

# Degree Thesis

## ***Consumer Attitude and Behaviour Towards Organic Food in Germany***

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<p>Abstract:</p> <p>This thesis was a study on the topic of consumer behavior and attitude concerning organic food in Germany. The purpose of this research paper is to present an overall view of German organic food market and to discover consumer's behavior and attitude towards organic food.</p> <p>In the process, the study sought to understand the main external and internal social factors that influence purchase behavior, consumer decision making process, and explore organic consumer profile. The result also presented the factors that motivate organic food consumption as well as the barriers that limit the growth of organic sales. To fulfill the research objectives, primary and secondary data collection methods were utilized. The main sources of secondary data were collected from different online sources such as reports, surveys, websites of Research Institutes, published books, online journals and papers. The primary data was gained by utilizing quantitative method of structured questionnaire that was published online.</p> <p>The study demonstrated that intentions to buy organic food are relatively high and consumers' attitudes towards organic products are generally positive. By the end of this research, it was possible to understand the overall picture of Germany's organic food market.</p>	
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## **LIST OF ABBREVIATIONS**

**UAA:** Utilized agricultural area

**GMO:** Genetically modified organisms

**FiBL:** Forschungsinstitut für biologischen Landbau (Research Institute of Organic Agriculture)

**IFOAM:** International Federation of Organic Agriculture Movements

**BMELV:** Bundesministerium für Ernährung und Landwirtschaft (The Federal Ministry for Food and Agriculture)

**BEUC:** The European Consumer Organisation

# **I. INTRODUCTION**

This research paper is an attempt to gain knowledge about consumer attitudes and behaviour towards organic food products in Germany. The author aims to investigate factors that might influence the people's intention to purchase organic products and also analyse the demographic characteristics of respondents by looking at their buying pattern towards organic food.

## **1.1 Background**

During the last decade, organic agriculture worldwide has been growing 10-12 % per year while the overall food industry is increasing 4-5 % per year (FiBL/IFOAM 2012). Due to technological advances and increasing consumer dissatisfaction with conventional food, the organic agriculture has steadily expanded worldwide over the past few years. Nowadays, organic food production became more and more vital as concerns and awareness about negative impacts derived from intensive farming affecting on the environment, public health, community and economy are increasing considerably. EU public authorities have continuously promoted organic agriculture as an environmentally friendly production method, and consumer behaviour towards organic products has attracted growing research attention. In most parts of the Europe, organic food has become an attractive and fast developing sector of the overall food market. Today, Germany – the world's fourth largest economy, with its current population of 82.6 million, has dominated organic share in Europe. From the beginnings of the 20<sup>th</sup> century, Germans have been practicing biological farming methods and protesting high input agricultural activities.

In the world today, human activities, both production and consumption of goods and services cause a large amount of negative environmental impacts. Organic agriculture is one of the solutions to reduce the negative consequences caused by industrialized agriculture. Based on holistic production management systems, organic agriculture is a multifunctional and highly sustainable method; it delivers



numerous public benefits and ethical values including preservation of natural resources, welfare of humans and animals, internalizing environmental costs, etc.

Today's educated society has raised a great interest to healthy lifestyle with high nutrition values, food safety, environmental and animal welfare. The increasing consumer demand for higher quality produce and food safety makes organic food become one of the most promising lead markets. Although most of consumers in industrialized countries still buy organic products on an irregular basis, their attention towards food safety issues and environmental issues increased overwhelmingly in recent decades (Magnusson, 2004). Due to many recent food scandals, people start to be suspicious towards conventional products which likely include the use of GMO, pesticides, additives, or fertilizers; a large number of consumers are willing to pay premium price for organic food to employ the benefits of natural production. The nowadays consumers are more and more interested in knowing the source of the food they are consuming. Some key trends in global organic food consumerism include sustainable development, ethical action, human and animal welfare, environmental protection, and transparency of production.

Like mainstream agriculture, organic agriculture is faced with the challenges of globalization and sustainable development. Although the organic market has expanded in recent years, it remains small. Some researchers indicated that consumers' lack of knowledge concerning organic food is one of the barriers to increasing the market share. In fact, consumers can reduce their impacts on the global environment by changing their harmful behaviours. Thus, it is highly important to invest in organic agriculture research, to examine and understand how consumer behaviours works and the underlying factors that affect people's intention to purchase organic food in order to support and further develop organic agriculture sector as well as the entire organic food chain. A better understanding of consumer's perception and its determinants are key success factors for market orientation and development (Geeroms et al., 2008).

## **1.2 Aims and Objectives**

Germany is one of the countries with the highest organic consumption. Organic food has now become a practical alternative for an increasing number of consumers. For that reason, the aim of this study was to provide an overall picture of organic food market and to identify the common values held by organic consumers in Germany. The author attempted to investigate the attitude of local consumers on their intention towards buying organic food product. The ultimate goal was to better understand organic food market and to consumer behaviour as well as to support the growing and consumption of organic food.

Specifically, the research's main objectives were to collect data on:

1. Organic food market.
2. Factors that influence purchase intention of organic food.
3. The consumer's attitude toward organic products.
4. Identify consumer segment by analysing respondents' demographic characteristics in regard to organic products.

Understanding the perceptions of consumers about organic products and the factors that influence their behaviour allows organic producers to develop more effective marketing plan and maximize profit. Information derived from this paper may contribute to better strategic and tactical marketing decisions.

## **1.3 Scope and Limitations**

The author focused on consumer behaviour towards organic food in Germany only and attempted to limit the research results that have emerged most recently.

Due to the limited number of respondents with an unequal gender balance from the survey, the findings from the sample cannot be generalized to the entire population of Germany's organic consumers. A larger sample is needed for more conclusive study. During the secondary data collection process, the author met up with

problems involving the validity, availability, and quality of data. Additionally, as consumer behaviour is a very broad topic, the author was not going into details of all the related concepts. Although this study aimed to study behaviour and attitude, the study of behaviour was only very basically observed due to limitation of time and resources available.

## **1.4 Outline:**

The study was broken into a total of five sections:

*The first section* of the study was devoted to draw an overall picture of the research. The author provided the background information, objectives and limitation of the research.

*The second section* introduced the research process and methods employed in the study. The author presented the data collection and analysis techniques.

*The third section* was divided into two parts:

- In the first part, after introducing the concepts of organic, an overview of organic agriculture worldwide, in Europe, and in Germany will be given. Production, legislation and marketing of German organic market will be summarized.
- The second part focused on theories of consumer behaviour and attitude in general. Firstly, the author explored details the internal and external factors that influence consumer behaviour, and presented the concept of consumer decision-making process. Secondly, the author investigated more specific details about organic consumers by introducing their demographic profile, motives and barriers towards organic products. After that, the author gave an insight into German organic consumers.

*The fourth section* contained empirical information on current situation of Germany organic food market. The author presented the findings and the results from the questionnaire were displayed graphically.

*Lastly*, the conclusions of the whole paper and suggestions how this research could be executed in the future will be provided.

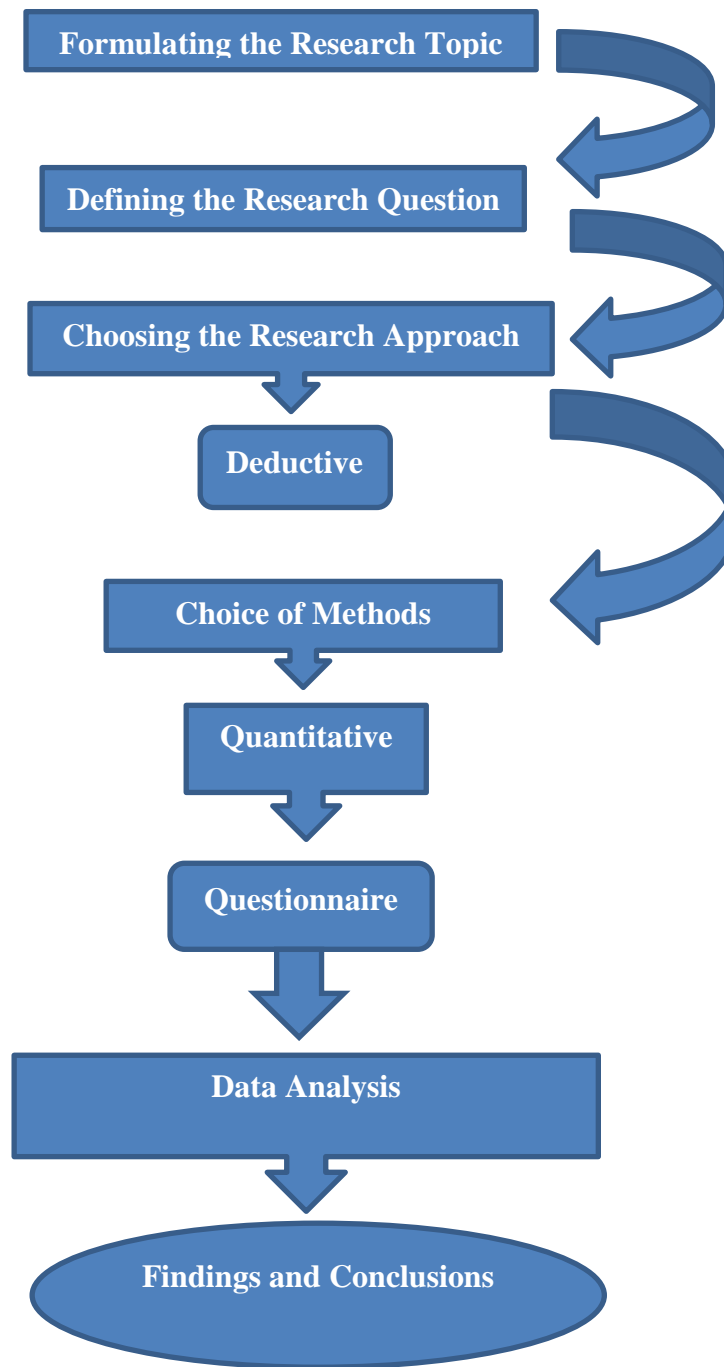
## **II. RESEARCH METHODOLOGY**

This chapter explains the research methodology chosen for use in this research and the rationale behind it. Research methodology is the crucial part of all theses. It explains how authors come up with the thesis topic and step by step build up the research.

### **2.1 Research Process**

Before starting any project, it is essential to have a plan. Developing a plan will save time, stress and in the final analysis, produce a superior product.

The research process is the step-by-step procedure of developing one's research. Regardless of the topic, these are steps a researcher must follow to thoughtfully go through the process and complete an effective research paper. Figure 1 shows the research process of this study.

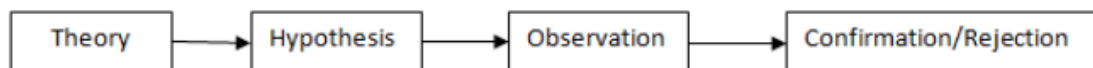


***Figure 1: Research Process***

***(Source: The author)***

## 2.2 Research Approach

Research approach defines the way in which the research is developed. The choice of research approach is necessary and should be done at the beginning of the research method. There are two very distinct and opposing research approaches: inductive and deductive. An inductive approach begins with detailed observation; the researcher collects data that is relevant to the topic, uses research questions to narrow the scope of the study and develops empirical generalizations and ideas as he progresses through the research (Neuman 2003, p.51). On the contrary, “a deductive approach is concerned with developing a hypothesis (or hypotheses) based on existing theory, and then designing a research strategy to test the hypothesis” (Wilson, 2010, p.7). In this study, the author applied deductive approach (see Figure 2).



***Figure 2: Deductive Research***  
***(Source: research-methodology.net)***

## 2.3 Research Methods

Another essential issue that should be cleared out when starting up a research is to choose also appropriate method for collecting the data. There are two data collection techniques used in most research: qualitative and quantitative. Qualitative research aims to investigate a question without attempting to quantifiably measure variables and does not involve statistics. The most common sources of data collection in qualitative research are interviews, observations, open-ended questions, focus groups and review of documents (Locke, Silverman, & Spirduso, 2010). On the contrary, quantitative research focuses on numerical data and statistics to formulate facts and uncover patterns in research. Quantitative data is collected by various forms of surveys such as online surveys, paper surveys, customer questionnaires, etc.

This study applied solely quantitative statistical data to answer research problem as it is the most appropriate way to measure customer's attitudes and behaviour towards organic food products. The collected data was quantified and statically analysed to make a general view.

## **2.4 Sampling**

In this research case, the sampling units were residents in Germany. The population of this study focused on all consumers who regularly purchase organic food. A total of 42 respondents had taken part in the survey with structured questionnaire.

## **2.5 Data Collection**

The data was obtained through primary and secondary sources in order to answer the research question.

### **Secondary Data:**

The literature was reviewed in depth in order to achieve deep understanding of the research field. Secondary data tends to be readily available and inexpensive to obtain. In addition, it can be examined over a long period of time.

The main sources of secondary data in this research were collected from different online sources such as reports, surveys, websites of Research Institutes, published books, online journals and papers. Furthermore, the author also accessed online databases from Arcada's Nelli Portal E-resources to obtain the literature theories concerning organic products consumption used in this research. Care was taken off to ensure the data was not outdated.

## **Primary Data:**

Reliability of the primary data is very important because the researchers mainly depend upon the respondent's opinions. The method used for collecting the primary data in this study was survey questionnaire in order to measure the respondents' purchase intention and perception toward organic food. A highly structured questionnaire was developed based on the relevant literature review comprising of different formats such as categorical, numerical, multiple choices, and Likert-scale questions. People are more likely to respond if it does not engage a lot of time and efforts.

The questionnaire was prepared in English and only targeted to organic consumer people. Questionnaire was filled and collected from respondents on Facebook during September and October 2014. When the survey was closed, the big task was to enter the data into excel sheet for analysis.

## **2.6 Data analysis**

Once the author had the data collected, the research proceeds to the next step: interpretation and analysis. The author attempted to present the data in a well-structured and easy way to understand. The data had been analysed by utilizing quantitative analysis techniques with the support of the Microsoft Office Excel 2010 application, and the help of the literature of the previous researchers of the same field.

# **III. LITERATURE REVIEW**

## **3.1 Organics**

### **3.1.2 Organic Definition**

The term "Organic" refers to an ecological method of production that respects the natural environment. Organic foods are grown and processed using no synthetic



fertilizers, pesticides, artificial ingredients, preservatives, or irradiation. In order to be labelled as organic, a food product must contain at least 95% organically produced ingredients by weight; the remaining 5% may only be foods or processed with additives on an approved list.

According to the leading global authority on organic production —International Federation of Organic Agriculture Movements (IFOAM), organic agriculture is defined as:

*“Organic Agriculture is a production system that sustains the health of soils, ecosystems and people. It relies on ecological processes, biodiversity and cycles adapted to local conditions, rather than the use of inputs with adverse effects. Organic Agriculture combines tradition, innovation and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved.”*

IFOAM provides organic farming basic standards, organic accreditation and certification systems. They were first published in 1980 and have been continuously developed. Organic standards regulate how foods are grown, handled and processed, generally including the prohibition of agrochemicals such as pesticides and chemical-synthetic fertilizers, the forbiddance of using genetically modified organisms (GMOs) and irradiation, or the regulation of animal feeds, etc. Each stage of the organic food production are controlled and certified. They uphold strict standards that are objective, enforceable, in line with consumer expectations and practical for producers. These standards help consumers avoid confusion and assure they know the exact organic content of the food they buy. Organic certification around the world varies in requirements from country to country, and is managed by each respective country's agricultural department.

The advent of organic agriculture has been noted as one of the many innovations affecting and transforming the food industry today (Santucci, 2002). It is generally perceived as a form of agriculture that is more beneficial for the environment than conventional agriculture. During the past few decades, concerns and awareness about the negative impacts from intensive farming on humans, animal welfare, rural development, and the environment have been growing dramatically. However, several recent studies have reported that the strongest motivations for consuming

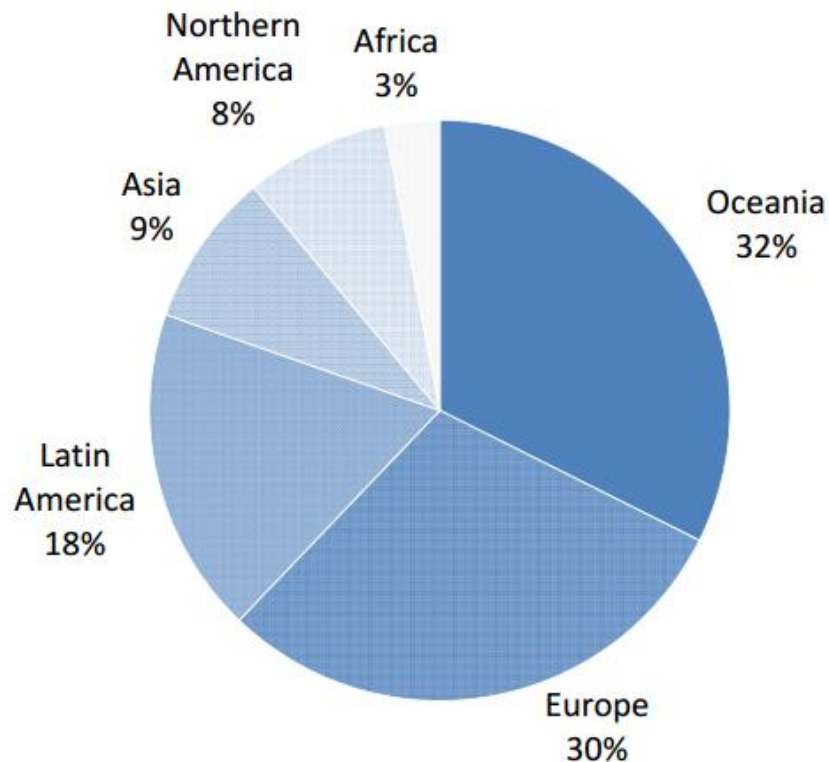
organic food are health, food safety, and quality since people nowadays become more and more health conscious. Therefore, researchers noticed it is very important that the motivation of organic food consumption should be more associated with values related to the environment, ecology, animal welfare and rural and local development.

