines people motivations towards a decision, considering that human intentions are settled to look for pleasure and avoid pain. This theory was developed in Columbia University by professor and researcher E. Tory Higgins and describes the two ways in which a motivational principle operates – promotion focus and prevention focus (Higgins, 1998). Fifteen years later, the Health Regulatory Focus Theory emerged from a

research which measures an individual's promotion or prevention strategies, but for healthcare decisions (Gomez, Borges, Pechmann, 2013). This study aims to understand consumers' motivations underlying purchasing, consumption and health-related behaviour (Gomez, Borges, Pechmann, 2013). Health promotion goes beyond health. It combines physical, mental and social wellness. One person's objective englobes needs satisfaction, detailed ambitions, concretization and to impact the environment (World Health Organization, 1986). Experts around the world support the integration of health promotion and wellness services into traditional healthcare services. If successfully executed, the addition of health promotion and wellness services would reduce rates of death and disability and significantly reduce healthcare costs (Morris DM, Jenkins GR, 2018). Disease prevention couple population-based and individual-based interventions for primary and secondary prevention, aiming to minimize the burden of diseases and associated risk factors (World Health Organization 1986). Primary prevention includes vaccination and food supplementation, among others. A secondary prevention includes screening programmes for early diseases detection and provisions for maternal and child health programmes and to control risk factors such as hypertension.

Behind each consumer decision there is a stem of motivations. Even though motivations can seem heterogeneous, they respond to one dominant norm: "either the subject is motivated to reach a desired state or outcome, or he is motivated to avoid an undesirable state or outcome" (Boesen-Mariani, Gomez, Gavard-Perret, 2010).

Grounded on the theoretical background stated above, this study formulates a model for Organic Food Consumption.

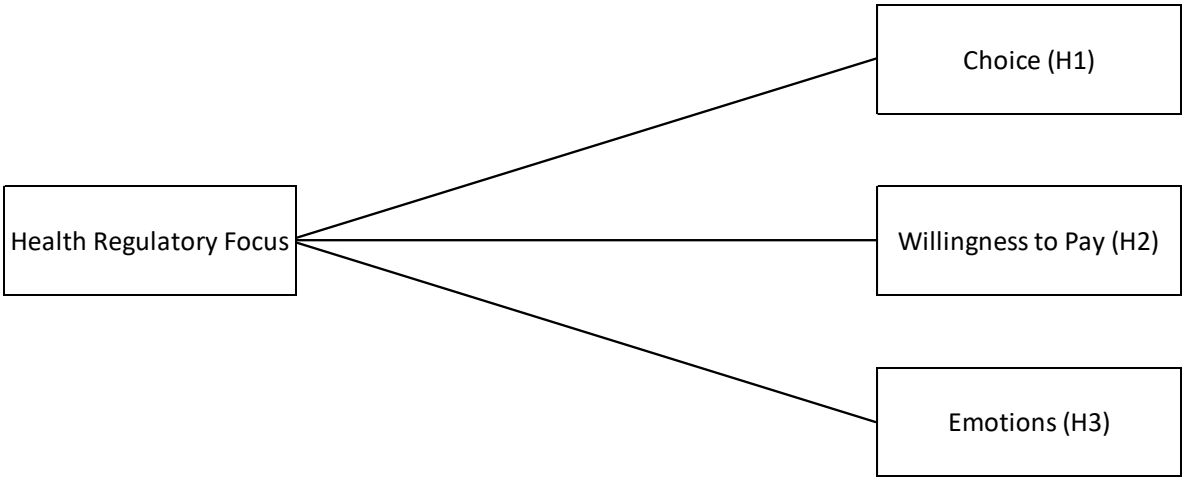



**Figure 1: Model of Organic Food Consumption**

The research model begins with the development of three hypotheses regarding the effect of the Health Regulatory Focus in the specific consumers' organic food choice (H1), willingness to pay for organic food (H2) and emotions linked to selecting organic food (H3) (the proposed framework is shown in Figure 2).

**H1**: Health Regulatory Focus impacts Choice

The first hypotheses concerns the impact of the Health Regulatory Focus in organic food choice. The objective of this hypothesis is to better understand the motivations of organic food consumers by assessing actual consumption in which the focus is on individuals who are indeed choosing organic food and not those who are merely considering purchasing

organic food. Organic food choice is a more appropriate measure since consumers preferences are decided based on a variety and diverse complex elements that later represent food attributes that lead to food choice (Chekima, Oswald, Wafa, Chekima, n.d.).

**H2**: Health Regulatory Focus impacts Willingness to Pay

The second hypotheses cover the impact of Health Regulatory Focus in willingness to pay. Studies found that consumers would be prepared to pay a premium for conversion-grade produce of around half the premium for organic food attracting a higher premium than meat (Tranter, Bennett, Costa, Cowan, Holt, Jones, Vestergaard, 2011).

**H3**: Health Regulatory Focus impacts Emotion

The third hypotheses denote the impact of Health Regulatory Focus in emotions. The motivations that drive organic food consumers are as real as the product itself. The consumption of organic food reflects a high involvement with this kind of products. This enlightened involvement influences consumers' emotions, beliefs, behavioural outcomes and consequently impacts frequency of organic food usage via a considerable cognitive effort (Chekima, Oswald, Wafa, Chekima, n.d.).

The hypotheses are then put to test using the research methodology thoroughly explained in the following chapter.

# 3. METHOD

The research design is described together with the substantive arguments towards the selection of the research vehicles. Thereafter, the section starts with an explanation of the overall connection between the research goals and the utilized research tools, followed by an in-depth description of the data collection.

The research design is of conclusive nature. This design method aims to test specific hypothesis and examine their inherent relationships. In conclusive research, the information needed is clearly defined and gathered via a quantitative data analysis with a large representative sample (Nargundkar, 2008).

The main source of data for the study is aligned with the conclusive research methodology and guidelines, a questionnaire derived from the Model of Organic Food Consumption (see further descriptions of the model in pages 8 and 9).

The questionnaire was shaped using Qualtrics and was consistent of eleven questions built in a manner to fully comprehend the key motivational factors influencing consumers to purchase organic food, shaped by their choice, willingness to pay and emotions (see the complete questionnaire in Appendix B).

The distribution of the questionnaire was conducted through NOVA IMS community and social media platforms, reaching 211 answers during a two-month period (July 2019 and August 2019).

The creation of the questions for the questionnaire was 100 percent intentional aiming to gather the answers to the hypothesis across single or combinatory question groups.