### **3.1.3 Organic Agriculture Worldwide**

The organic agriculture has steadily expanded world-wide in the past decade. According to the latest FiBL-IFOAM survey, at the end of 2012, data on organic agriculture are available from 164 countries compared to 86 countries in 2000. Growth is occurring in all regions with currently 37.5 million hectares are under organic agricultural management worldwide. There has been impressive growth in the number of organic farms around the world, and the international market of organic food has also rapidly increased. The medium term growth remains high in the U.S (15-20%) while decreasing or stable in many EU countries (8%). The regions with the highest shares of the total agricultural land are in Oceania and Europe (Willer, 2014). In total, Oceania has one-third of the global organic agricultural land—12.2 million hectares, followed by Europe with almost 30 percent of the world's organic agricultural land—11.2 million hectares, and Latin America with 18 percent—6.8 million hectares (see Figure 1).

### Distribution of organic agricultural land by region 2012

Source: FiBL-IFOAM Survey 2014

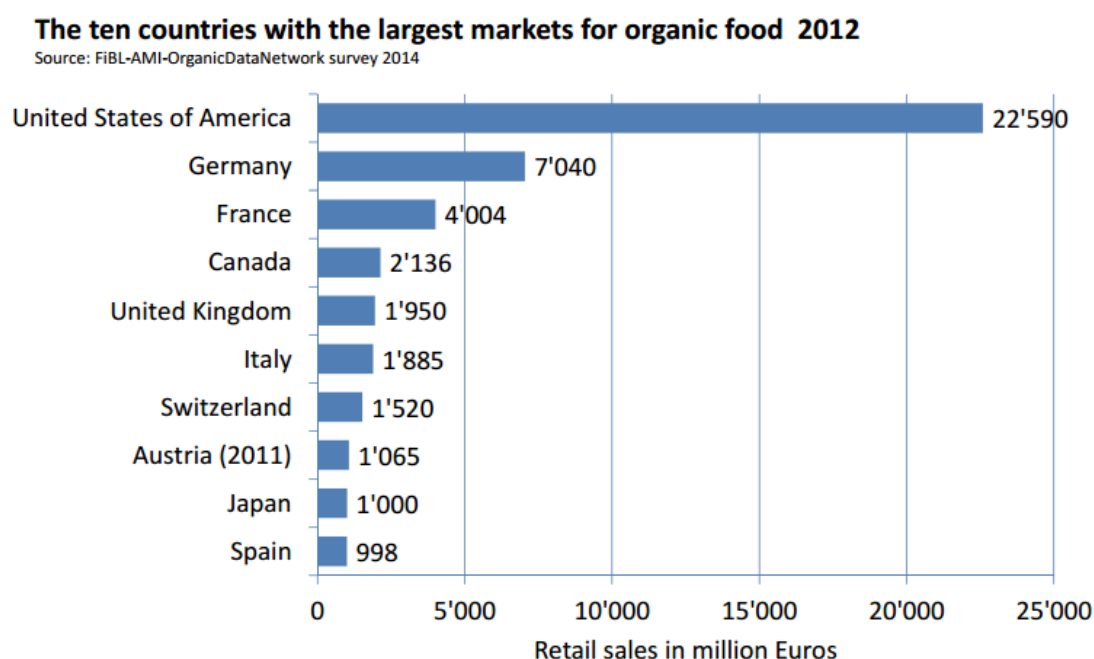


**Figure 3: Worldwide distribution of organic agricultural land by region 2012**

**(Source: FiBL-IFOAM survey 2014, p.42)**

According to FiBL and IFOAM survey, the global market value of organic foods in 2012 reached almost 64 Billion US Dollar. Although organic agriculture has gone mainstream, several studies have shown that the greatest demand for organic products remain concentrated in North America and Europe, accounting for roughly 97% of global revenues. As a matter of fact, the market in Asia, Australia and other regions is relatively small with 3 billion US Dollar combined market value of organic product sales in 2012. However, Asia, Latin America and Australia are important producers and exporters of organic foods. During 2012, the countries with the largest markets for organic food were the United States with 22.6 billion euros, followed by Germany with 7 billion euros, and France with 4 billion euros (see Figure 2). The countries with the highest per capita spending were Switzerland (189 euros), and Denmark (159 euros). Australia, Argentina and the USA are the

countries with the largest certified organic areas of farm land while Asia is the fastest growing region in the world with China and India's enormous growth in organic production.



**Figure 4: Global market: The countries with the largest markets for organic food 2012**

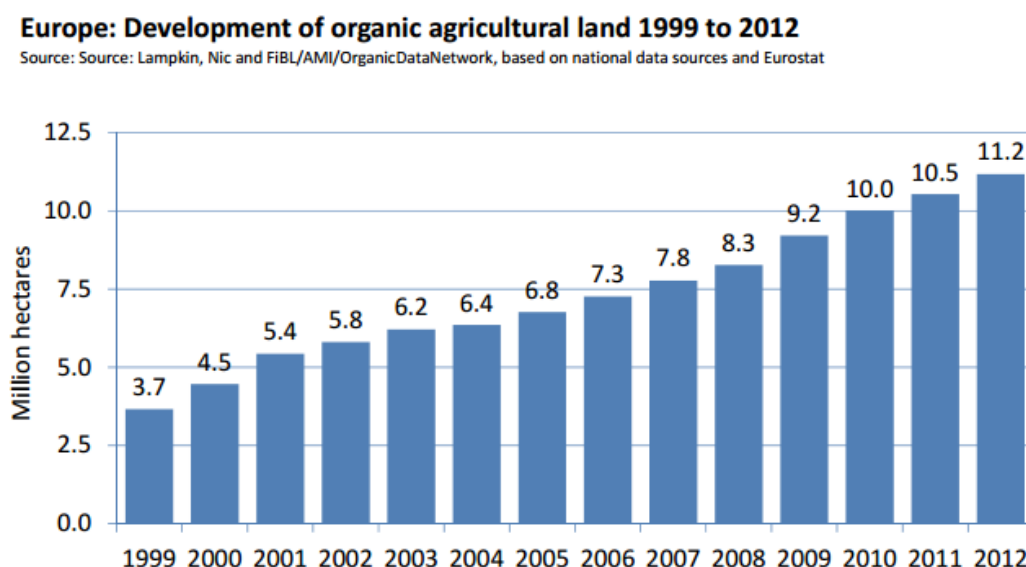
*(Source: FiBL-IFOAM survey 2014, p.68)*

Despite the tremendous growth of organic production and consumption since the 1990s, statistics show that organic market shares still remain small (Norse and Tschirley 2003). Organic agriculture constitutes a small part of the total agribusiness world; however, as the awareness of organic products continues to rise and the new wave of interest in ethical shopping among young consumers, the potential growth of organic agriculture in the near future is enormous.

### **3.1.4 Organic Agriculture in Europe**

Europe is where the first comprehensive system of organic farming was originally developed since Dr. Rudolph Steiner highlighted Biodynamic agriculture in his lectures and his book in 1924. During the 1990s, farmers began to adopt ecological farming practices and organic farming has gained prominence in almost all

European countries. Nowadays, the organic industry has become one of the most rapidly expanding sectors of the food industry in Europe. The total value of the European organic market was approximately 22.8 billion euros in 2012, compared to 18.4 billion euros in 2009 (Willer and Kilcher, 2011).

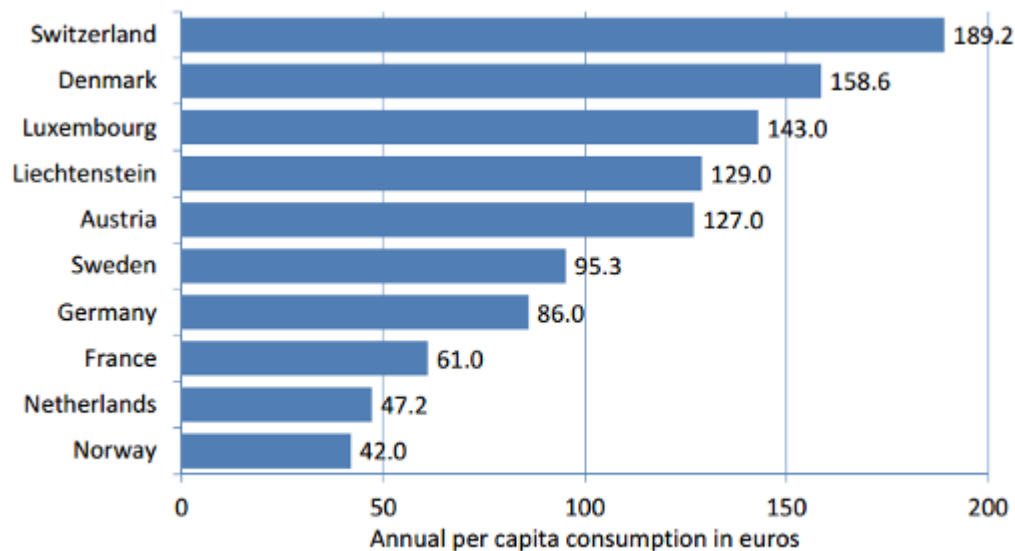


***Figure 5: Development of organic agricultural land 1999-2012 in Europe***  
***(Source: Lampkin, Nic and FiBL/AMI/OrganicDataNetwork)***

On the basis of the latest data provided by FiBL and IFOAM 2014, Europe occupies 30% of the world's organic land. As of the end of 2012, 11.2 million hectares of agricultural land in Europe were managed organically by more than 3200000 farms (see Figure 3). According to the European Union report on organic food 2012, Germany represents the biggest organic market in Europe with retail sales of more than 7 billion euros, comprising almost a third of total sales, followed by France with 4 billion euros, the United Kingdom with 1.95 billion euros, and Italy with 1.89 billion euros.

Most organic product sales are from northern European countries. Scandinavian and Alpine regions have the highest consumption of organic food. Healthy growth has continued in countries such as Denmark, Sweden, Finland and the Netherlands

regardless of their small consumer markets. Southern European countries, such as Spain, Portugal and Greece, have smaller markets for organic products with slow growth rates; however, are large producers and exporters. Internal markets are also expanding in countries such as Czech Republic, Poland and Hungary.



***Figure 6: Europe: The ten countries with the highest per-capita consumption 2012***

***(Source: OrganicDataNetwork survey 2013)***

The growth in Europe has been accomplished by a number of food crises in recent years such as dioxin- contaminated chicken, BSE, foot and mouth disease, etc. The positive consumer awareness on health and environmental issues has boosted the organic success. Furthermore, organic products continue to gain market share because of the increasing product availability and accessibility in supermarkets and specialist retailers.

Since 1<sup>st</sup> July 2010, EU's certifying organic label has been made obligatory for pre-packaged foodstuffs that were produced within the European Union. Only food which fulfills the strict criteria of organic cultivation and genetic engineering carries this seal. Additionally, organic products bearing the EU logo also have a national organic certification logo. The label represents EU's organic quality benchmark; it

gives a visual identity to the organic farming sector, and secures comprehensive integrity and decent functioning of the internal market (see Figure 5).



***Figure 7: EU's certifying logo for production of Organic Agriculture***  
***(Source: European Commission's Organic Agriculture website)***

### **3.1.5 Organic Agriculture in Germany**

Today, Germany is the second largest organic market of the world, after the United States. Germany is certainly one of the countries with the longest tradition in organic farming and marketing for health products. Since late 19<sup>th</sup> century, the reform movement (Reformbewegung) developed its philosophy of the connection between the health of mankind with the health of the soil and the growth of plants. Organic farming became more popular in the early seventies.

#### **3.1.5.1 Production**

In spite of being one of the largest markets, the German organic market is increasingly dependent on imports not just for products that do not grow well in Germany but also for potatoes, fruit and vegetables, dairy products, meat and certain food ingredients, since the high demand cannot be met by the domestic production alone (see Table 1). The growth has come from the deep shift in the increasing awareness among consumers in times of food crisis.

<b>Exhibit 2: Imports as Percentage of Total Organic Products Demanded in Germany in 2001</b>	
<b>Organic Product</b>	<b>Percentage Imported</b>
Fruits	56%
Oilseeds	50%
Vegetables/Wine	36%
Poultry	20%
Cereals	10%

***Table 1: Imports as percentage of total organic products demanded in Germany in 2001***

***(Source: ITC/FAO/CTA, 2001)***

Nowadays, 90 % of Germans state that they approve of organic food and fully 70 % say they would never touch gene-manipulated food. The share of sales of organic foods in Germany has increased in recent years. In 2013, German households spent a total of 7.55 billion euros on organic food and beverage, which is 7 % more than in the previous year. Germany occupied the middle ground with a per capita spending of 86 euros (BIOFACH 2014). At the end of 2013, in total, there were 23,271 organic farms in Germany farming 1,060,669 hectares of land, accounting for 8.2 % of all holdings. In addition, 6.4 % of the German utilized agricultural land was organically farmed (see Table 2).



**Organic farms and organically farmed land in Germany**

Year	Organically farmed area (ha)	Total number of organic farms	Share of organically farmed area in the UAA in Germany (%)	Share of the organic farms in Germany (%)	Ø of UAA per farm (ha)	Support funds in million €
1994	272,139	5,866	1.6	1.0	46.4	
1995	309,487	6,642	1.8	1.1	46.6	
1996	354,171	7,353	2.1	1.3	48.2	
1997	389,693	8,184	2.3	1.5	47.6	65.431
1998	416,518	9,213	2.4	1.7	45.2	38.908
1999	452,327	10,425	2.6	2.2	43.4	61.207
2000	546,023	12,740	3.2	2.9	42.9	61.154
2001	634,998	14,702	3.7	3.3	43.2	80.123
2002	696,978	15,626	4.1	3.6	44.6	98.437
2003	734,027	16,475	4.3	3.9	44.6	109.576
2004	107,416	16,603	4.5	4.1	46.3	119.733
2005	807,406	17,020	4.7	4.3	47.4	129.092
2006	825,538	17,557	4.9	4.6	47.0	128.973
2007	865,336	18,703	5.1	5.0	46.3	119.398
2008	907,786	19,813	5.4	5.3	45.8	116.902
2009	947,115	21,047	5.6	5.7	45.0	143.583
2010	990,702	21,942	5.9	7.3	45.2	143.978
2011	1,015,626	22,506	6.1	7.5	45.1	148.161
2012	1,034,355	23,032	6.2	7.7	45.1	155.325
2013	1,060,669	23,271	6.4	8.2	45.6	160.704

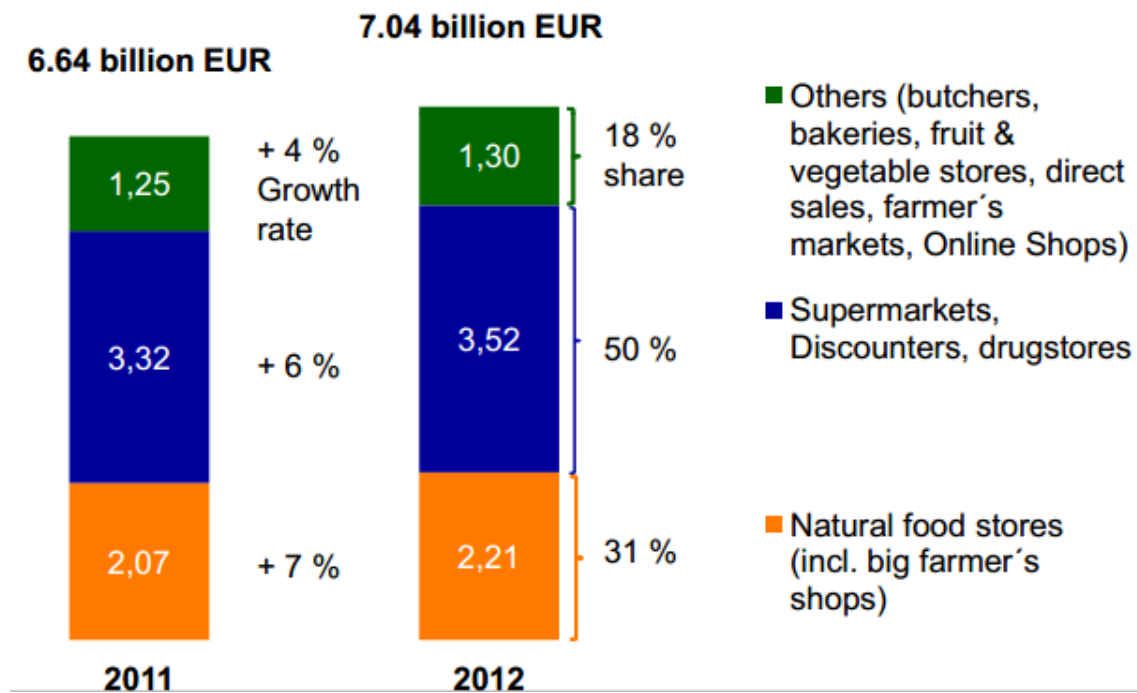
**Table 2: Organic farms and organically farmed land in Germany 1994-2013**

*(Source: Federal Ministry of Food and Agriculture website)*

### **3.1.5.2 Marketing**

There are three main types of distribution channels used for marketing organic food: supermarkets, direct sales from producers (on-farm sales, open markets), and specialized shops. Over the past few years, the organic food industry has steadily moved from niche markets such as small specialized shops to mainstream markets such as large supermarket chains and discounters (Tutunjian 2008). The strong trend towards organic food doubtlessly leads to an increasing number of organic food shops. In 2011, approximately 2400 shops operated in Germany selling solely organic-produced products. German consumers have more choices and convenience in buying organic products due to the diversity and widespread availability, as well as the greater accessibility with much more competitive prices. According to the

latest report of the German Federation of the Organic Food Industry, organic market grew by 6 % in 2012 up to 7.04 billion euros – 3.9 % of the entire food market. Traditional food retailers hold approximately 50 % of the organic food sales, and the rest of it goes to natural food stores and specialized shops such as butchers, bakeries, fruit and vegetable stores, online shops, market stalls and on-farm sales (see Figure 8).