The questionnaire begins with four questions that construct demographic variables. The first question is as an open text entry to analyse the inquiries age. Question number two aims to comprehend what the genders percentage in organic food consumers is. Question number three is a closed multiple choice based that intend to understand the professional situation of organic food consumers. The options include student, employed, unemployed and retired. The fourth question is also multiple choice based with six different geographical location choices as North, Center, Lisbon and Tagus Valley, Alentejo, Algarve and Islands.

This questionnaire used a Likert 1 to 9 scale point from “totally disagree” to “totally agree”, “never” to “always” and “none” to “many”. Odd numbers were chosen because it allows intermediate numbers for more conclusive analytics.

The question number five constitutes eight different sentences concerning health promotion and disease prevention. For each sentence, the inquiry must demonstrate their agreement in a 1 to 9 scale point.

The next two questions mirror the organic food consumption attitude. Question number six is multiple choice based and captures the knowledge of the organic food concept itself. Withal, the question number seven presents five organic food characteristics as a matrix type. These characteristics combine healthy features, nutritious features, usage of pesticides, affordability and sustainability.

The question number eight also adopts a 1 to 9 scale point from “never” to “always” to understand how often organic food consumers choose to purchase them.

The questions number nine and ten intend to analyse the willingness to pay for organic food consumers. The question number nine is a two-choice question to learn if organic food

consumers are willing to pay more for organic food or not. And question number ten includes a 1 to 9 scale point from “none” to “many” to comprehend how much organic food consumers were willing to pay to purchase them.

Lastly, question number eleven was handled as a horizontal smile that goes from “extremely negative” to “extremely positive” with the objective of explaining which emotion is associating consumers to organic food.

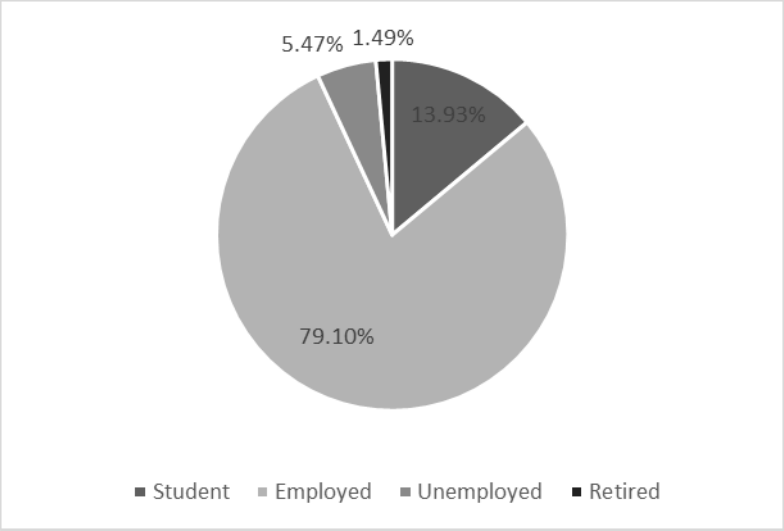
The quantitative primary research, was selected as the elected method for the conclusive research design as it intentionally leads the participants to share their closed ended viewpoints on the broad components that are relevant to organic food consumption: Promotion Focus (PO), Prevention Focus (PE), Attitudes (AT), Choice (CH), Willingness to Pay (WP) and Emotions (see Appendix B). These components are then the umbrella points for the specific results gathered across the study.

# 4. RESULTS

## 4.1. SAMPLE DESCRIPTION AND DESCRIPTIVE ANALYSIS

After retrieving the results from the questionnaire distributed, it was demarcated that from the 211 participants only 163 participants (77 percent) answered all the questions from the complete questionnaire (see all the results in Appendix C)**.**

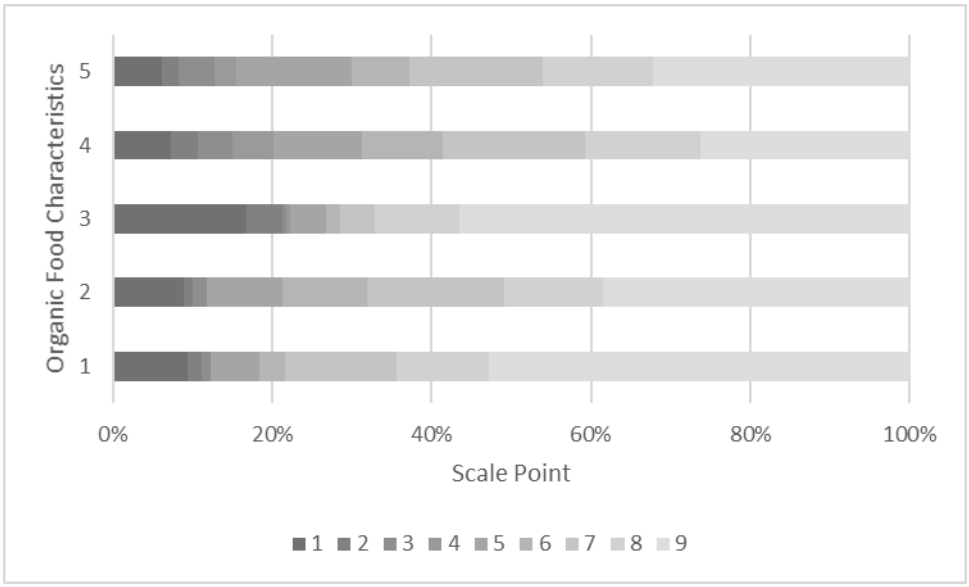
The sample participant profile was clear, a large predominance of female individuals (63,18 percent), averaging 29 years old. In socio economics terms, the participants were primarily employed (79,1 percent) or students (13,93 percent) (see Graphic 1, below). In demographic terms, at the moment of the questionnaire, the large majority of the participants mentioned to be living in Lisbon and Tagus Valley (87 percent).




**Graphic 1: Socioeconomics features in organic food consumers**

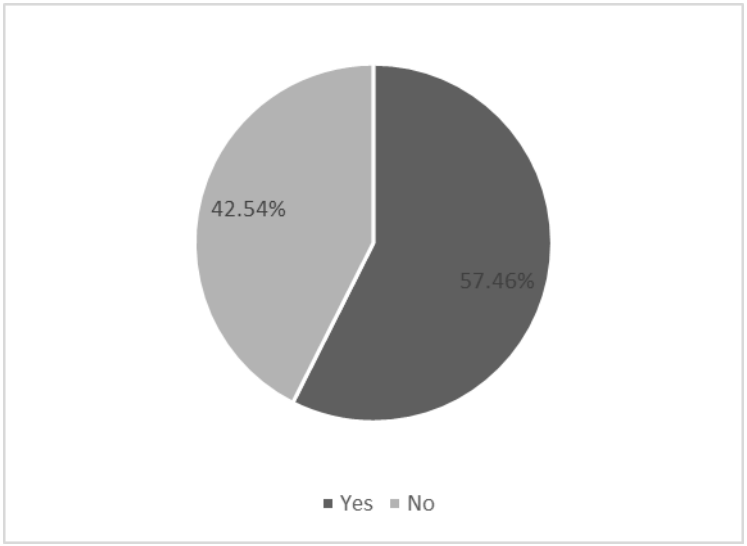
The author Pierrick Gomez et al developed the Health Regulatory Focus Theory and a new analysis scale. This scale measures an individual's' impulse to use promotion or prevention approaches in the pursuit of health goals (Gomez, Borges, Pechmann, 2013). In the questionnaire created, the question number five offers eight different sentences regarding the health regulatory focus scale. The first four questions are health promotion oriented. This means that in a 1 to 9 scale point from "totally disagree" to "never disagree", when an individual answers a higher number implies that his healthcare behaviour is a resource for everyday life and not just the objective of living (Gomez, Borges, Pechmann, 2013). The same happens for sentences number five to eight. These sentences are disease prevention based and the answers in agreement mean that individuals are focused on specific efforts aimed at reducing the development and severity of diseases and other morbidities (Gomez, Borges, Pechmann, 2013). Thus, results indicate that 93 percent of consumers health motivations have promotion focus and 75 percent have prevention focus.

All the participants in the questionnaire were familiar to the concept of organic food, in question number 6. The graphic 2 below, speaks for the results obtained for question number seven. The first organic food characteristic is represented in the first row and so on. Thusly the first row symbolizes healthy features followed by nutritious features, usage of pesticides, affordability and sustainability. 70 percent of organic food consumers consider that organic food is healthier, more nutritious, uses less pesticides, is less accessible and is more sustainable.




**Graphic 2: Organic food characteristics**

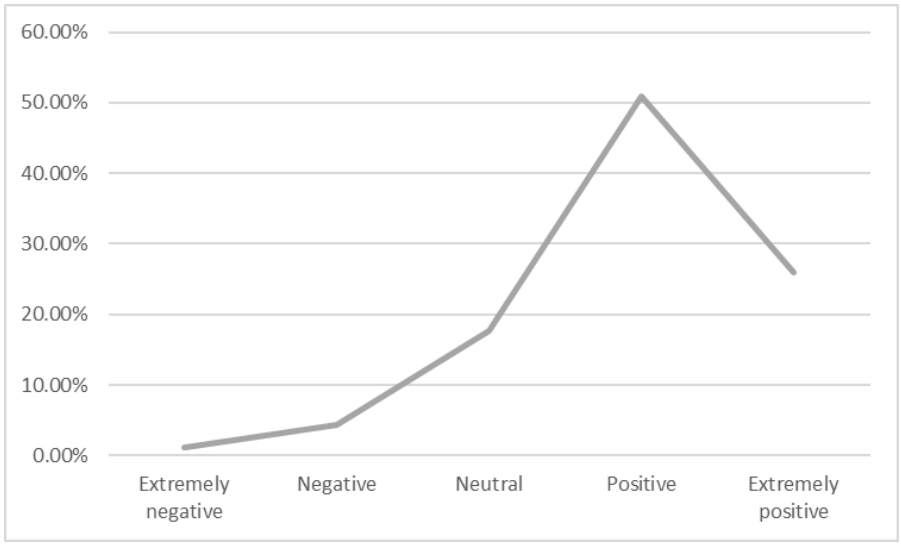
About organic choice, 34 percent of the consumers rarely choose organic food when going to the supermarket. Besides only 1 percent with always choose to do this purchase. Even though, consumers from the sample agree that organic food is worth paying more (57,46 percent) (see Graphic 3, below)




**Graphic 3: Willingness to pay for organic food**

Likewise, around 22 percent of the consumers were willing to pay more for organic food comparing to traditional food.

When accessing the emotional engagement of the participants with the concept of organic food, only 1 percent of the consumers illustrate an extremely negative relation with organic food and 17 percent have a neutral position. Appreciatively 77 percent show a positive relation (see Graphic 4, below).




**Graphic 4: Emotions towards organic food**

## 4.2. CORRELATION

Results reveal that regarding Promotion Focus, Organic Choice (r=.341), Willingness to Pay (r=.305) and Emotions (r=.406). In the same segment, the results for Prevention Focus are Organic Choice (r=.343), Willingness to Pay (r=.352) and Emotions (r=.398) (see all the results in Appendix D – 7.4.1.).

On the other hand, respecting Attitudes towards Organic Products, Organic Choice (r=.192), Willingness to Pay (r=.167) and Emotions (r=.224) (see all the results in Appendix D – 7.4.1.).

Promotion and Prevention Focus findings seem to be quite similar. However, when compared with Attitudes towards Organic Products, their correlation values appear to be stronger. Health Regulatory Focus describes how consumers engage in self-regulation and which motivation is behind their attitude of purchase. The key influences on the intention to purchase would be the motivations behind each consumer, whether they have a promotion or a prevention focus.

These findings demonstrate that analysing consumers' behaviour, interests and motivations would be completer and more conclusive for marketers, rather than just focusing on the Attitude toward purchasing.

## 4.3. REGRESSION

Health Promotion Focus is described as activities that approach healthcare and wellness, in an everyday live situation and to satisfy an individual's total needs. Respecting its ethical and moral views, consumers motivations include the pursuit of holistic goals, equity, voluntarism and empowerment over the factors that affect their health. In relation to Organic Choice, Promotion Focus (Sig=.009) is highlighted (see all the results in Appendix D – 7.4.2.). Since organic food is considered one of the solutions for a healthier life and well-being (Global Organic Food and Beverages Market Report 2017-2021). The same happens respecting Emotions, as Promotion Focus (Sig=.001) is a first concern (see all the results in Appendix D – 7.4.4.). This result is understandable, after all this type of consumer is motivated by promotion focus and seeks for healthcare and well-being in his life and shows sensitivity to the environment.

Concerning Willingness to Pay, Prevention Focus (Sig=.003) is pointed up (see all the results in Appendix D – 7.4.3.). Disease Prevention Focus guides one's efforts of reducing the development and severity of diseases, focusing on risks for specific diseases, treatments and cure. Since these are the priorities of a consumer with motivations for prevention, it's coherent that he is willing to pay more in search of better treatment that prevents him from health problems.

# 5. DISCUSSION AND CONCLUSION

When comparing the academic theoretical background with the quantitative questionnaire undergone, the discussion surfaces entangling the despair or coherent viewpoints and facts. Therefore, to fully grasp the thesis raised discussion points, this chapter comprises the general, hypothesis and research question debate, respectively. And also, the conclusion including theoretical implications, practical implications and limitations.