**Figure 8: German organic market growth 2011 and 2012**

*(Source: Arbeitskreis Biomarkt)*

Marketing channels for organic products are diversified in Germany. A new generation of lower-priced organic food stores or “bio supermarkets” is emerging in German cities. Nowadays, organic products are increasingly being sold by conventional retailers such as supermarkets and discount chains, accounting for almost 50% of the total market share. Several supermarket chains and discounters that carry organic food such as Rewe, Edeka, Tegut, Aldi, Metro, etc. has become the most important market players in the sector with organic varieties and price discounts. However, health food shops also play an important role in the distribution of organic food.

As a matter of fact, in response to growing consumer demand, many conventional supermarkets and mass merchandisers have added more organic produce items to their shelves, and fresh organic food are more successful in the markets than transformed organic food.

### **3.1.5.3 Certification and Labelling:**

Organic farming is a significant part of Germany's national sustainability strategy. German farmers have increasingly devoted more land to organic produce; however, many conventional farmers still believe that their farming techniques are not harmful and that they follow good agricultural practices. There are several organic agriculture associations in Germany such as Demeter, Bioland, Naturland, Biokreis, Ecoland, Biopark, Ecovin and Gaä that have contracted farmers all over Germany. Most German organic farmers and many processors are members of one of those associations which have developed their own organic standards. Some of them operate worldwide and follow much stricter rules than EU Organic Farming Regulation.

Germany follows all regulations and obligations laid down in EU Council Directives 2092/91. September 2001 saw the launch of the government label for organic food products marketed in Germany as a significant step to standardize all certification processes across the country (see Figure 6). The Bio-Siegel can be used in addition to the EU organic logo and on a voluntary basis. All agricultural products and foodstuffs produced according to the organic production principles laid down in the EU Organic Farming Regulation and fulfill the national rules and private standards are allowed to use the Bio-Siegel logo.



***Figure 9: The national Bio-Siegel (eco label) of Germany***  
***(Source: Federal Ministry of Food and Agriculture Website)***

Even though it is a voluntary label, the national "Bio"-label has gained wide recognition and is extending to neighbouring countries like Austria, Switzerland and France. In 2007, there were 2431 companies with 41708 products carrying this seal (Wikipedia). Like all seals of quality, the Bio-Siegel establishes trust, transparency, uniformity and reliable orientation for organic sector. It provides assurance and enables consumers to have a better identification of organic products.

## **3.2 Consumer Attitude and Behaviour**

### **3.2.1 Consumer Behaviour Analysis**

Consumer behavior is defined as the study of consumers and the processes by which they use to select, consume, and dispose of products and services, in satisfaction of their needs and wants (Kuester, Sabine 2012). Consumer behavior combines elements from several sciences including psychology, biology, chemistry and economics.

Product decisions shape life for the consumers; they are engaged in activities of selecting and buying food almost every day. Consumer behavior is a complex pattern and sophisticated understanding; however, it is very critical for marketing

researches to study characteristics of individual consumers because it enables them to understand the underlying motives of consumers' actions in the marketplace and satisfy their different goals. Actual purchasing decision involves a complicated decision-making process and cycle. Different decisions depend on internal and external factors such as psychological, personal, social and cultural factors.

The stimulus-response model is the starting point to understand the relationship between marketing stimuli and consumer response (C.L. Tyagi, Arun Kumar 2004). One official definition of the model states that "The black box model shows the interaction of stimuli, consumer characteristics, decision process and consumer responses" (Sandhusen, Richard L. 2000). According to this model, stimuli come in the form of both the elements of the marketing mix and the external environment (see Table 3). Marketing stimuli consist of the Four Ps: product, price, place, and promotion. Besides, there are other stimuli that act as the major forces and events in the buyer's environment: economic, technological, political, and cultural. All these inputs enter the buyer's "black box", and interact with the buyers' characteristics and decision processes; they produce a series of certain buyer responses: product choice, brand choice, dealer choice, purchase timing and purchase amount (Kotler et al., 2008). Marketing management must take into account what is inside of the buyer's "black box" and how stimuli are changed into responses.

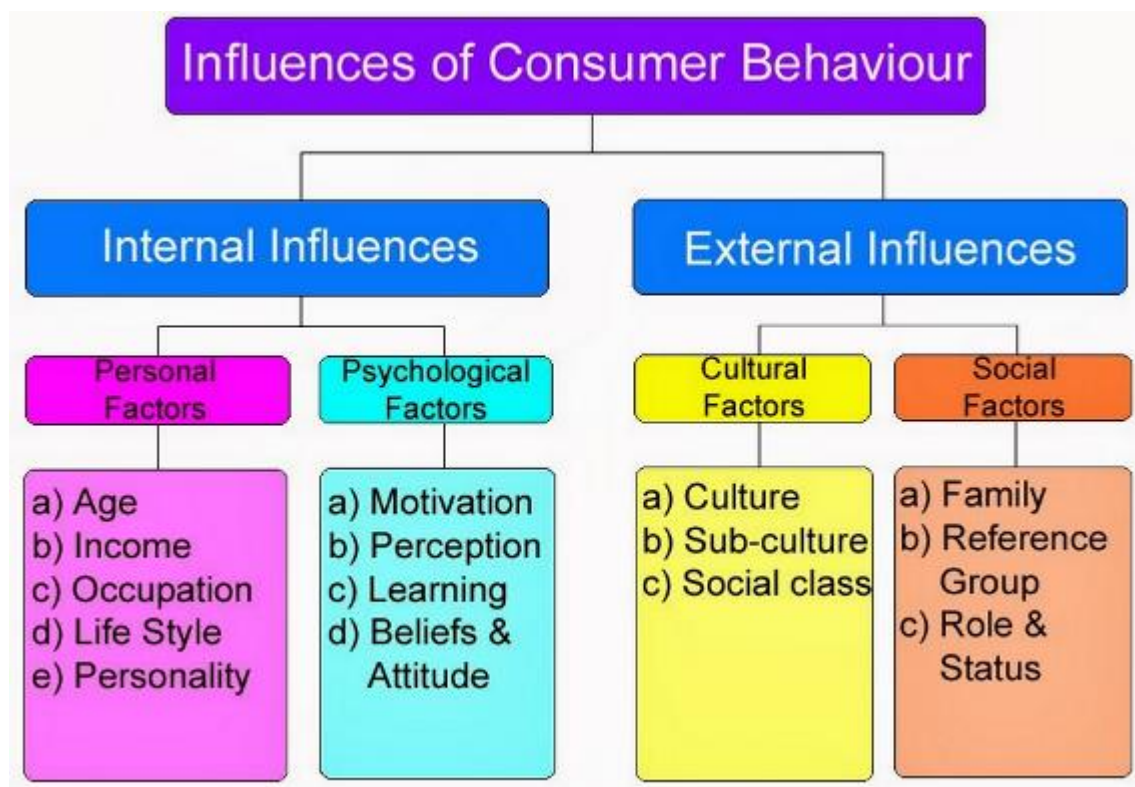
Environmental factors		Buyer's black box		Buyer's response
Marketing Stimuli	Environmental Stimuli	Buyer Characteristics	Decision Process	
Product	Economic	Attitudes	Problem recognition	Product choice
Price	Technological	Motivation	Information search	Brand choice
Place	Political	Perceptions	Alternative evaluation	Dealer choice
Promotion	Cultural	Personality	Purchase decision	Purchase timing
	Demographic	Lifestyle	Post-purchase behaviour	Purchase amount
	Natural	Knowledge		

***Table 3: Model of Buyer Behaviour***

***(Source: Wikipedia: Consumer Behaviour)***

### 3.2.1.1 Major Factors Influencing Consumer Behaviour

Consumers vary tremendously in age, income, education, tastes, and many other characteristics; therefore, they make product purchase not in the same ways. Consumer behaviour is the decision processes and acts of people involved in buying and using products (Kotler et al., 2009, p.224). There are various internal and external factors influencing the purchases of consumer (Dunn and Corvallis, 2007). These factors are also called determinants of consumer behaviour (see Figure 8).



**Figure 10: Model of Factors Influencing Consumer Behaviour**

*(Source: eNotesMBA.com)*

## **A. Internal Factors**

### **❖ Personal Factors**

#### **Age and life-cycle:**

Human age and life- cycle have a significant impact on consumer buying behaviour. The individual grow and enter various stages throughout their lives such as single, married, married with children, or widowed; therefore, their needs change. Each stage of life will affect what the consumer needs and wants, their taste, preference, etc. It is obvious that people purchase different products and services at their different phases of cycle (Kotler et al. 2008, p.250).

Understanding the family life cycle is beneficial for marketers because it helps in defining target customers. Therefore, it is important to identify the main stages in an individual's life and develop appropriate products for each stage.

#### **Gender:**

Males and females do not want the same products and have the same ways of liking and obtaining these (Mitchell and Walsh 2004). The consumer behaviour varies across gender at various situations because of the differences between men and women about expectation, want, need, life-style, etc. (Akturan, 2009, p.66). Moreover, with the different upbringing and social position as well as various other biological and psychological factors, men and women work differently with different types of stimuli and different criterion of evaluations at every stage of decision making.

#### **Education:**

There is an obvious relationship between schooling and earning capacity. An individual's level of education and associated earnings significantly influence spending patterns. Numerous studies in the past decades have shown that earnings are raised systematically by education and that educated consumers tend to make better choices and wiser investments when purchasing goods (Thomas Juster, 1975).

**Economic Situation:**

The buying tendency of an individual is always directly related their income level or economic situation which is an important source of purchasing power and shapes the consumption pattern. Therefore, buying pattern of people differs with different levels of income. Generally, the higher the income level, the higher is the level of spending and vice versa. Individuals with high income would buy expensive and premium products while those who from middle and lower income group would spend their money mainly on necessary items. Today people are very concerned about their image and the status in the society which is a direct outcome of their material prosperity.

**Occupation:**

The occupation or profession of an individual plays a significant role in affecting their buying decision. A person's designation and his nature of the work have a direct influence on his life style and purchasing considerations. A low level worker wouldn't purchase business suits or college students would prefer casual outfits rather than formal vests and ties.

The choice of occupation and corresponding income level play a huge part in determining consumer behaviour. Consumers from similar background, occupation and income levels may show a different lifestyle pattern.

**Lifestyle:**

Life style refers to a person's pattern of living in the society including activities, interests, values, opinions, and will influence on his behaviour and purchasing decisions, it means the ways groups of consumers spend time and money. Life styles are reflected in people's personalities and self-concepts. A person makes a choice in consumption environment in order to define or actualize his life style, identify it through the products or brand chosen. Even people who have similar culture, social class or occupation may have quite different lifestyles.



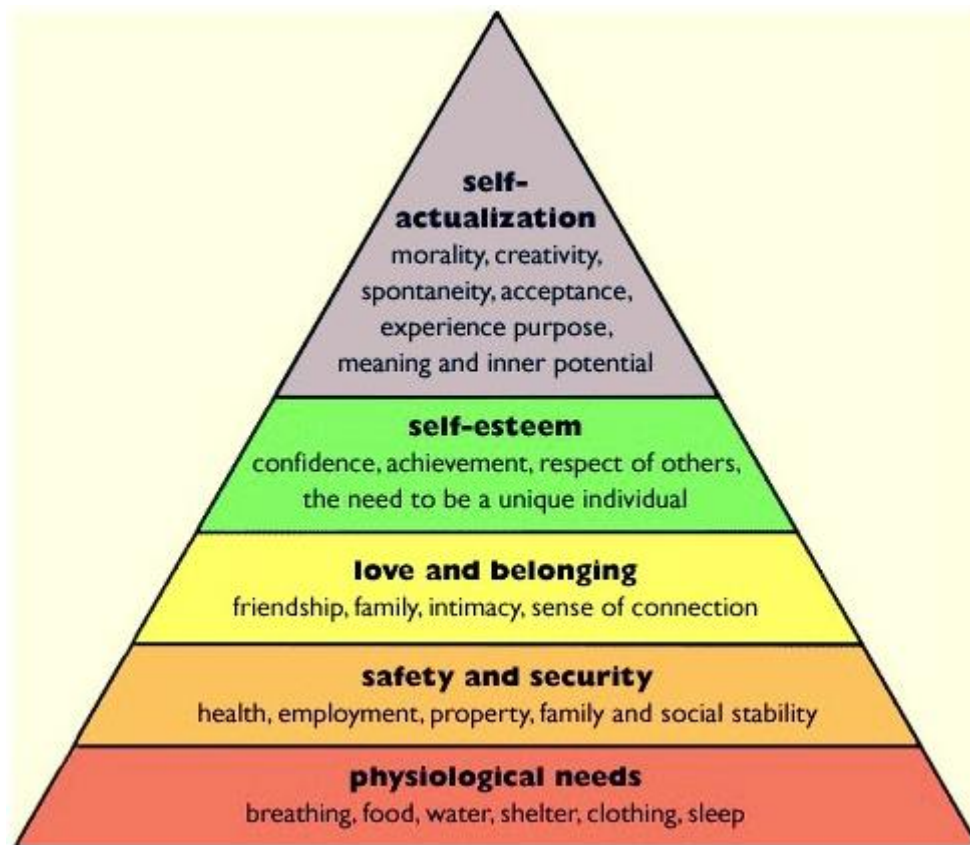
**Personality:**

One individual is different from another not only in the physical aspects, but also in personality types. Personality is the set of traits and specific characteristics of an individual which is the result of social and environmental influences on his attitudes, values in life, etc. Such traits include assertiveness, ambitiousness, introversion, patience, aggression, among others (Lawrence A. Pervin, 1996). There are inner psychological characteristics that determine and reflect a person's response tendencies to the environment stimuli (Harold H. Kassarian, 1981). As a person grows up, his personality is also altered or modified by the people or events surrounding him or due to his education. Researchers have linked personality traits to diverse outcomes such as buying tendencies, political orientation, natural language use, preferences in pets, living space, and many other important life events.

An individual's personality determines how and why a consumer behaves in a particular way; what, when and how he or she purchases. It is a useful concept because it enables marketers to categorize consumers into different groups on the basis of one or several traits.

**❖ Psychological Factors****Motivation:**

People are driven by particular needs at particular times. Human needs are arranged in a hierarchy from most pressing to least pressing. In the mid-1900s, Abraham Maslow, an American psychologist, developed the hierarchy of needs explores the factors behind human achievement and explains people different motivational level in undertaking a buying decision (See Figure 9). Maslow theorized that people have to fulfill their basic needs before they can begin fulfilling higher-level needs. Different needs arise at different points in time in a person's life.



***Figure 11: Maslow's Hierarchy of Needs***

***(Source: Wikipedia)***

A motive is the inward driving force that drives a person to act or behave in a certain manner. Motivation is directly related to the need; a need becomes a motive when it is aroused to a sufficient level of intensity. The level of motivation also affects the buying behaviour of customers. In every decision-making process several motives play a role, not only one. There can be different types of needs such as physiological needs, biological needs, social needs, etc.