**General Debate**

The upward movement in the consumption of organic food is the first introduced topic in the thesis, as the trend demarks the topic and the interest of the research.

From the thesis questionnaire, 33 percent of consumers are willing to buy organic food more than half of the times they go to the supermarket. The sample result compared to the study "The World of Organic Agriculture Statistics and Emerging Trends" (2019) displays the high engagement in organic food consumption as the worldwide trend presented being 13,3 percent the highest market share of organic food in the food market in Denmark. Both facts, confirm that even though the sample might have limitations its representativity the results give room to the understanding that the willingness of organic food purchase is getting higher as defended by scholars. Leading to hypothesis two, where Tranter et al. (2011) and the sample consumers agree that organic food is worth a premium (57,46 percent). Having that said, the study demonstrates that there is a high willingness of purchase (33 percent) and that this willingness is slightly influenced by the manufacturer pricing strategy.

**Hypothesis debate**

**H1**: Health Regulatory Focus impacts Choice

Results show that consumers give significance to their ethical values as to environmental and animal welfare concerns towards purchasing organic food (Honkanen, 2006). Even though people are uptight, the results obtained from the questionnaire indicate that 34 percent of the consumers rarely choose organic food when going to the supermarket.

Calculating the regulatory focus motivational factor correlation, for hypothesis one the Health Promotional factor displays the highest correlation and association to the purchase choice done by the consumer.

The hypothesis is confirmed, however, with a clear caveat that regardless of ethical and health beliefs, the consumer as of now is not fully determined to shift their consumption to organic food. In the questionnaire, this is verified as 34 percent of the consumers rarely choose organic food when going to the supermarket. Nonetheless, the literature and other answers from the sampled consumers indicate that their choice of organic food consumption is related to the environmental and animal welfare concerns.

**H2**: Health Regulatory Focus impacts Willingness to Pay

The increasing apprehension about healthcare related to organic food (Global Organic Food and Beverages Market Report 2017-2021) and the idea of health-related problems associated to what people eat (Newswire, 2018) sustains the questionnaire results that 57 percent of consumers consider that organic food product are worth paying more for.

Calculating the regulatory focus motivational factor correlation, for hypothesis two the Disease Prevention factor displays the highest correlation and association to willingness to pay associated to the consumer economical utility of the organic food product.

The hypothesis is confirmed, as there is a clear increase in the organic food consumption proven by the questionnaire and literature review. Tranter et al. (2011) and the sample consumers agree that organic food is worth a higher money amount. The study also demonstrates that there is a high willingness of purchase and that this willingness is slightly influenced by the manufacturer pricing strategy.

**H3**: Health Regulatory Focus impacts Emotion

Organic food is considered to be healthier as it uses less pesticides, fertilizers and ionizing radiation opposed to inorganic food (Food and Agriculture Organization of the United Nations). The results from the questionnaire display that 77 percent of organic food consumers have a positive emotional relation towards this sort of food.

Comparing the questionnaire results with studies, it is shown that consumers acknowledge the negative health consequences associated with the growth compounds causing in them emotional sensibilization (Newswire, 2018). The increasing consciousness about healthcare related to this type of food impacts directly on the demand for organic food (Global Organic Food and Beverages Market Report 2017-2021).

Calculating the regulatory focus motivational factor correlation, for hypothesis three the Health Promotional factor displays the highest correlation and association to emotional characteristics in the consumer mindset.

The hypothesis is confirmed, as both the study and the literature align on the fact that the interest of the consumer in Health is linear to the emotion the consumer transmits towards the eating habits and the organic food products.

**Research Question Debate**

- Are health promotion and disease prevention the key motivational factors that explain the differences in organic food consumption?

As organic food consumption registers an increasing year-on-year growth, corporations are faced with the challenge to grab the trend, this thesis arises as an aid suggesting corporations to rethink their decision-making and consciously not leapfrog into general advertising without mastering previously the understanding of the consumer decision making and key motivational factors for organic food purchase. Being the identified most important factors the Health Promotion and Disease Prevention.

The primary intent of the study was met by combining the field of agricultural products and consumer behaviour associated to their eating habits. The research question was successfully addressed by the methodology utilized of conclusive research with quantitative data.

**Theoretical Implications**

In academic terms, the thesis clustered and measured from the sample questionnaire perspective the components that are relevant to organic food consumption: Promotion Focus (PO), Prevention Focus (PE), Attitudes (AT), Choice (CH), Willingness to Pay (WP) and Emotions (see Appendix B). As such, researchers can learn and leverage from the method and results achieved when looking into this subject of analysis. Also, they are more prone to

skew their hypothesis and mitigate errors as they read thru the thesis conclusions and limitations.

**Practical Implications**

This study shows practitioners' that it's imperative to understand the motivations, perceptions and attitudes that support each consumer decision to better influence their purchasing choices. In the thesis topic, regarding organic foods and their consumption, the long-term interest of marketers, organic food industries and other stakeholders is debated and covered in the introduction and theoretical outline. The questionnaire then provides the key findings on consumer behaviour towards organic food that can be leveraged by firms when producing marketing strategies, for example the following three:

(1) Brands should have their marketing geared to emotions, sensations and storytelling. This is evident in the questionnaire answers (question 11) that express the success of brands with emotionally based developed promotional campaigns.

(2) Brands should concentrate on the two key motivational factors from organic food consumers: Health promotion and Disease prevention. This thesis research provides a significant insight and better understanding of narrowing the Health Regulatory Focus in Organic Food Consumption components and implications.

(3) Brands that would like to price their items higher should have advertisements featuring prevention as these would produce more favourable responses and rates.

**Limitations**

As stated before, due to the nature of conclusive research, this study can provide an understanding of the consumer decision making and purchase pondering factors.

Regarding the sources, the use of multiple sources of data based on a two-fold approach, general literature and sample testing, allowed for data triangulation strengthening the validity of the findings. Nevertheless, the study faced limitations based on the timing, sampling and scoping. The sampling of the participants 211 cannot be considered representative of the entire population of worldwide consumers. This impedes the generalization of the findings. The sample analysis was developed in Portugal and 87 percent of the people involved in the study are geographically situated in the capital. It would bring completer results if other cities from Portugal or even other countries were involved, because there would be different opinions and behaviours to be integrated.

Regarding scoping, it was altered to streamline the findings resulting from the questionnaire. At the beginning the author considered to create a more widen knowledge base on all the key motivational factors, however, as a consequence from the literature and questionnaire analysis the choice was not to spread thin across factors but to deepen the understanding of health promotion and disease prevention as the newly identified fundamental factors. It is important to denote that the Health Regulatory Focus Theory that comes from 2013 (7 years apart from the current year). Thus, one could argue that the age of the study slightly influences its application in the current reality faced. However, this has not been a limitation as the questionnaire responses grounding the thesis neatly align with the theory foundations.

Regarding timing, the author was short in time to conduct another research method that could substantiate better the conclusion that consumers are drawn by their investment in health and perceived lifestyle to purchase organic food.

For further research, according to the participants and academia, organic food consumption and inherent consumer motivational factors is still underdeveloped creating multiple opportunities for further development. From this study standpoint, it would be interesting to see the questionnaire enhanced and applied to other samples, perhaps, more heterogeneous in their gender and location nature. Other related research topics could be merging the two themes of the thesis organic food consumption and consumer behaviour that would bring light to the phenomenon described in this thesis and complement its findings.

## 6. REFERENCES

Gomez, P., Borges, A., & Pechmann, C. (Connie). (2013). Research Article: Avoiding poor health or approaching good health: Does it matter? The conceptualization, measurement, and consequences of health regulatory focus. Journal of Consumer Psychology, 23, 451–463.

Higgins, E. T. (1998). Promotion and Prevention: Regulatory Focus as a Motivational Principle. Advances in Experimental Social Psychology, 30, 1-46.

Punam A. Keller; Regulatory Focus and Efficacy of Health Messages, Journal of Consumer Research, Volume 33, Issue 1, 1 June 2006, Pages 109–114.

Hughner, R. S., McDonagh, P., Prothero, A., Shultz, C. J., & Stanton, J. (2007). Who are organic food consumers? A compilation and review of why people purchase organic food. Journal of consumer behaviour, 6(2-3), 94-110.

Sultan, P., Tarafder, T., Pearson, D., & Henryks, J. (n.d.). Intention-behaviour gap and perceived behavioural control-behaviour gap in theory of planned behaviour: moderating roles of communication, satisfaction and trust in organic food consumption. Food Quality and Preference, 81.

Gad Mohsen, M., & Dacko, S. (2013). An extension of the benefit segmentation base for the consumption of organic foods: A time perspective. Journal of Marketing Management, 29(15–16), 1701–1728.

Gottschalk, I., & Leistner, T. (n.d.). Consumer reactions to the availability of organic food in discount supermarkets. International Journal of Consumer Studies, 37(2), 136–142.

Müller, C. E., & Gaus, H. (n.d.). Consumer Response to Negative Media Information About Certified Organic Food Products. Journal of Consumer Policy, 38(4), 387–409.

Tranter, R. B., Bennett, R. M., Costa, L., Cowan, C., Holt, G. C., Jones, P. J., … Vestergaard, J. (2011). Consumers' willingness-to-pay for organic conversion-grade food: Evidence from five EU countries. Food Policy, 34(3), 287-294.

BO WON SUH, EVES, A., & LUMBERS, M. (2015). Developing a Model of Organic Food Choice Behavior. Social Behavior & Personality: An International Journal, 43(2), 217–230.

ILIE, C., & POPA, V. (2013). Efficient Healthcare Consumer Supply Chain Optimization. Valahian Journal of Economic Studies, 4(3), 41–48.

Burau, V., Carstensen, K., Fredens, M., & Kousgaard, M. B. (n.d.). Exploring drivers and challenges in implementation of health promotion in community mental health services: A qualitative multi-site case study using Normalization Process Theory. BMC Health Services Research, 18(1).

Chekima, B., Oswald, A. I., Wafa, S. A. W. S. K., & Chekima, K. (n.d.). Narrowing the gap: Factors driving organic food consumption. Journal of Cleaner Production, 166, 1438–1447.

Kareklas, I., Muehling, D. D., & Carlson, J. R. (n.d.). "I eat organic for my benefit and yours": Egoistic and altruistic considerations for purchasing organic food and their implications for advertising strategists. Journal of Advertising, 43(1), 18–32.

Ruiz de Maya, S., López-López, I., & Munuera, J. L. (n.d.). Organic food consumption in Europe: International segmentation based on value system differences. Ecological Economics, 70(10), 1767–1775.

Nuttavuthisit, K., & Thøgersen, J. (n.d.). The Importance of Consumer Trust for the Emergence of a Market for Green Products: The Case of Organic Food. Journal of Business Ethics, 140(2), 323–337.

Grivois-Shah, R., Gonzalez, J. R., Khandekar, S. P., Howerter, A. L., O'Connor, P. A., & Edwards, B. A. (2018). Impact of Healthy Vending Machine Options in a Large Community Health Organization. American Journal of Health Promotion, 32(6), 1425–1430.

Morris DM, Jenkins GR. (2018) Preparing Physical and Occupational Therapists to Be Health Promotion Practitioners: A Call for Action. International Journal of Environmental Research and Public Health, 15(2), 392.

Dimitri, Carolyn & Greene, Catherine. (2002). Recent growth patterns in the US organic foods market. 24.

Guillemette, A. R., & Cranfield, J. (2012). Food Expenditures: The Effect of a Vegetarian Diet and Organic Foods. In 2012 AAEA/EAAE Food Environment Symposium, May 30-31, Boston, MA (No. 123391). Agricultural and Applied Economics Association.

Reuters. (2017). How the U.S. Government is Getting More Organic Food to You. Fortune. January, 11.

Newswire, PR. (2018). Global Organic Food and Beverages Market - Innovation In Products And New Product Launches / Increased Marketing And Promotions / Growing Demand For Organic Wine | Markets Insider. January, 3.

Mondelaers, K., Aertsens, J. and Van Huylenbroeck, G. (2009), "A meta-analysis of the differences in environmental impacts between organic and conventional farming", British Food Journal, Vol. 111 No. 10, pp. 1098-1119.

Honkanen, Pirjo & Verplanken, Bas & Olsen, Svein. (2006). Ethical Values and Motives Driving Organic Food Choice. Journal of Consumer Behaviour. 5. 420 - 430.

Secapramana, L. V. H., & Katargo, A. L. G. (2019). Antecedents Affecting Organic Food Purchase Intentions. International Journal of Organizational Innovation, 12(2), 140–150.

Research Institute of Organic Agriculture (FiBL) and IFOAM – Organics International (2019). The World of Organic Agriculture. Statistics & Emerging Trends 2019.

Nargundkar, R. (2008). Marketing Research: Text and Cases. Tata McGraw-Hill Educational, p.39

Paper, D., & Ugray, Z. (2008). Change Management: A Sensible Approach for Information Technology Researchers. Journal of Information Technology Case and Application Research, 1-8.