### **Perception:**

Perception is how a person selects, processes, and interprets input data from the environment and makes sense of it in his brain (Brown 2006). It relates directly to an individual's interpretation of a product. An individual faces every day approximately tens of thousands of sensory stimuli including the basic five senses (touch, taste, smell, sight, and hearing); each sense is feeding information to the

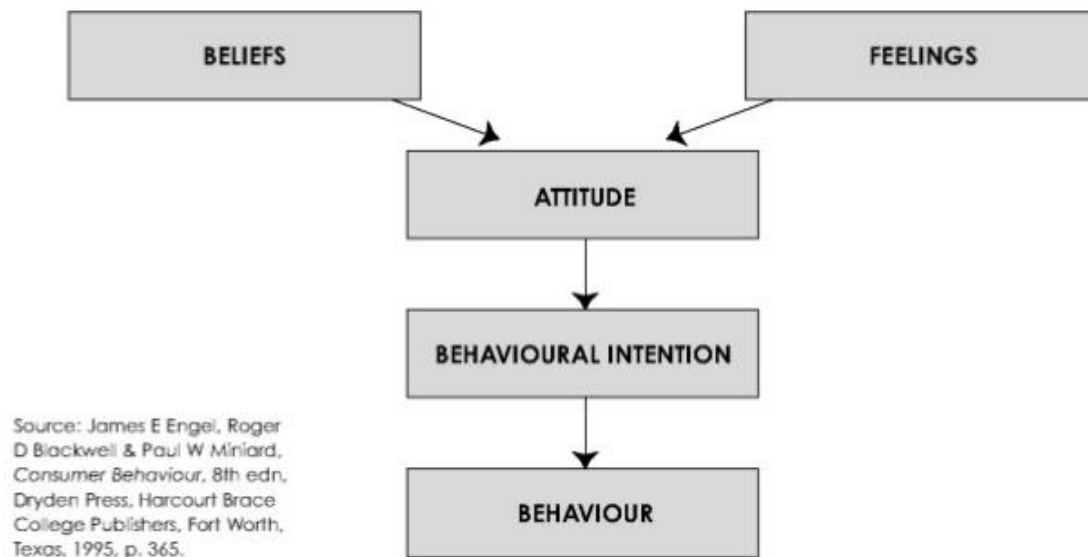
brain constantly, and how the person combines these senses at a given time may decide the way he will act. Depending to his experiences, beliefs and personal characteristics, an individual will have a different perception from another. Along with direct experience of sensory data, perception is also influenced by learning, attitudes, and past experiences, etc.

There are three different perceptual processes which are selective attention, selective distortion and selective retention (Kotler 1997, p.186)

- *Selective Attention:* People focus only on a few certain details or stimuli to which they are subjected while excluding others. They are over exposed to the process of filtering out most information based on how relevant it is to them.
- *Selective Distortion:* People try to interpret the information and situation in a way that will support what they already believe.
- *Selective Retention:* People forget information. They tend to memorize what that will fit with their existing beliefs and perceptions.

### **Beliefs and Attitudes:**

Attitudes are shaped by an individual's values and beliefs, which are learned. Belief is a subjective perception that a person holds about certain things; whilst an attitude, according to Milton Rockeach, is defined as a learned predisposition to respond in a favourable or unfavourable manner towards a person, place, or event. Through the experience a person obtains, his learning and his external influences (family, friends, etc.), he will develop beliefs and attitudes that will affect his shopping and buying habits. Beliefs and attitudes are easily formed, however, relatively deep-rooted in the individual's mind and difficult to change (Oskamp & Schultz, 2005, p. 8).



**Figure 12: The relationship between the elements of attitudes**

*(Source: Karen Webb, 2005)*

Consumers possess certain belief and attitude towards various products. For many people, their beliefs and attitudes are part of their personality and of who they are. People may develop a positive, or a negative, or a neutral attitude towards certain products or brands, which consequently affects their buying behavior. Apart from product attributes, attitudes can also be influenced by many other factors such as social and cultural environment, demographic, psychographic, and geographic conditions.

### **Learning:**

Learning refers to changes in individual behaviour resulting from information and experience. Through learning, people obtain beliefs and attitudes, which consequently affect the buying behaviour.

Much consumer behaviour is learned. When a person learns stuffs about various products, he develops an attitude towards it consciously or unconsciously. There are various ways of learning, from own experience, books, magazines, through

commercials or the word of mouth. The more information an individual is exposed to, the more he learns from it and behaves accordingly.

People with limited experience about a product generally attempt to find more information than those who have used the product before. Therefore, to create changes in consumer behaviour toward a certain product, it is essential to give them the adequate information. In addition, if a person has positive experiences with the product purchase, it will generate a pleasant learning, and he will have much more desire to buy it again next time.

## **B. External Factors**

### **❖ Cultural Factors**

#### **Culture:**

Culture refers to the shared beliefs, customs, behaviours, and attitudes that characterize a society. Culture is the part of every society and its values differ greatly from country to country. Basically, values, perceptions, preferences as well as common behaviour of an individual were what he learned from his family, friends, cultural environment and society. Therefore, culture is the most fundamental determinant of a person's want and behaviour.

Culture can change over a period of time and the cultural diversity influences food habits, clothing, customs and traditions.

#### **Subculture:**

Subcultures are groups of people within a culture who share the same value systems based on common life experiences and situations, or similar lifestyles. Each culture contains various smaller subcultures which provide specific identity to its members such as religion, nationalities, age groups, geographical regions, gender, status, etc. The behaviour of people belonging to various subcultures is different. Although this subgroup will share most of the beliefs of the main culture, they share among

themselves another set of beliefs, which may be in conflict with those held by the main group.

Many subcultures make up important market segments and marketers have to design multicultural marketing approaches tailored to the tastes and preferences of the consumers belonging to different subcultures.

### **Social Class:**

Consumer behaviour is determined by the social class to which they belong. Social classes are defined as groups of people who have the same social, economic, or educational status in society. Generally, people in the same social class reveal similar desires and consumption patterns; they also have similar attitudes, values, lifestyles, interests. Over time consumer can move from one social level to another. According to some researchers, behaviour and buying habits would also be a way of identification to its social class. Social class is not only determined by a single factor such as income but it is measured by a combination of various other factors as well such as education, occupation, power, property, ownership, life styles, consumption, etc.

There are three different categories among social classes in the society: lower class, middle class and upper class. These three social classes differ in their buying behaviour (see Table 4).

- *Upper class:* includes those are rich or well-born, or both. They have ability to buy more goods and usually want high-class products to maintain their status in the society.
- *Middle class:* The income of this class is higher than the working-class but is lower than the upper class. They are value-conscious and try to seek out the best buy for the money.
- *Lower class:* includes people with low income and very little economic security. The lower class is typified by poverty, homelessness, and unemployment. They focus on necessities. A great percentage of lower class people favour discount stores more than middle and upper classes.

Class	Type of Car	Definition of Class
Upper-Upper Class	Rolls-Royce	People with inherited wealth and aristocratic names (the Kennedys, Rothschilds, Windsors, etc.)
Lower-Upper Class	Mercedes	Professionals such as CEOs, doctors, and lawyers
Upper-Middle Class	Lexus	College graduates and managers
Middle Class	Toyota	Both white-collar and blue-collar workers
Working Class	Pontiac	Blue-collar workers
Lower but Not the Lowest	Used Vehicle	People who are working but not on welfare
Lowest Class	No vehicle	People on welfare

***Table 4: Example of Social Classes and Buying Patterns***

***(Source: [catalog.flatworldknowledge.com](http://catalog.flatworldknowledge.com))***

### ❖ **Social Factors**

Human beings are social animals, people need to interact with each other and discuss various issues to reach better solutions. They all belong to different groups in order to satisfy the social needs (Solomon, 1996).

### **Reference Groups**

A reference group is a group of people who strongly influence a person's attitudes values and behaviour directly or indirectly such as colleagues, friends circle, neighbours, family members, etc. Reference groups have potential in forming a person attitude or behaviour.

Reference groups can be divided into two types:

- *Primary groups:* consist of friends, neighbours, family members and co-workers in which there are continuous interactions for considerable time.

- *Secondary groups*: share indirect relationship, including religious, professional groups where there are more formal and less regular interactions (Kotler et al. 2008).

Reference groups include opinion leaders who are people special skill, knowledge or other characteristics that can influence others.

### **Family**

Family is the main reference group that maybe the most influencing factor for an individual. It forms an environment of socialization in which an individual will develop, shape his personality, and obtain values. Perceptions and family habits generally have a strong influence on the consumer buying behaviour. The tastes, likes, dislike, life styles etc. of the members are rooted in the family buying behaviour, and people tend to keep the same as those obtained with their families.

### **Roles and Status**

A person performs certain roles and status in the society depending upon the groups, family, clubs, organization, etc. to which he belongs. There is a set of attitudes and activities that an individual is supposed to have and do according to his social role.

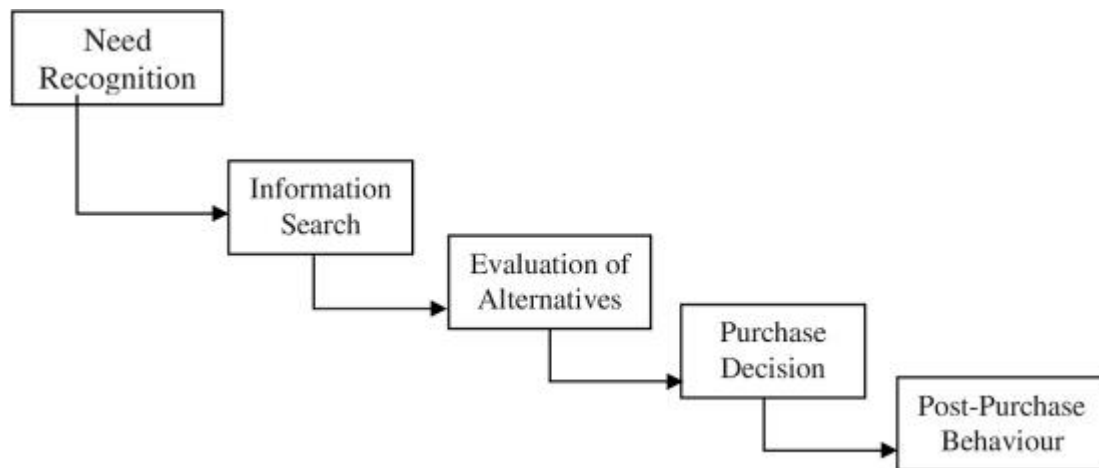
The social role and status profoundly influences the consumer behaviour and his purchasing decisions. Different social classes will tend to desire different categories of products. Through various symbols like the dress, accessories and possessions, people may choose the products that communicate their role and status in society.

#### **3.2.1.2 Consumer Decision-Making Process**

Understanding consumer's purchase decision-making process allows marketers to gain more knowledge about their consumers. Usually a buyer passes through five stages to reach his buying decision. The buying process starts long before the actual purchase and has consequences long after the purchase. Five- stage decision-making



process includes need recognition, information search, evaluation of alternatives, purchase decision and post-purchase behaviour (See Figure 12).



**Figure 13: Consumer Buying Decision Process**

*(Source: Kotler et al., 1999, p254)*

#### **Need recognition:**

Need recognition is the first stage of consumer decision process. Most decision making starts with some sort of problem when consumers realized that there are some differences between their actual state and ideal or desired state. The consumer recognizes something is missing that needed to be fulfilled and at once develops a need or a want that may be provoked by internal and external stimuli (Fuller 1999, p.322). If there is no need, there is no purchase; however, not all the needs end up as a buying behavior.

#### **Information search:**

This stage is where consumers are searching for more knowledge in order to solve the recognized problem. To help themselves to make a decision, consumers will gather as much information as they can about their desired product or service from different channels such as friends, family, mass media, etc. to work out what might be the best to satisfy their need (Solomon et al, 2010). In most cases recommendations from actual people instead of a search engines are preferred.

Information search process can be classified into 2 types:

- *Pre-purchase search:* starts after consumers realize their needs or problems. They will seek for the information to satisfy their needs or solve their problems.
- *Ongoing search:* happens when consumers browse the information for their pleasure and to keep them up to date with new products. It occurs on a regular and continual basis (Hoyer, MacInnis, Pieters, 2012, p.195).

### **Evaluating Alternatives:**

In this stage, consumers have to evaluate their available alternatives in the choice set that they have received from the previous stage, after sufficient information is gathered (Solomon et al., 2010). Once the consumers have determined what will satisfy their want or need, they read many reviews and compare alternatives to seek out the best option available that fit their need, taste and pocket. This may be based on various features such as price, quality, or other factors that are important for them.

### **Purchase Decision:**

After considering all the criteria for the decision, the customers now decide on what they will purchase and where. Consumers have to choose among brands and are definite on what they want to purchase. Choosing product choice can be either a simply and quick or a complex stage depending on the situation (Solomon et al., 2010).

### **Post-purchase Behavior:**

Even though the product or service has been consumed, consumers still take further action and evaluate their decisions based on their satisfaction or dissatisfaction in order to feel confident about their choices and to ensure that the product can solve their problems or satisfy their needs (Kotler et al. 2008).

### **3.2.2 Attitude and Behaviour of Consumers towards Organic Food**

#### **3.2.2.1 Organic Consumer Profile**

##### **❖ Gender**

Organic consumers are predominantly female. Lea and Worsley (2005) stated that women generally have more positive attitude towards organic food than men. Because women are normally the main cook in the household, they tend to be a more frequent buyer and seem to be more interested in organics than men (Wandel and Bugge, 1997).

##### **❖ Age**

Young people and older people have a different level of environmental health consciousness, and will affect willing to pay an extra price for organic food (Fotopoulos and Krystallis, 2002). People who are among the highest spenders on organic food are on average more affluent and younger (Patel and Foster, 2005). Demographically, a lot of people are young parents that are buying organic food. According to the Organic Trade Association report (2009), common results on the socio-economic profile of organic food consumers show that organic purchasing grows as consumers reach their 30s and lies between the age 35 and 55 years.

##### **❖ Education and Occupation**

The biggest determiner affecting consumer motivation towards organic foods product has been and still seems to be level of education. There is a close correlation between the education level of consumers and the amount of organic foods they purchase. People that have a higher education are more likely to express their positive attitudes towards healthy and environmental save product, and they also require more information about the production process and method (Padel and Foster, 2005). According to most of surveys, organic food consumers are among those with high education level compared to non-organic consumers. People buy organic food generally either have more education or have wider view on the world. Well-educated, professional worker are more willing to pay a premium for organics food.

### ❖ *Income*

Increases in income levels lead to an increase in the likelihood of purchasing organic food (Lockie et al., 2002). People with higher income are more likely to have a positive attitude and to purchase more organic food (Magnusson et al., 2001), because lower income households have to face budget constraints and may be unable to afford higher price of organic food.

### ❖ *Children*

Children are an important part of the equation in organics. People normally show great concern to their children's health and prefer foods with more nutritional values. Children have a significant effect on the buying decisions of the parents when they were shopping in a market. According to WholeFood survey in 2008, 31% of parents said they had increased organic purchases, 60 % of families with kids say they purchase organic products at least sometimes. Married individuals tend to show strong desires towards buying products and services which would benefit not only them but also the members of their family group. Households with children under 18 were more likely to buy organic products (Thompson and Kitwell, 1998).

#### **3.2.2.2 Consumers' Main Motives for Buying Organic Food**

According to Whole Foods Market ® nationwide survey (2004), respondents believed that organic foods are better for the environment (58%), better for health (54%), and 57% believed that buying and using organic products is better for supporting small and local farmers.

The reasons why people purchase organic foods have been studied extensively around the world. Consumers buy organic foods for different reasons, including perceptions that organic foods are healthier and concerns about effects of conventional farming practices on the environment, human health, and animal welfare (Zander and Hamm, 2010). Although consumers have developed beliefs that organic foods are healthier, more nutritious, and taste better, these beliefs are only consumer perception and have not been scientifically proven. In fact, most studies

confirmed that organic consumers are more motivated by egocentric values such as health, safety, quality, flavour, etc. more than concerns for the environment and animal welfare, or rural development (Zanoli and Naspetti, 2002).

#### ❖ *Health*

The perceived healthfulness of organic food products is the main driving force of their consumption (Carboni, Vassallo and D'Amicis, 2000). The regular consumer is committed to personal health and being health conscious. Many health issues nowadays may possibly come from ingesting chemicals through normal food processing. A lot of studies have confirmed that consumers have positive attitudes towards organic food products and perceive it as a healthier alternative to conventional foods in that they contain more nutrients (Padel & Foster, 2005). The drivers of organic food consumption have changed over the last few years from a premium lifestyle to healthier food. In fact, consumers do not always buy sustainable products as consequences of environmental concern or to benefit the community but mainly to give priority to health.

#### ❖ *Environment Protection*

The ethical values deriving from the environmental soundness of organic farming are also one of the key driving forces of consumers' purchasing intentions (Gracia and De Magistris, 2008). The global environment is threatened by the level of impacts of human activities. People are fed up with being responsible for environmental destruction. Organic agriculture provided several environmental benefits including lower pesticide pollution, enhanced biodiversity and ecological services, improved soil health and strong links between organic farmers and nature conservation activities (Lohr, 2005). In fact, what truly increases the value of organic food is its greater respect for the environment. As the concern of consumers about the chemical substance used in farming is considerably increasing, their behaviour intention is also somehow influenced.

#### ❖ *Animal Welfare*

Keeping animals healthy and contented is one of the key principles of organic farming. European consumers are very sensitive to animal welfare and are willing to pay considerably more for welfare-friendly production practices. Awareness of

animal welfare issues has been growing in recent years, people increasingly concern about how animals raised for food are treated. They understand that providing good welfare for animals is also a way to serve human needs. Under the Lisbon Treaty of 2009, which acknowledges that animals have feelings, the EU and its members must take animal welfare into account and ensure that animals are treated humanely.