# 7. APPENDIXES

## 7.1. APPENDIX A – THEORETICAL BACKGROUND ON ORGANIC FOOD CONSUMPTION

| Topic | Research | References |
|---|---|---|
| Conceptualization, measurement and consequences of health regulatory focus | This research presents a new health regulatory focus scale, which measures an individual's tendency to use promotion or prevention strategies for its own health. | (Gomez, Borges, Pechmann, 2013) |
| Regulatory focus as a motivational principle | This research describes the two different ways in wich a motivational principle operates - promotion focus and prevention focus. This has been the basic motivational principle throughout the history of psychology in wich people approach pleasure and avoid pain. | (Higgins, 1998) |
| Regulatory focus and health messages | This study supports the premise that a person's regulatory focus determines the salience of self-efficacy or response efficacy of health behaviors. | (Punam A. Keller, 2006) |
| Organic food consumers and why people purchase organic food | This research identifies the various rationales used by consumers when deciding to purchase organic food. The word "organic" has many meanings, consumers of organic foods are not homogeneous in demographics or in beliefs, and further research could help to better describe the various constituencies that are often lumped together as "organic food consumers". | (Hughner, McDonagh, Prothero, Shultz, Stanton, 2007) |
| Roles of communication, satisfaction and trust in organic food consumption | This study examines the moderating effects of perceived communication, satisfaction and trust on the intention behaviour gap and the perceived behavioural control. The findings confirm that perceived communication, satisfaction and trust positively and significantly enhance purchase behaviour and lessen gaps in the intention behaviour. | (Sultan, Tarafder, Pearson, Henryks, n.d.) |
| Benefit segmentation base for organic food consumers | Benefit segmentation in marketing considers that for a particular service or product what is the value perceived, advantages or benefit that a customer gets. This research highlights the added contribution of a time perspective in a benefit segmentation approach for organic food consumers. | (Gad Mohsen, Dacko, 2013) |
| Organic food in discount supermarkets | Conventional grocery stores now present an alternative point of purchase. In Germany, the main newcomers in this field are the discount supermarkets. This research aims to understand whether the increased supply of organic food products leads to sustained effects on consumer behaviour and if a first-time purchase of organic products can act as an icebreaker and induce further purchases in discount supermarkets. | (Gottschalk, Leistner, n.d.) |
| Negative media information about certified organic food products | This research analyzes when fraudulent mislabelling of organic food products on the part of producers or label misapprehension on the part of consumers is revealed by mass media sources. This may have negative effects on consumers' evaluations and behaviour towards the purchase of certified organic food products. | (Müller, Gaus, n.d.) |
| Consumers' willingness-to-pay for organic food | Consumers' attitudes towards, and willingness-to-pay for, conversiongrade food is examined. This research found that consumers would be prepared to pay a premium for conversion-grade produce of around half the premium for organic produce with vegetables attracting a higher premium than meat. | (Tranter, Bennett, Costa, Cowan, Holt, Jones, Vestergaard, 2011) |
| Developing a model of organic food choice behavior | This research investigated the purchase intentions of consumers with respect to organic food and identified the determinants of the relationship between intended and realized purchase behavior. The key influences on intention to purchase were consumer past experience, attitude, the subjective norm, trust, and perceived behavioral control. | (Bo Won Suh, Eves, Lumbers, 2015) |
| Efficient healthcare consumer supply chain optimization | Healthcare supply chain drivers are based on common business sense considering the size of the industry. To support this research there were examples from other regions and a specific case of a perturbation which appears in the supply chain as well as the consumers opinion on it. | (Ilie, Popa, 2013) |
| Health promotion in community mental health services | Little is known about implementing health promotion interventions in adult mental health organizations where many users also have physical health problems. This study focused on the change process and analysed the implementation of a structural health promotion intervention in community mental health organisations in different contexts in Denmark. | (Burau, Carstensen, Fredens, Kousgaard, n.d.) |
| Factors driving organic food consumption | This research proposes a new approach to determine factors influencing organic food consumption by focusing on those who are consuming and not those considering purchasing organic food. Consumption reflects high involvement with the product and the barriers and motivations are as important. | (Chekima, Oswald, Wafa, Chekima, n.d.) |
| Purchasing organic food and implications for advertising strategists | This research employed a novel adaptation of self-construal theory to explain the theoretical basis of factors that influence organic food purchase decisions. Egoistic considerations (e.g., personal health) and altruistic considerations (e.g., environmental) simultaneously predict consumers' organic attitudes and purchase intentions. Results show that an ad featuring both egoistic and altruistic appeals produces more favorable responses than either an egoistic treatment or a control ad. | (Kareklas, Muehling, Carlson, n.d.) |
| Organic food consumption in Europe | This research analyzed the market for organic products in eight European countries, based on differences in their respective value systems. Results show that subjective norms are the main underlying factor driving consumer behavior concerning these products. | (Ruiz de Maya, López-López, Munuera, n.d.) |
| Emergence of a market for green products | Consumer trust is a key prerequisite for establishing a market for credence goods, such as organic products, especially when they are premium priced. This research reports on exactly how, and how much, trust influences consumer decisions to buy new organic products. | (Nuttavuthisit, Thøgersen, n.d.) |
| Healthy vending machine options | This research determined whether increasing the proportion of healthier options in vending machines decreases the amount of calories, fat, sugar, and sodium vended, while maintaining total sales revenue. | (Grivois-Shah, Gonzalez, Khandekar, Howerter, O'Connor, Edwards, 2018) |
| Therapists as health promotion practitioners | Experts around the world support the integration of health promotion and wellness services into traditional health care services. If successfully executed, the addition of HPW services would reduce rates of death and disability and significantly reduce health care costs. | (Morris, Jenkins, 2018) |
| US organic food markets | This research summarizes growth patterns in the U.S. organic sector in recent years and describes various studies, regulatory, and other ongoing programs on organic agriculture in the U.S. Department of Agriculture. | (Dimitri, Carolyn, Greene, 2002) |
| Effect of a vegetarian diet and organic food | This research examines the effect of following a vegetarian diet as well as purchasing organic foods on monthly food expenditures. | (Guillemette, Ann-Renee, Cranfield, 2012) |
| U.S. government's interest in organic food | The U.S. Department of Agriculture took a step toward increasing the production of organic foods by launching a program to certify farmland that growers are in the process of switching to organic. | (Reuters, 2017) |
| Global organic food and beverages market | Global Organic Food and Beverages Market has been prepared based on an in-depth market analysis with inputs from industry experts. This research covers the market landscape and its growth prospects over the coming years. | (Newswire, 2018) |
| Environmental impacts between organic and conventional farming | This research aims at comparing the environmental impacts of organic and conventional farming and linking these to differences in management practises. The environmental impacts are related to land use efficiency, organic matter content in the soil, nitrate and phosphate leaching to the water system, greenhouse gas emissions and biodiversity. | (Mondelaers, Aertsens, Van Huylenbroeck, 2009) |
| Ethical values and motives driving organic food choice | This research investigated the role of ethical motives in consumers' choice of organic food in Norway. The relations between ethical food choice motives, attitudes and intention to consume organic food was studied by estimating a structural equation model. | (Honkanen, Pirjo, Verplanken, Bas, Olsen, 2006) |
| Antecedents affecting organic food purchase intentions | This research aims to explain how the information revealed on organic food labels and perceived organic knowledge influences consumers' trust and attitudes towards organic foods. | (Secapramana, Katargo, 2019) |
| The World of Organic Agriculture. Statistics & Emerging Trends 2019 | This reports presents the last available data on agricultural culture worldwide. | (The World of Organic Agriculture, 2019) |
| Marketing Research: Text and Cases | This book is written in application oriented manner and the use of case studies with SPSS component enhances the worth of this work not only for the MBA students, but also for marketing research practitioners. | (Nargundkar, 2008) |
| Change Management: A Sensible Approach for Information Technology Researchers. | This study research concerns the inevitability of change and how our acceptance of the inevitability of this change is a different matter. | (Paper & Ugray, 2008) |