### ❖ **High Quality**

Quality is important to both producers and consumers. Organic agricultural systems have already proved to be able to produce food with high quality standards. Quality of the organic sector is guaranteed by the presence of the EU organic logo on the food label. Organic foods have to meet extremely high standards to qualify to be called organic. The organic certification can only be used when the products meet all the regulations and requirements of European rules on organic production to ensure the food was grown, processed and handled in the proper way.

In fact, one of the main reasons why consumers are willing to pay a premium is to ensure product quality. *"Price premiums are the excess price paid over and above the fair price, that were justified by the true value of the product, and value of the product are be the indicators of consumer's demand for that product"* (Rao and Burgen, 1992; Tse, 2001).

To remain competitive and profitable, the EU organic food sector must build on its reputation for high quality. Therefore, organic producers and farmers follow strict procedures to ensure consumers are getting the best possible food with high quality, free of chemicals that can be damaging to their health.

### ❖ **Taste**

Attributes associated with organic products that positively affect consumers' behaviour intention include improved taste (Davies, 1995). Consumers believe that organic food have better sensory attributes and is more enjoyable than conventional alternatives (Williams et al., 2000) However, there is no scientific evidence for this belief.

### ❖ *Support for the Farming Community*

Organic farming is usually a family affair, with all family members gather together and help run the business. Although these farmers must follow certain rules and regulations in order to be able to claim that their products are organic and their products are of much higher quality and standards, however, the local farmers still struggle to market their food, and they cannot support themselves financially.

Nowadays, people purchase organic produce to support small family, local farmers who rely on farming for their incomes to market and distribute their products, to support the local economy, and to employ local farm workers.

### ❖ *Trust and Food Safety*

Trust is an extremely essential element in the organic food networks as its added value is mainly based on the production methods. Organic produce is considered safer (Padel & Foster, 2005). Most consumers want their food to be specifically certified and labelled as non-GMO, and due to the absence of chemicals and pesticides in organic food as well as its reputation for quality, most of organic purchases were made in order to deal with food allergies and diseases.

Quality indicator of organic food such as trust in the certification label, trust in the product's country organic, but also trust in the type of channels of distribution used. There are particular information sources and organizations that are trusted to either provide safe food or to provide trustworthy information about that food.

In fact, increasing organic food consumption seems to be an obvious evidence for consumers' trust and confidence.

### **3.2.2.3 Consumer Barriers towards Organics**

The main reasons that prevent consumers from buying organic food are expensiveness, limited availability, unsatisfactory quality, lack of trust, lack of perceived value and misunderstanding of organic food production processes (Larue et al., 2004). The strongest perceived barriers are high prices and lack of availability.

### ❖ *Price*

The biggest criticism of organic food, though, is the premium price. The Whole Foods Market survey (2004) found that 73% of adults believe organics are too expensive. Based on the several studies, organic products particularly cost 10 to 40% more than normal conventional food, mostly because organic food has been produced on a smaller scale (Dunn and Corvallis, 2007). Some researchers have found that organic food consumers are less likely to consider price as important compared to those consumers who don't and never purchase organic products before (Yiridoc et al., 2005). Many studies indicated that price is one major factor that influences people's intention to consume organic product and it is considered to be the biggest barrier to organic food (Nooripoor et al., 2008).

If demand of organic food is increasing, the price might be decreasing. However, organic farming is still in tune with the expectations of a growing number of consumers who buy organic food despite the considerably higher prices.

#### ❖ *Availability*

According to Gardyn (2002), there is a common perception that organic foods are difficult to find and not always available. Differences between preferences and behaviour might be explained by limited availability. Several studies have confirmed that lack of organic food availability in store is considered as one of the biggest barriers to consumer purchase. High product availability can create a positive attitude and stronger intention towards purchase behaviour.

#### ❖ *Lack of Knowledge*

Lack of knowledge could affect consumer awareness. Education of consumers must become one of the first objectives for organic producers. An important task is to increase the consumers' knowledge on organic food, to inform and create awareness among people. Higher levels of knowledge concerning organic food are undoubtedly related to a more positive attitude towards organic food, and an increase in organic product consumption.



### **3.2.3 German Consumers Insight**

Germany is described as a nation that is inherently careful of health, environment and social issues. The European Commission report (2013) highlighted that German consumers trust organic products (71%), and the reason for organic food consumption is mainly due to the concern about the environment (83%), and because the absence of GMOs and pesticide residues (81%). The vast majority of respondents (78%) also indicated that they are willing to pay premium price to eat organic food although Germans are generally considered to be extremely price-sensitive. According to Rao and Bergen (1992), consumers' willingness to pay more for organic food products reflects the true value of that product.

The typical German heavy users have more than 50 years purchasing organic food and have been the forerunners of the ecological movement in Germany. As far as the age dimension is concerned, the segments with the highest share in organic food consumption are consumers aged between 25 and 40 (often families with small children) and people aged between 55 and 65. Young consumer is increasingly driving organic food sales in Germany, organic products are slowly spreading to the 30+ generation of today, according to new figures from the German ministry of food, agriculture and consumer protection (BMELV, 2013).

German consumers' judgment depends on a lot of trends and general desire to do something to achieve a longer life. In Germany, 30% of the population can be considered environmentally conscious (Wimmer, 2001). Many would like to change their behavior to contribute to sustainable development. Surveys also indicate that German consumers' primary motives for buying organic food are health and animal welfare concerns. Organic products are perceived to be uncontaminated with chemical residues and free of food additives. The current debate regarding the role of GMO food products also boosts demand for organic products in Germany.

Along with low price, high product quality is of primary concern to German consumers. Thus, a majority of consumers have now made their organic purchases in large supermarkets and discount chains. Germany is doing very well in

developing organic food market. More and more, even a small restaurant on the corner of the street has all the BIO certificated organic food.

Organic food in Germany has become a mass market. In the past, organic food was only available in small natural food stores or farmer's markets; nowadays, it is sold to consumers through various channels of distribution, along with the conventional produce, consumers now have the freedom of choice between organically and conventionally produced food. Due to the widespread availability and diversity as well as the greater accessibility with affordable prices, organic food consumption therefore has increased speedily. Overall, German consumers have continued to buy organic food and are forecasted to keep on doing so.

## **IV. EMPIRICAL STUDY**

### **4.1 Questionnaire Design**

The online survey was conducted during September and October 2014 by sending invitations through Facebook and emails. The surveys were administrated via a web link for respondents to fill out. The questionnaire designed for this study was written in English and consisted of 17 questions including categorical, numerical, multiple choice and five point Likert-scales questions.

<b>Question</b>	<b>Variables</b>
1	Frequency of organic food purchase
2	Reasons for not buying organic food
3	Gender
4	Age
5	Education level
6	Employment status
7	Monthly income
8	Living situation

9	First purchase of organic products
10	Preferences of organic shopping places
11	Product groups of purchase
12	Sources of influences
13	Information interaction when purchase
14	Motivations for buying organic food
15	Conditions increasing organic food consumption
16	The future of German organic food
17	Organic shopper segments

***Table 5: Questionnaire***

The questionnaire was designed to focus on organic food consumers only. Therefore, the first question of the survey was used to divide respondents into organic buyers and non-buyers. Additionally, in question 2, the non-buyers were asked about the reasons for this particular behaviour.

From the question 3 to question 8, the initial phrase of the survey officially started with demographic questions to obtain background details of the respondents including a series of demographic variables ranging from gender, age, income, educational levels, employment status, and living situation. Those are numeric and categorical questions.

Second part included multiple choice and Likert-scale questions aimed to measure and investigate the consumer's purchase habits, behaviour, and perceptions. From question 9 to 13 which are multiple choice questions, the author identified shopping behaviour of respondents: when are their first purchase, place and product groups they purchase, what influences their interest in organic food, and what information is important to them when selecting organic food. Question 14, 15, 16 are all rating questions which are statements using a 5-point Likert scale. The respondents are asked to rate each statement and select the option they most feel reflects their answer, as in strongly agree, agree, neutral, disagree or strongly disagree. Those

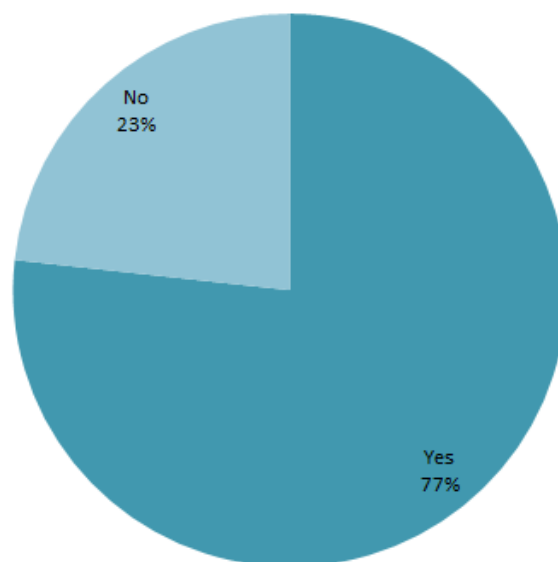
questions explored the motivations and barriers towards organic food consumption, and what respondents think German organic market should improve or develop in the future. These Likert-scale questions allows for interpretation of the various differentiating shades of opinion. Lastly, in question 17, the author included different statements presenting different types of organic shopper segments and asked respondents to define themselves by select the relevant option.

## 4.2 Empirical Results

After the survey was closed, the data was processed and analysed using Excel program. The total number of respondents was 42.

### Question 1: Do you sometimes or often buy organic food?

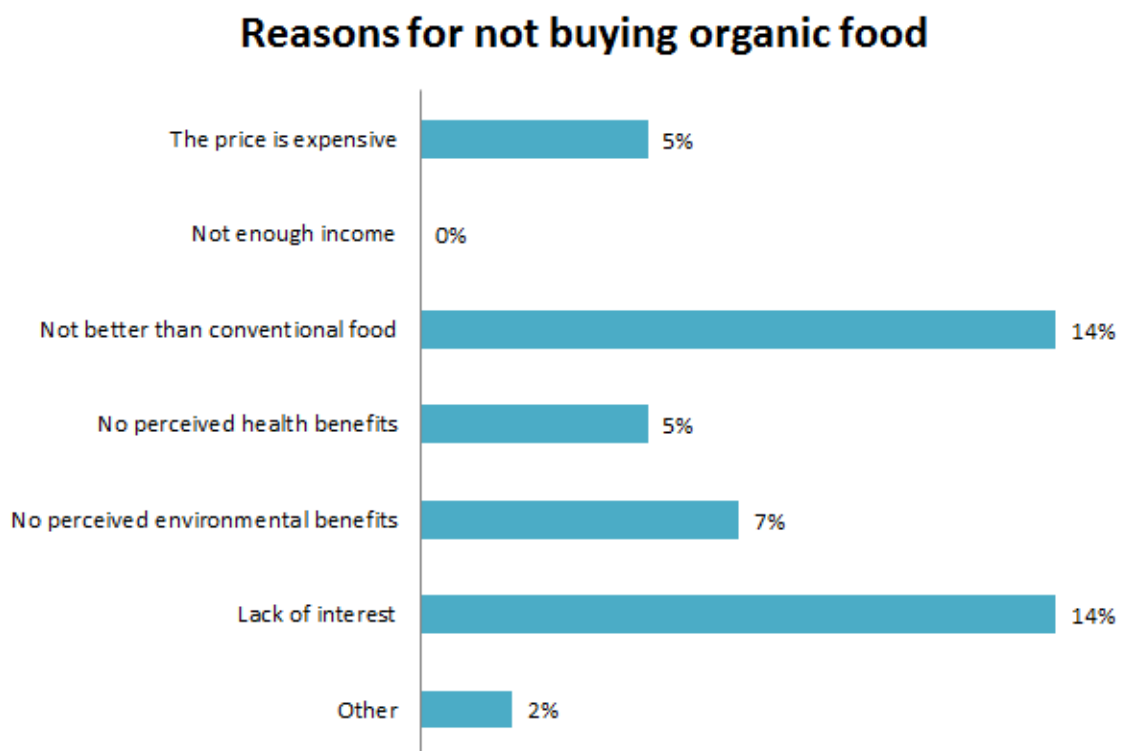
The author asked all the respondents about their purchasing frequency in order to classify the consumers into two groups: organic buyers and non-buyers. 77% answered that they purchase organic food sometimes/often, and non-buyers made up 23% of the sample.



***Figure 14: Percentage of organic buyers and non-buyers***

### Question 2: The reasons you do not buy organic food?

After the respondents were divided into organic buyers and non-buyers categories, non-buyers were asked the reason why they don't purchase organic food. The main reasons were "Not better than conventional food" (14%), and "Lack of interest" (14%), followed by "No perceived environmental benefits" (7%). 5% thought the price is expensive, and 5% of respondents perceived no health benefits. Other reasons accounted for 2% (see Figure 15).

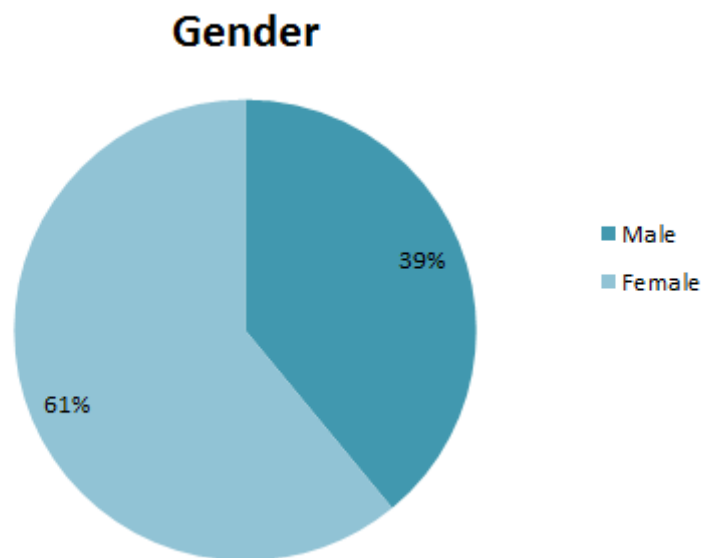


***Figure 15: Reasons for not buying organic food***

### **Demographic Analysis**

#### **Question 3: Gender**

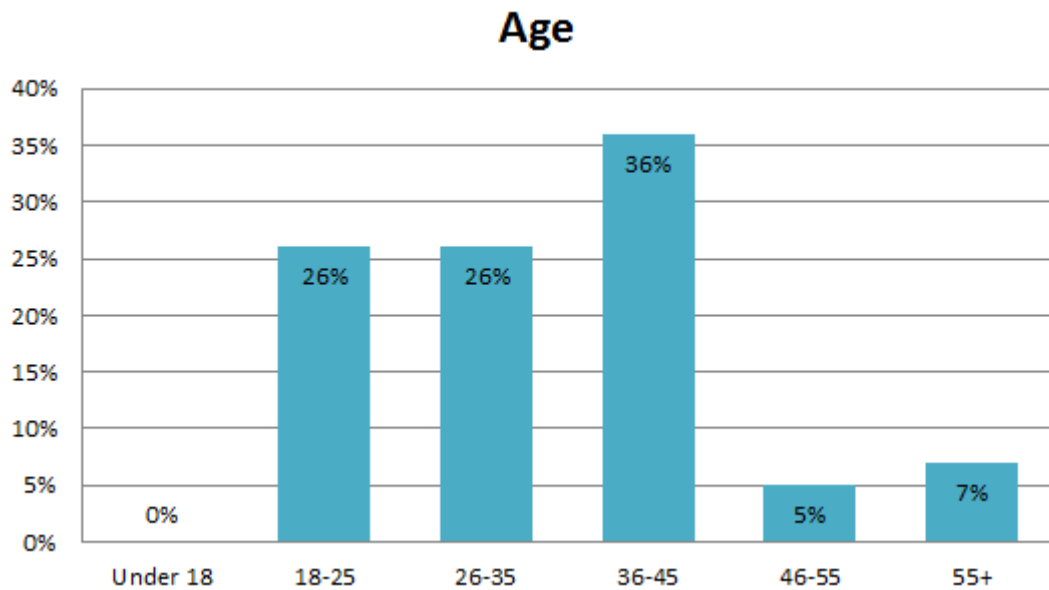
The demographic part started with a gender question to determine the ratio of men and women among the respondents. According to the result presented in the graph below, majority of the respondents was female (61%) and 39% of respondents were males (see Figure 16).



***Figure 16: Organic Consumption by Gender***

#### **Question 4: Age**

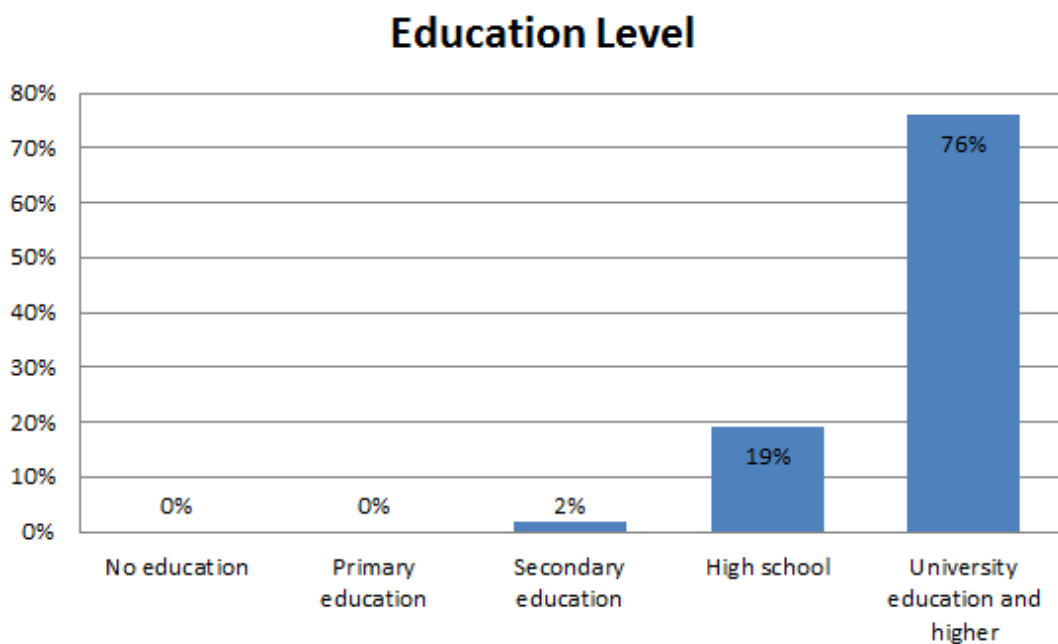
The analysis showed that the age of the respondents ranged between 18 to 50 years and above. In particular, dominant group was 36-45 years old with 36%, the age groups 18-25 and 26-35 each accounted for 26% equally, 7% was people above 55 and 5% stood for the age group 46-55 (see Figure 17).



***Figure 17: Organic Consumption by Age***

#### **Question 5: Education Level**

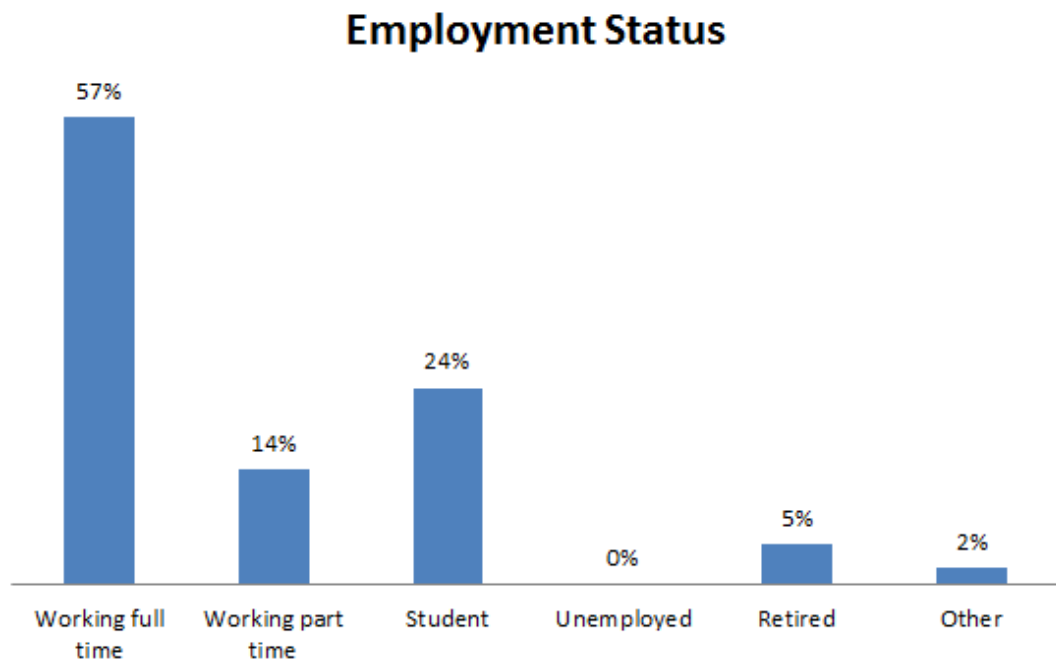
As seen in Figure 18, majority of respondents (76%) have background as university graduates or higher. In contrary, consumers with a lower level of education are least likely to buy organic food. In the survey, 19% of respondents are high school graduates and 2% has secondary school degree.



***Figure 18: Organic Consumption by Education***

### Question 6: Employment Status

Following chart showed number of respondents according to employment status. Most of the respondents buying organic food were working full-time (57%), 14% was working part-time, student accounted for 24%, followed by retired people with 5%, and 2% was other. Especially, none of them was unemployed (0%).

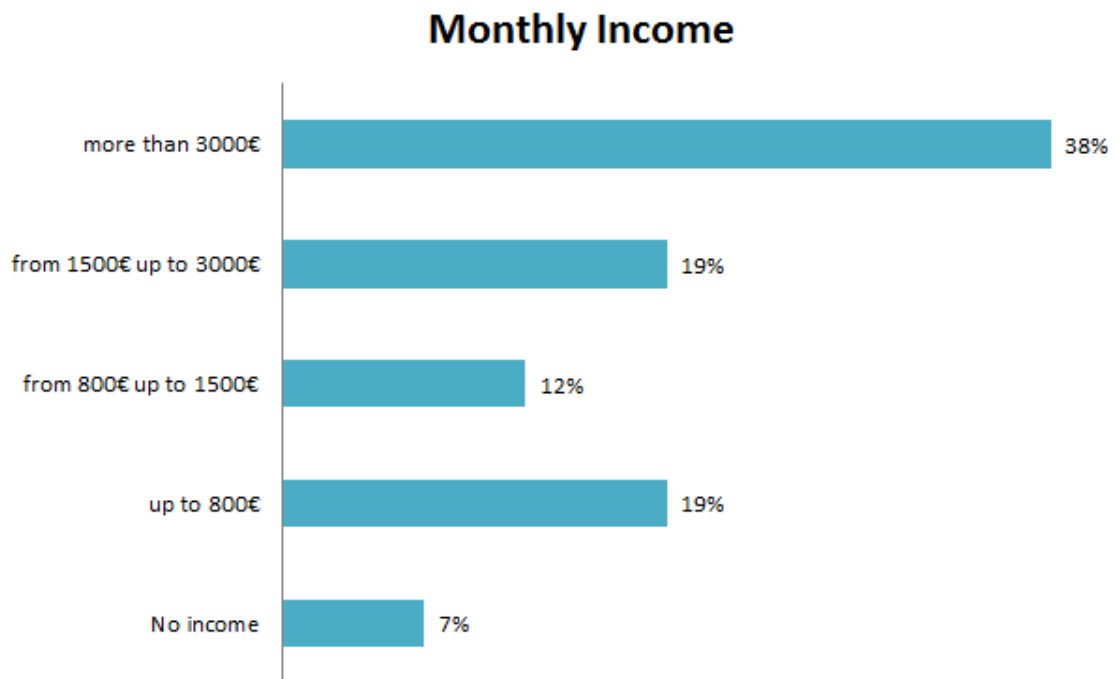


*Figure 19: Organic Consumption by Occupation*

### Question 7: In what range is your approximate monthly income?

Figure 20 showed most of respondents earn more than 3000€ per month– the highest income group (38%), followed by 19% who have monthly income from 1500€- 3000€, 12% in the 800€-1500€ income group, and 19% earns less than 800€. Respondents with no income accounted for 7%.

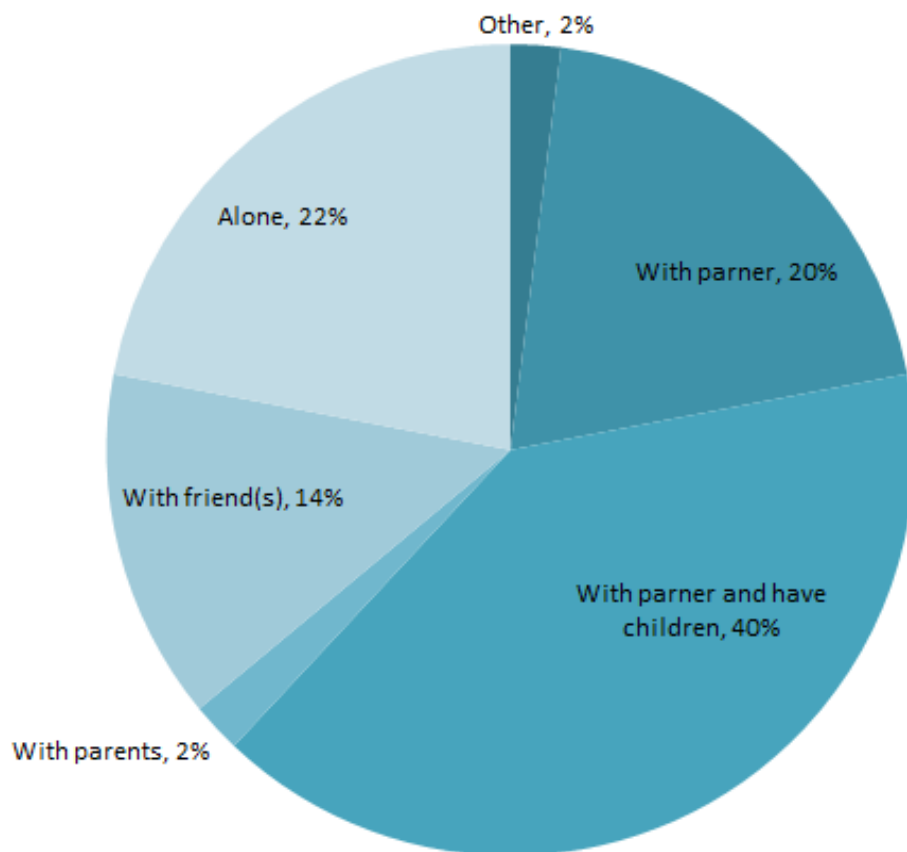




***Figure 20: Organic Consumption by Income***

#### **Question 8: Living Situation**

Survey result showed that most of the respondents (40%) are living with partners and own children, about 22% lives alone, respondents live with partner or with friend(s) or other accounted for 20%, 14%, and 2%, respectively (see Figure 21).

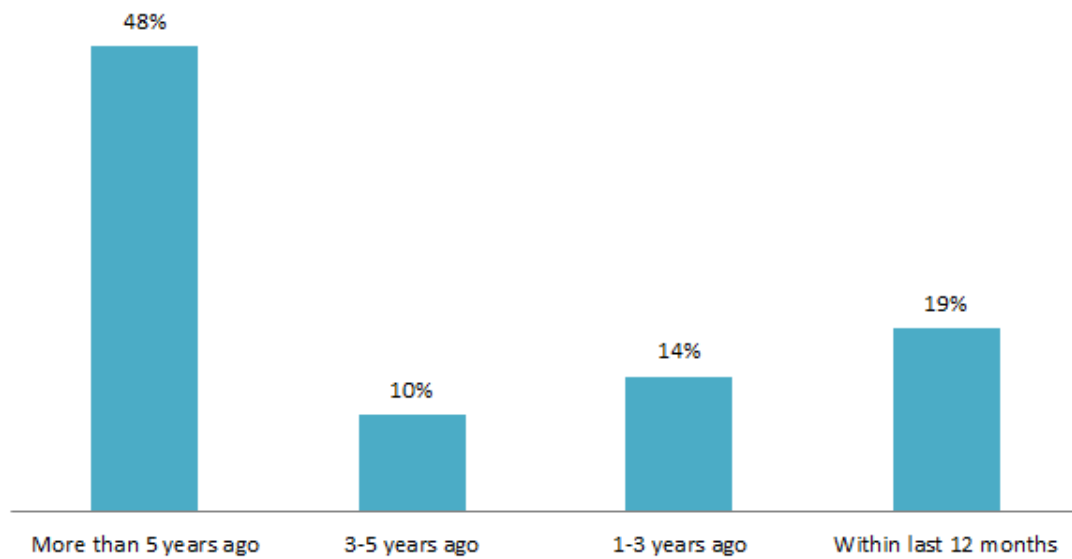


***Figure 21: Living Situation***

### **Consumer Behaviour**

#### **Question 9: How long ago did you buy your first organic product?**

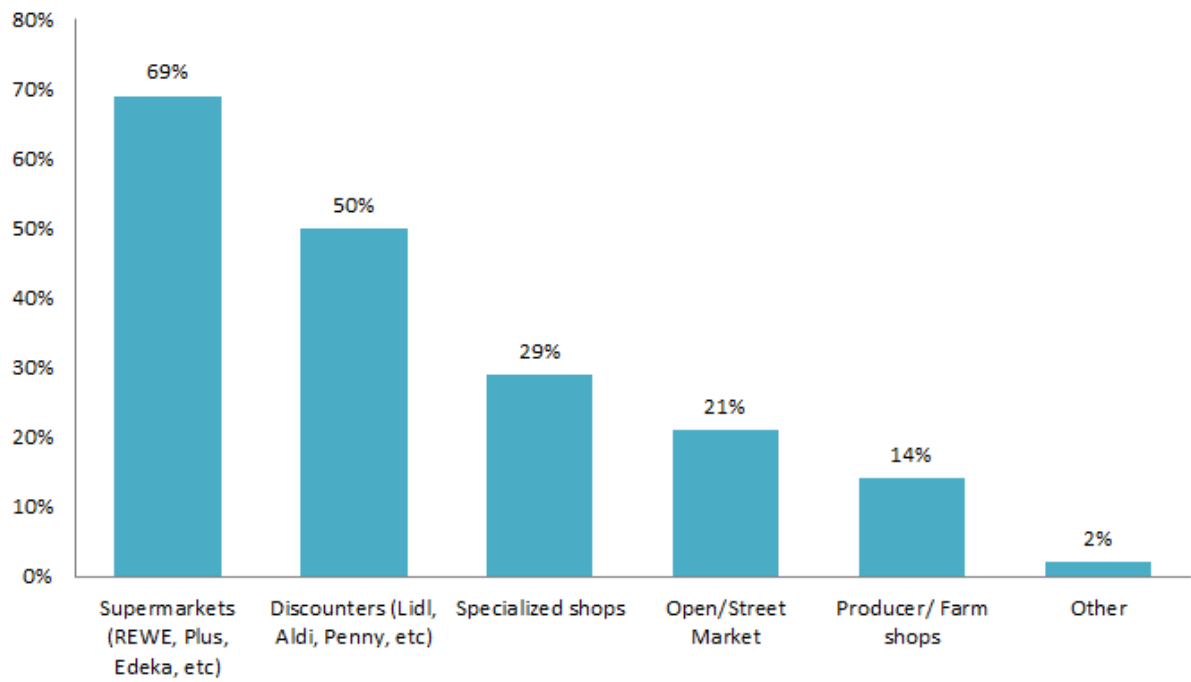
The majority of respondents have bought organic products more than 5 years ago (48%). 10% first bought organic food 3 years ago, 14% has started 1-3 years ago, and 19% has purchased firstly within the last 12 months (see Figure 22).



***Figure 22: First purchase of organic food***

**Question 10: Where do you often buy organic food?**

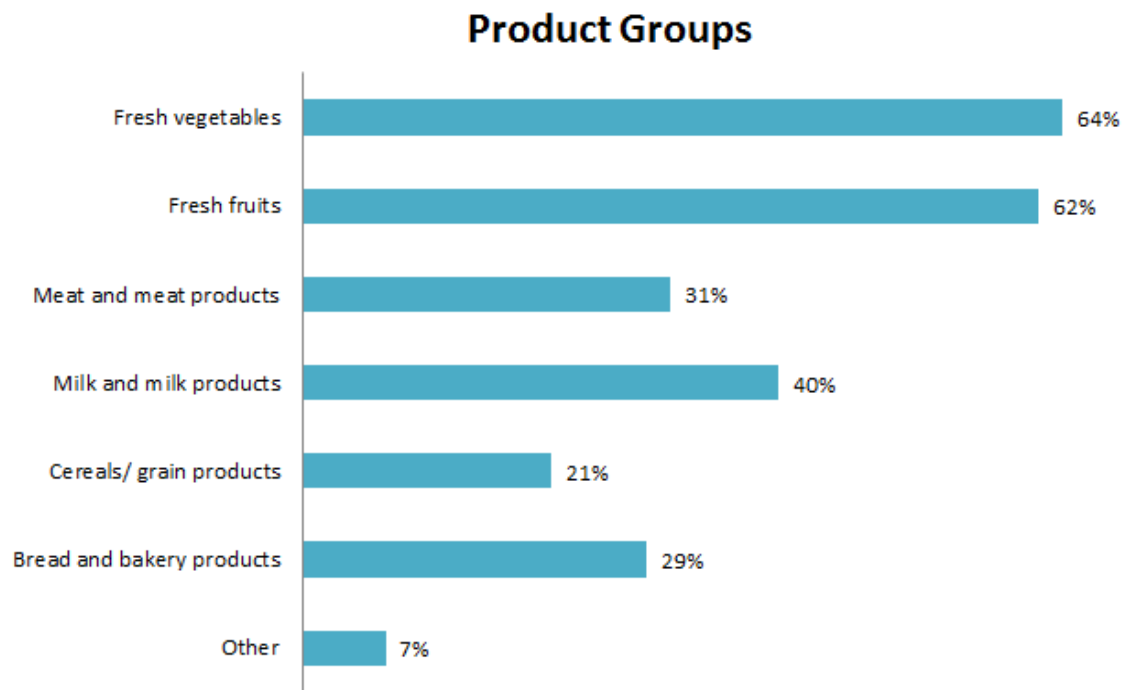
As seen in Figure 23, supermarkets were the most mainstream of all purchasing channels, captured for 69% of organic sales, followed by discounters (50%) and specialized shops (29%). 21% purchase was made in open/street markets, 14% of respondents preferred to buy organic food from producers/farmers, and 2% had other options.