## 7.2. APPENDIX B – SCALES AND MEASURES OF ORGANIC FOOD CONSUMPTION

| Questions | Constructs | Items | Measurement items | References |
|---|---|---|---|---|
| Q1 | Demographic variables (DV) | DV1 | What is your age? | (Gomez, Borges, Pechmann, 2013) |
| Q2 | Demographic variables (DV) | DV2 | What is your gender? | (Gomez, Borges, Pechmann, 2013) |
| Q3 | Demographic variables (DV) | DV3 | Considering the following hypotheses, what is your professional situation?<br>Student<br>Employed<br>Unemployed<br>Retired | (Gomez, Borges, Pechmann, 2013) |
| Q4 | Demographic variables (DV) | DV4 | Considering the following hypotheses, what is your geographical location?<br>North<br>Center<br>Lisbon and Tagus Valley<br>Alentejo<br>Algarve<br>Islands | (Gomez, Borges, Pechmann, 2013) |
| Q5 | Promotion Focus (PO)<br>Promotion Focus (PO<br>Promotion Focus (PO<br>Promotion Focus (PO<br>Prevention Focus (PE)<br>Prevention Focus (PE)<br>Prevention Focus (PE)<br>Prevention Focus (PE) | PO1<br>PO2<br>PO3<br>PO4<br>PE1<br>PE2<br>PE3<br>PE4 | Please rate the following sentences using a scale from 1 to 9 (1 = strongly disagree and 9 = strongly agree).<br>When you are in the supermarket with various products, your focus is on your health and having a better quality of life.<br>Think regularly about improving your health.<br>Health is like a muscle that can be developed with practice throughout life.<br>Being healthy is a prerequisite for achieving personal success.<br>When you are in the supermarket with various products, your focus is to minimize the burden of diseases and associated risk factors.<br>You are concerned about all the diseases that you hear about and as such try to protect yourself from them.<br>In your basic diet, be careful not to eat certain foods that can be harmful to your health.<br>Being healthy means not being sick. | (Gomez, Borges, Pechmann, 2013) |
| Q6 | Attitudes (AT) | AT1 | In your opinion, which phrase best describes Organic Products?<br>Organic products come from an agricultural system that avoids the use of artificial fertilizers, pesticides, growth regulators and additives.<br>Organic products have no fat and sugar in their composition.<br>Organic products are associated with a vegan diet. That is, in organic farming products of animal origin are not included. | (United States Department of Agriculture Organic Standards)<br>(Kareklas, Muehling, Carlson, n.d.) |
| Q7 | Attitudes (AT) | AT2 | In your opinion, Organic Products are:<br>Less healthy or More healthy<br>Less nutritious or More nutritious<br>With more pesticides or With less pesticides<br>More affordable or Less affordable<br>Less sustainable or More sustainable | (United States Department of Agriculture Organic Standards) |
| Q8 | Choice (CH) | CH1 | When you are in the supermarket with various products, how often do you choose Organic Products? | (Chekima, Oswald, Wafa, Chekima, n.d.) |
| Q9 | Willigness to Pay (WP) | WP2 | In your opinion, is the consumption of Organic Products worthwhile regardless of their price, in some cases higher? | (Tranter, Bennett, Costa, Cowan, Holt, Jones, Vestergaard, 2011) |
| Q10 | Willigness to Pay (WP) | WP1 | In applicable cases, how much would you be willing to spend on Organic Products, compared to Traditional Products? | (Tranter, Bennett, Costa, Cowan, Holt, Jones, Vestergaard, 2011) |
| Q11 | Emotions | E1 | What emotion best represents your relationship with Organic Products? | (Chekima, Oswald, Wafa, Chekima, n.d.) |

## 7.3. APPENDIX C – STATISTICAL PROCEDURES QUALTRICS SURVEY

**Survey**

**Q5 - Please rate the following sentences using a scale from 1 to 9 (1 = strongly disagree and 9 = strongly agree).**

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---|---|---|---|---|---|
| 1 | When you are in the supermarket with various products, your focus is on your health and having a better quality of life. | 1 | 9 | 6.6 | 1.76 | 3.09 | 187 |
| 2 | Think regularly about improving your health. | 1 | 9 | 7.33 | 1.52 | 2.32 | 187 |
| 3 | Health is like a muscle that can be developed with practice throughout life. | 1 | 9 | 7.58 | 1.56 | 2.42 | 187 |
| 4 | Being healthy is a prerequisite for achieving personal success. | 1 | 9 | 7.22 | 1.73 | 2.99 | 187 |
| 5 | When you are in the supermarket with various products, your focus is to minimize the burden of diseases and associated risk factors. | 1 | 9 | 6.1 | 1.87 | 3.49 | 187 |
| 6 | You are concerned about all the diseases that you hear about and as such try to protect yourself from them. | 1 | 9 | 6.1 | 1.98 | 3.91 | 187 |
| 7 | In your basic diet, be careful not to eat certain foods that can be harmful to your health. | 1 | 9 | 6.52 | 1.79 | 3.19 | 187 |
| 8 | Being healthy means not being sick. | 1 | 9 | 4.32 | 2.69 | 7.21 | 187 |