***Figure 23: Preferences of shopping places***

**Question 13: Which product group(s) do you buy organic today?**

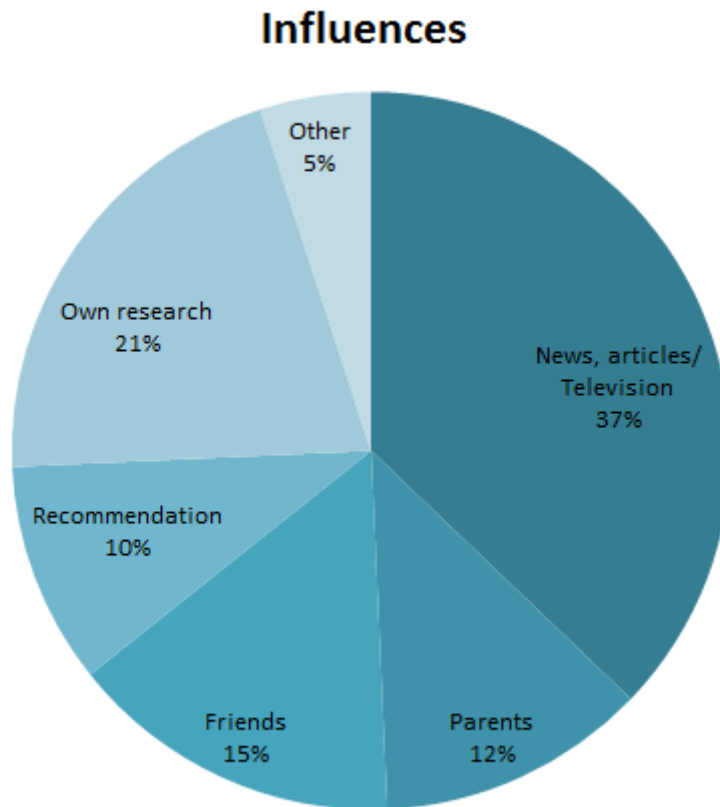
Respondents have some preferences on organic products. In particular, the most important organic products types of purchase were organic fresh vegetables (64%), followed by fresh fruits (62%), 31% of respondents preferred organic animal products, milk and milk products were purchased by 40% of respondents, 21% bought bread and bakery products, and 7% went for other products (see Figure 24).



***Figure 24: Product groups pf purchase***

**Question 12: What influenced your interest in organic food?**

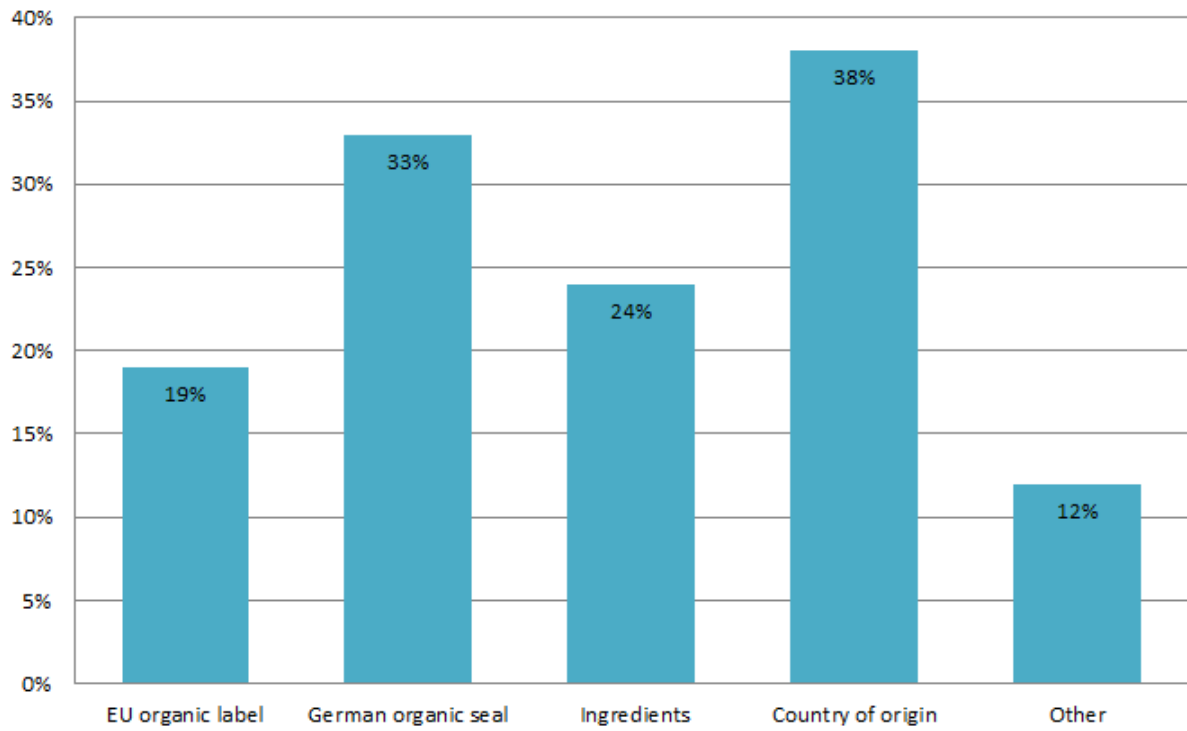
Figure 25 showed that news, articles and television played an important role in knowledge enrichment and most affect respondent's interest in organic food (37%), followed by own research (21%), friends (15%), parents (12%), recommendation (10%), and other (5%).



***Figure 25: Sources of Influences***

**Question 14: What information is important to you when selecting organic food?**

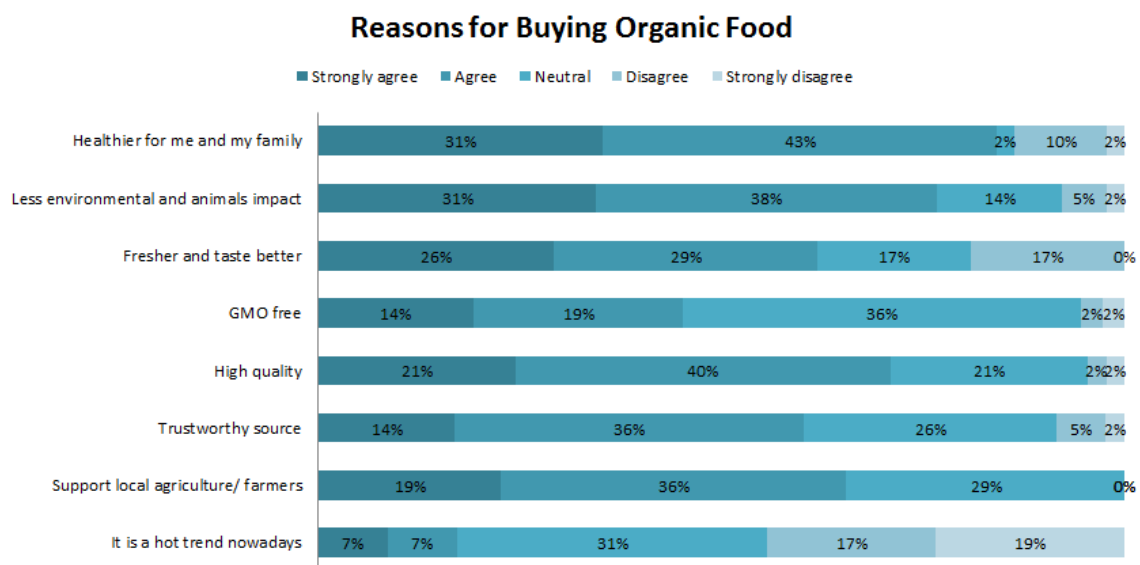
As seen in Figure 26, when selecting organic food, most of respondents were looking for country of origin (38%) and German organic seal (33%). Information about ingredients was important for 24% of respondents, 19% sought for EU organic label, and 12% had other options.



**Figure 26: Information Interaction**

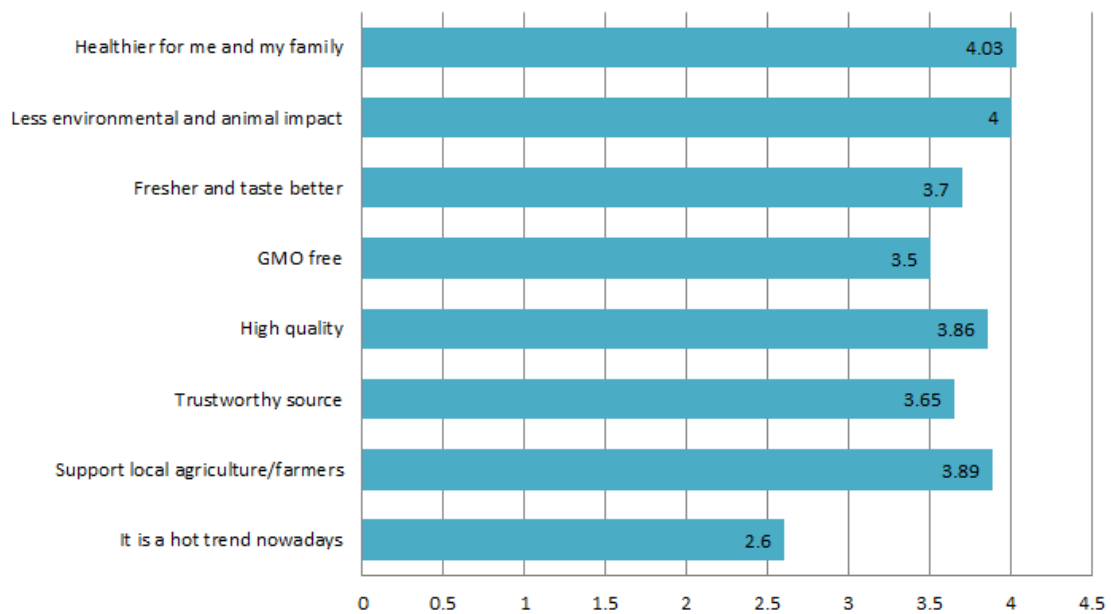
### Consumer Attitudes

#### Question 15: Why do you buy organic food?



**Figure 27: Motivations for Organic Food Consumption**

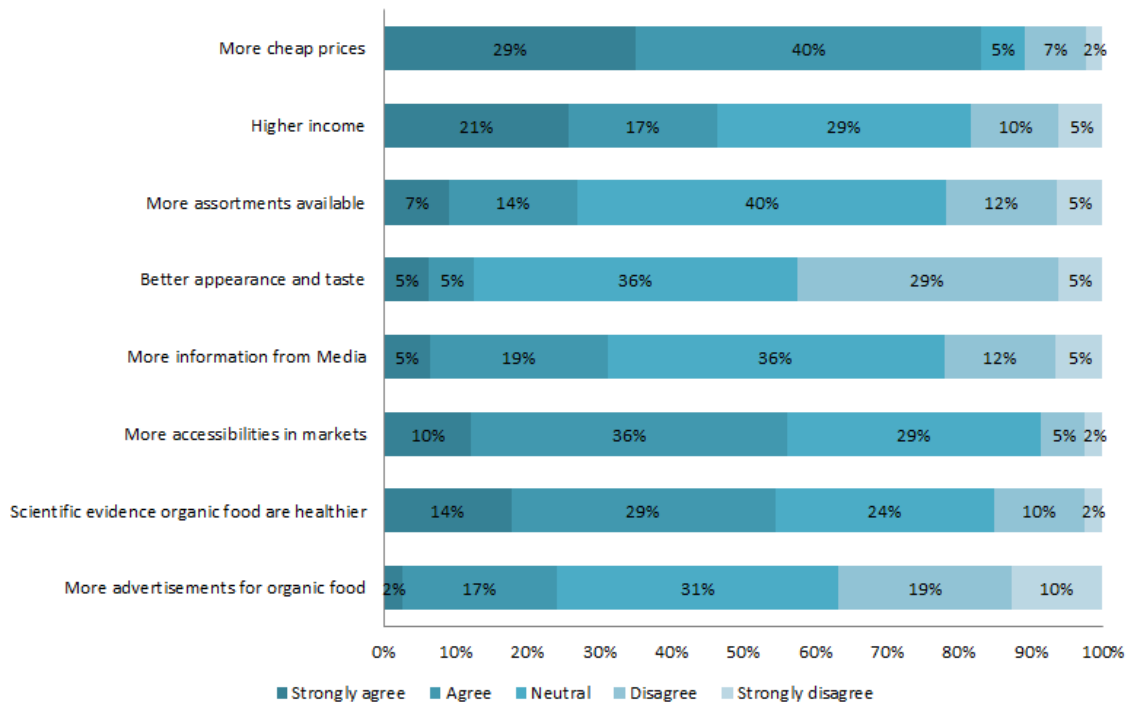
Regarding the beliefs about organic products, most of the respondents reported that they choose to buy organic food because they perceive it as healthier (4.03), and less environmental and animal impact (4) with 31% strongly agree equally (see Figure 27). Average ranking showed that taste and freshness, high quality, and farmer support were other important reasons and ranked 3.7, 3.86, and 3.89, respectively. GMO free (3.5) and trustworthy sources (3.65) were also other motivations for purchasing organic food. “Hot trend” got the lowest rank with 2.6 and received 31% neutral opinions from respondents (see Figure 28).



**Figure 28: Average Ranking: Motivations for Organic Food Consumption**  
**(Strongly Disagree → Strongly Agree: 1 → 5)**

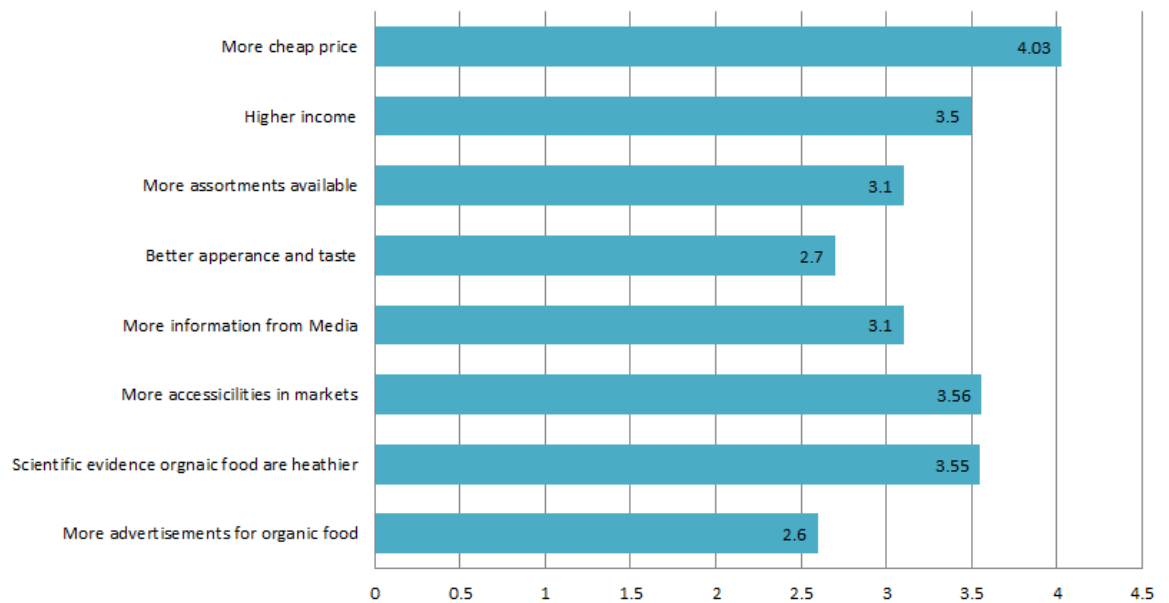


### Question 15: You would like to buy organic food more often if...



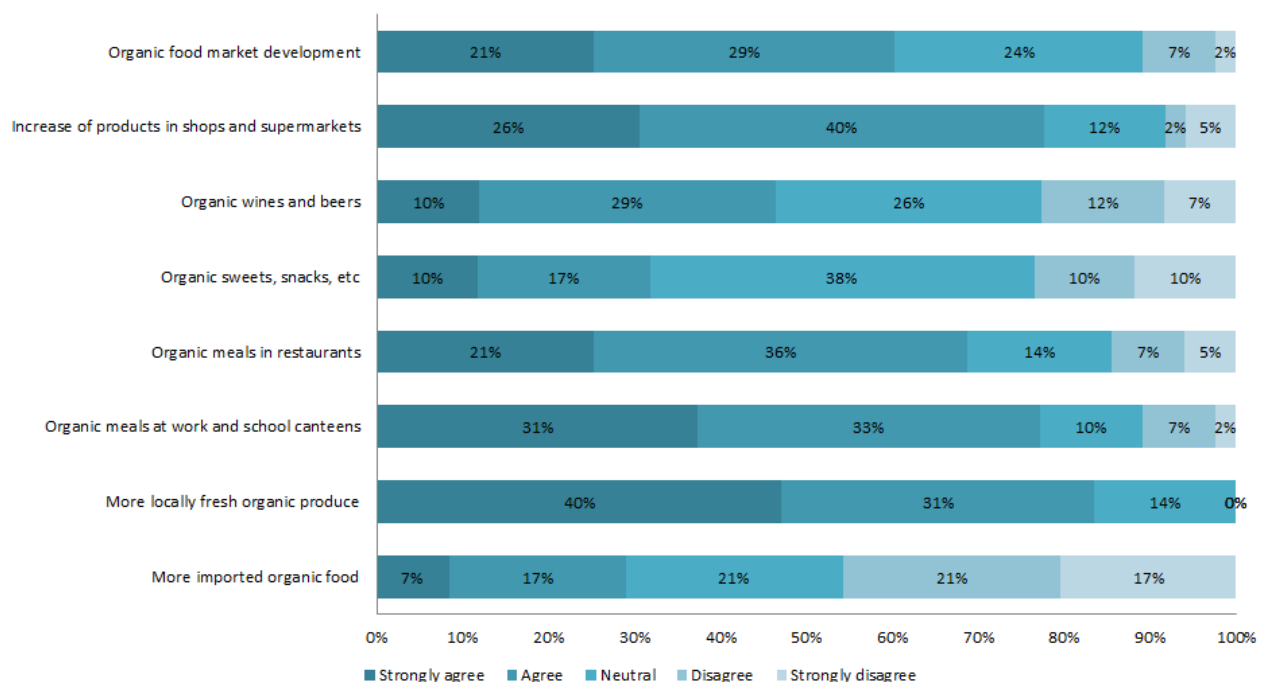
**Figure 29: Conditions Increasing Organic Food Consumption**

By measuring conditions which can increase organic food consumption, the author indirectly discovered the barriers towards buying organic products. As seen in Figure 29, the majority of respondents declared price (29% strongly agree, 40% agree) is the biggest barrier limiting their organic food consumption and ranked 4.03. They will purchase more if the price of organic food is cheaper. Other main reasons given were income, accessibilities, and scientific evidence ranking 3.5, 3.56, and 3.55, respectively. 14% agreed there should be more assortments available (3.1), and 5% strongly agreed organic food could have better appearance and taste (2.7). More information from Media received 19% agree and 36% neutral opinions with 3.1 point. Lastly, more advertisements got the lowest ranking 2.6 (see Figure 30).