**Q6 - In your opinion, which phrase best describes Organic Products?**

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---|---|---|---|---|---|
| 1 | In your opinion, which phrase best describes Organic Products? | 1 | 1 | 1 | 0 | 0 | 163 |

| # | Answer | % | Count |
|---|---|---|---|
| 1 | Organic products come from an agricultural system that avoids the use of artificial fertilizers, pesticides, growth regulators and additives. | 100.00% | 163 |
| 2 | Organic products have no fat and sugar in their composition. | 0.00% | 0 |
| 3 | Organic products are associated with a vegan diet. That is, in organic farming products of animal origin are not included. | 0.00% | 0 |

**Q7 - In your opinion, Organic Products are:**

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---|---|---|---|---|---|
| 1 | Less healthy:More healthy | 1 | 9 | 7.32 | 2.53 | 6.4 | 180 |
| 2 | Less nutritious:More nutritious | 1 | 9 | 6.94 | 2.43 | 5.91 | 179 |
| 3 | With more pesticides:With less pesticides | 1 | 9 | 6.86 | 3.14 | 9.83 | 179 |
| 4 | More affordable:Less affordable | 1 | 9 | 6.41 | 2.45 | 6.02 | 179 |
| 5 | Less sustainable:More sustainable | 1 | 9 | 6.68 | 2.39 | 5.69 | 180 |

**Q8 - When you are in the supermarket with various products, how often do you choose Organic Products?**

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---|---|---|---|---|---|
| 1 | When you are in the supermarket with various products, how often do you choose Organic Products? | 1 | 9 | 4.52 | 1.91 | 3.66 | 181 |

| # | Answer | % | Count |
|---|---|---|---|
| 1 | Never | 6.08% | 11 |
| 2 | | 12.71% | 23 |
| 3 | | 15.47% | 28 |
| 4 | | 8.84% | 16 |
| 5 | | 23.76% | 43 |
| 6 | | 15.47% | 28 |
| 7 | | 14.36% | 26 |
| 8 | | 2.76% | 5 |
| 9 | Always | 0.55% | 1 |

**Q9 - In your opinion, is the consumption of Organic Products worthwhile regardless of their price, in some cases higher?**

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---|---|---|---|---|---|
| 1 | In your opinion, is the consumption of Organic Products worthwhile regardless of their price, in some cases higher? | 1 | 2 | 1.43 | 0.49 | 0.24 | 181 |

| # | Answer | % | Count |
|---|---|---|---|
| 1 | Yes | 57.46% | 104 |
| 2 | No | 42.54% | 77 |

**Q10 - In applicable cases, how much would you be willing to spend on Organic Products, compared to Traditional Products?**

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---|---|---|---|---|---|
| 1 | In applicable cases, how much would you be willing to spend on Organic Products, compared to Traditional Products? | 1 | 9 | 4.8 | 1.92 | 3.68 | 181 |

| # | Answer | % | Count |
|---|---|---|---|
| 1 | None | 3.87% | 7 |
| 2 | | 10.50% | 19 |
| 3 | | 13.26% | 24 |
| 4 | | 13.81% | 25 |
| 5 | | 21.55% | 39 |
| 6 | | 14.92% | 27 |
| 7 | | 16.02% | 29 |
| 8 | | 3.87% | 7 |
| 9 | Many | 2.21% | 4 |

**Q11 - What emotion best represents your relationship with Organic Products?**

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---|---|---|---|---|---|
| 1 | What emotion best represents your relationship with Organic Products? | 1 | 5 | 3.96 | 0.84 | 0.71 | 181 |

| # | Answer | % | Count |
|---|---|---|---|
| 1 | Extremely negative | 1.10% | 2 |
| 2 | Negative | 4.42% | 8 |
| 3 | Neutral | 17.68% | 32 |
| 4 | Positive | 50.83% | 92 |
| 5 | Extremely positive | 25.97% | 47 |

## 7.4. APPENDIX D – STATISTICAL PROCEDURES SPSS

### 7.4.1. Variables Correlation

**Correlations**

| | | Promotion Focus | Prevention Focus | Attitudes towards Organic Products | Organic Choice | Willingness to Pay | Emotions |
|---|---|---|---|---|---|---|---|
| Promotion Focus | Pearson Correlation | 1 | .541 | .083 | .341 | .305 | .406 |
| | Sig. (2-tailed) | | .000 | .268 | .000 | .000 | .000 |
| | N | 187 | 187 | 181 | 181 | 181 | 181 |
| Prevention Focus | Pearson Correlation | .541 | 1 | .145 | .343 | .352 | .398 |
| | Sig. (2-tailed) | .000 | | .052 | .000 | .000 | .000 |
| | N | 187 | 187 | 181 | 181 | 181 | 181 |
| Attitudes towards Organic Products | Pearson Correlation | .083 | .145 | 1 | .192 | .167 | .224 |
| | Sig. (2-tailed) | .268 | .052 | | .010 | .024 | .002 |
| | N | 181 | 181 | 181 | 181 | 181 | 181 |
| Organic Choice | Pearson Correlation | .341 | .343 | .192 | 1 | .675 | .588 |
| | Sig. (2-tailed) | .000 | .000 | .010 | | .000 | .000 |
| | N | 181 | 181 | 181 | 181 | 181 | 181 |
| Willingness to Pay | Pearson Correlation | .305 | .352 | .167 | .675 | 1 | .483 |
| | Sig. (2-tailed) | .000 | .000 | .024 | .000 | | .000 |
| | N | 181 | 181 | 181 | 181 | 181 | 181 |
| Emotions | Pearson Correlation | .406 | .398 | .224 | .588 | .483 | 1 |
| | Sig. (2-tailed) | .000 | .000 | .002 | .000 | .000 | |
| | N | 181 | 181 | 181 | 181 | 181 | 181 |

## 7.4.2. Organic Choice Regression

| Coefficients | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -.301 | .836 | | -.360 | .719 |
| | Promotion Focus | .319 | .120 | .217 | 2.655 | .009 |
| | Prevention Focus | .278 | .113 | .202 | 2.455 | .015 |
| | Attitudes towards Organic Products | .137 | .065 | .145 | 2.096 | .038 |

### 7.4.3. Willingness to Pay Regression

**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .392 | .847 | | .463 | .644 |
| | Promotion Focus | .234 | .122 | .159 | 1.924 | .056 |
| | Prevention Focus | .341 | .115 | .248 | 2.976 | .003 |
| | Attitudes towards Organic Products | .112 | .066 | .118 | 1.694 | .092 |

### 7.4.4. Emotions Regression

| Coefficients | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.453 | .354 | | 4.107 | .000 |
| | Promotion Focus | .173 | .051 | .267 | 3.391 | .001 |
| | Prevention Focus | .137 | .048 | .227 | 2.873 | .005 |
| | Attitudes towards Organic Products | .070 | .028 | .169 | 2.540 | .012 |