**Figure 30: Average Ranking: Conditions Increasing Organic Food Consumption**  
*(Strongly Disagree → Strongly Agree: 1 → 5)*

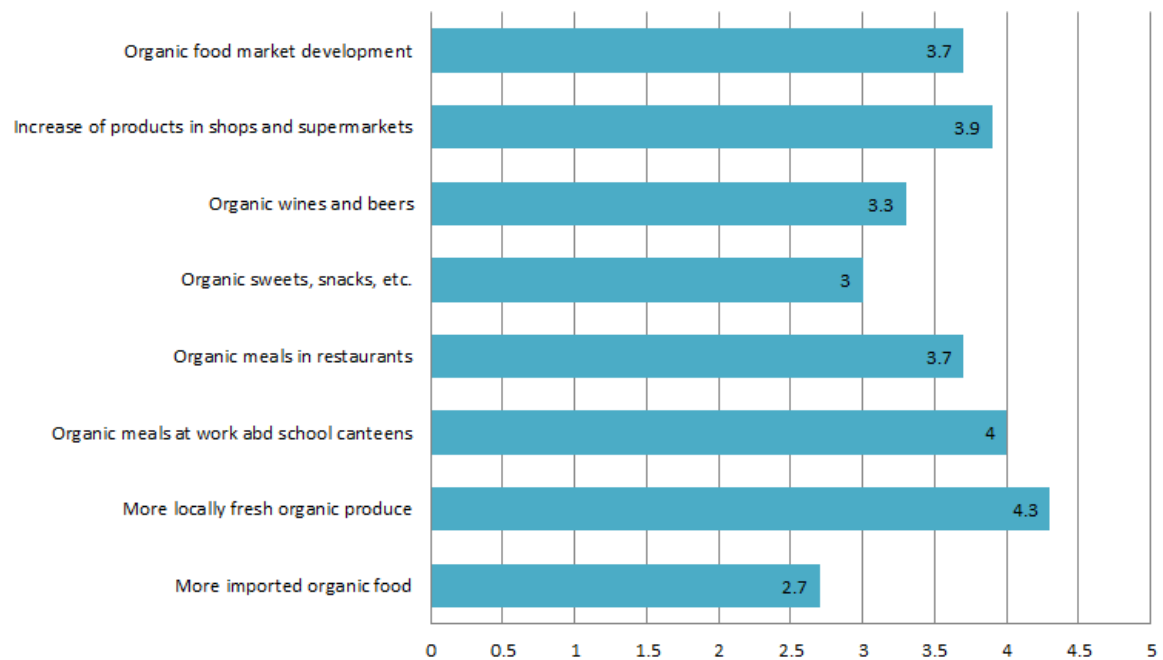
**Question 16: What do you think German organic food should improve and develop in the future?**



**Figure 31: The Future of German Organic Food**

According to Figure 31 and 32, with the highest ranking (4.3), “more locally fresh organic produce” received 40% strongly agree and 31% agree opinions from respondents. 31% strongly agreed there should be organic meals at work and school (4), and 40% agreed products should be increased in shops and supermarkets (3.9). Both “Organic food market development” and “Organic meals in restaurant” ranked 3.7 and received 21% strongly agree opinions. Moreover, 10% strongly agreed organic wines and beers (3.3), or sweets, snacks, etc. (3) should be developed. Lastly, 17% of respondents agreed there should be more import organic food (2.7).

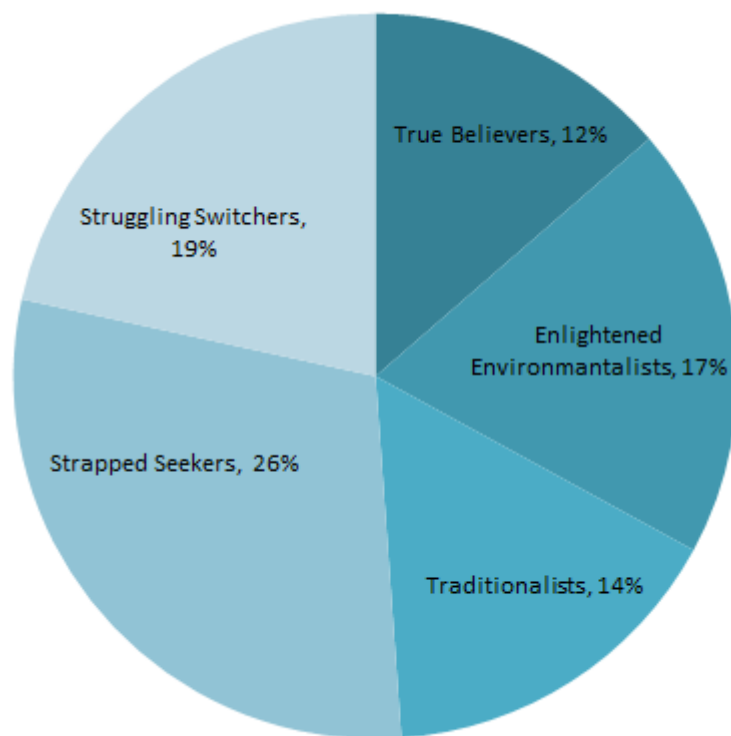
Especially, the author also received other valuable opinions from a few respondents. They wished there would be a better declaration of vegetarian cheese and wine in the future. In addition, they suggested organic knowledge and education should be popularized and start with the youngest, i.e. with kindergartens and nurseries, accompanied with information for the kids' sensitization.



**Figure 32: Average Ranking: The future of German Organic Food**  
**(Strongly Disagree → Strongly Agree: 1 → 5)**

**Question 17: Which type of shopper segment you belong to?**

A major of respondents defined themselves as Strapped Seekers who like to try new things and live a healthy lifestyle (26%). Struggling Switchers – those who focus on staying with their budgets but know they should be eating healthier and getting more exercise, accounted for 19%. 17% of respondents belonged to Enlightened Environmentalists shopper segment which includes people who care about protecting environment and making good choices to support it. 14% believed they are Traditionalists, those who lead a simple lifestyle with few passions and they buy organic as it is purer and less processed. Lastly, 12% described themselves as True Believers who passionate about staying fit and healthy and believe in the benefits of natural products (see Figure 33).



***Figure 33: Organic Shopper Segments***

## **V. DISCUSSION AND CONCLUSIONS**

### **5.1 The Research Findings**

Due to the limited number of respondents, the findings cannot be generalized to the whole population of organic consumers in Germany. However, the results of the study can give an overview of today's German organic food market and consumer's behaviour and attitudes towards organic consumption.

The findings showed that most of people living in Germany buy organic food at least sometimes, only a small percentage of consumers who do not. The main explanations from organic non-buyers were lack of interest, no perceived benefits, and higher price which are relatively consistent with the theory. As stated in the previous part, some of the main reasons that prevent consumers from buying organic food are expensiveness, limited availability, lack of trust, lack of perceived value, and unsatisfactory quality (Larue et al., 2004).

The first matter of the research was to classify the organic consumers in relation to demographic factors including age, gender, education, employment status, income, and living situation. The results indicated that in Germany females are a larger consumer segment for organics. As the author mentioned in the theory part, women are generally the main food purchasers in the household, thus, they buy more organic food than men. The age group 36-45 is the dominant group of organic food consumption, followed by the age group 18-35. It is an evidence of the fact that younger consumers in Germany are emerging and driving organic sales (BMELV, 2013). Furthermore, the results clearly reflected the correlation between education level, employment status, income, living situation and consumer behaviour. A majority of organic consumers is university graduates or higher, working full-time and earn a relatively high income every month. In addition, the results showed that most of organic consumers are living with partner and have children. These statistics fit the theory part totally, which stated that well-educated people and professional workers with good income are likely to consume more organic food.

Similarly, households with children under 18 are a larger consumer segment, because purchasing organic food would benefit all the members of their family group (Thompson and Kitwell, 1998).

In the second part, the findings revealed organic consumer behaviour and attitudes. The majority of respondents stated that they have bought organic product since 5 years ago, and supermarkets and discounters are the most used channels of distribution. As stated previously, the organic food industry has steadily moved from niche markets such as small specialized shops to mainstream markets such as large supermarket chains and discounters over the past few years (Tutunjian, 2008). The German market seems to be highly dominated by supermarkets. From the survey results, it can also be concluded that fresh organic fruits and vegetables are very vital to the organic food sector as they are the organic product groups most purchased by consumers.

Trust is an essential element when the decision is related to food (Green et al., 2005). The findings indicated that news, articles and television play an important role in knowledge enrichment and most affect respondent's interest in organic food. In addition, most of the organic consumers look for country of origin and the German organic seal when selecting food. According the European Consumer Organisation BEUC member survey (2012), 70% of the respondents said the origin country of products is a key criterion when purchasing food. Consumers are generally ill-informed about country of origin. Nowadays, a clear majority of shoppers want more and more to be able to identify the specific country their food comes from because all the confusion about reliable sources of food is increasing as well as the distinction between local and non-local origin of food brands or labels is becoming unclear. Therefore, the country of origin label and the German organic seal have the big potential to increase consumer confidence when selecting food.

Attitudes towards the consumption of organic food are generally positive. Concerning the motivations for organic food consumption in Germany, consumers rated health, the environment, and support of local farmers as principal values. The increase of the health and environmental consciousness has had a thoughtful effect

on consumer behaviour. Additionally, they perceive organic food as being fresher, tastier and high quality compared to conventional grown food. This is consistent with previous studies that discovered health, environmental concerns and perceived benefits are related to positive organic food attitudes (Lockie et al., 2002). Further, the strongest perceived barrier toward organic food consumption is considered to be overly high prices, followed by other factors such as accessibilities, availability, and scientific evidence.

For the future of German organic food market, most of the consumers suggested that there should be more locally fresh organic produce and an increase of products in shops and supermarkets. They also believed organic meals should be developed at work, school, or restaurant. In fact, according to European Commission's website of Ecological Agriculture, there has been an increase of organic restaurants in Europe in recent years; along with this many businesses such as office, school canteens have also started to include organic food to their menu. All the sectors are now following the tendencies of consumers and gradually adding organic food to their offering.

Lastly, the main organic shopper segment in Germany is Strapped Seekers – those who like to try new things and live a healthy lifestyle. As stated previously, German consumers' judgment depends on a lot of trends and general desire to do something to achieve a longer life.

## **5.2 Further Research**

Both organic food market and consumer behaviour are the very broad topics and this thesis is only a small investigation concerning to the matter. Therefore, the results of the study revealed the need for more research in the field.

Due to the limited time and resources, the author had to narrow down the scope of the research. It could be more interesting to expand the scope the survey and increase number of respondents to receive more valid, reliable, adequate data, and make a better report. There is still more primary research needed to confirm and

further possible findings of organic consumers' perceptions and attitudes could be discovered.

Secondly, a change of research method is one of the suggestions for further research. The author could combine both qualitative and quantitative methods to obtain more effective results. It would be interesting regarding the research findings because interviews provide more detailed answers that would generate dissimilar research findings.

### **5.3 Overall Conclusion**

Ecological agriculture is practiced almost in every country and has transformed to be one of the most dynamic sectors of Europe, especially in Germany. The driving forces behind this growth are the conservation of environment and trend of consumer markets in healthy food products. Organic food is becoming a great opportunity for food producers in Europe; it has contributed to farm incomes and created employment for more than three decades now. The level of success of organic produce in one country depends on various factors such as society, attitudes, values, agricultural practices, etc.

Consumers are becoming more sophisticated in their purchasing decisions. Given the study results, it can be concluded that perceived values significantly influenced consumers' purchase intention of organic food products. A likely scenario for future demand is that the relative gap between the prices of organic and conventional food becomes smaller, and the increase of locally fresh organic products in various distribution channels.

The current growth in consumption of organic products actually reflects a greening of consumer lifestyles. However, the future challenges facing agriculture and food production are considerable.



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# APPENDICES

## Questionnaire

1. Do you sometimes or often buy organic food?

☐ Yes

☐ No

If you answered Yes, skip to question 3. If you answered No, go on with question 2 only.

2. The reasons you do not buy organic food?

☐ The price is expensive

☐ Not enough income

☐ Not better than conventional food

☐ No perceived health benefits

☐ No perceived environmental benefits

☐ Lack of interest

☐ Other:

3. Gender:

☐ Male

☐ Female

4. Age:

- ☐ Under 18
- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ 55+

5. Education level:

- ☐ No education
- ☐ Primary education
- ☐ Secondary education
- ☐ High school
- ☐ University education and higher

6. Employment status:

- ☐ Working full time
- ☐ Working part time
- ☐ Student
- ☐ Unemployed
- ☐ Retired

☐ Other:

7. In what range is your approximate monthly income?

- ☐ No income
- ☐ up to 800€
- ☐ from 800€ up to 1500€
- ☐ from 1500€ up to 3000€
- ☐ more than 3000€

8. Living situation:

- ☐ Alone
- ☐ With parents
- ☐ With friend(s)
- ☐ With partner
- ☐ With partner and have children
- ☐ Other:

9. How long ago did you buy your first organic product?

- ☐ More than 5 years ago
- ☐ 3-5 years ago
- ☐ 1-3 years ago

- ☐ Within last 12 months

10. Where do you often buy organic food?

- ☐ Supermarkets (REWE, Plus, Edeka, etc.)
- ☐ Discounters (Lidl, Aldi, Penny, etc.)
- ☐ Specialized shops
- ☐ Open/Street Market
- ☐ Producer/ Farm shops
- ☐ Other:

11. Why do you buy organic food?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Healthier for me and my family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Less environmental and animals impact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fresher and taste better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
GMO free	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trustworthy source	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support local agriculture/farmers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
It is a hot trend nowadays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. What influenced your interest in organic food?

- ☐ News, articles/ Television
- ☐ Parents
- ☐ Friends
- ☐ Recommendation
- ☐ Own research
- ☐ Other:

13. Which product group(s) do you buy organic today?

- ☐ Fresh vegetables
- ☐ Fresh fruits
- ☐ Meat and meat products
- ☐ Milk and milk products
- ☐ Cereals/ grain products
- ☐ Bread and bakery products
- ☐ Other:

14. What information is important to you when selecting organic food?

- ☐ EU organic label

☐ German organic seal

☐ Ingredients

☐ Country of origin

☐ Other:

15. You would like to buy organic food more often if...

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
More cheap prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Higher income	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More assortments available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better appearance and taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More information from Media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More accessibilities in markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scientific evidence organic food are healthier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More advertisements for organic food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. What do you think German organic food should improve and develop in the future?

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Organic wines and beers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organic sweets, snacks, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organic meals in restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organic meals at work and school canteens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More locally fresh organic produce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More imported organic food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase of products in shops and supermarkets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organic food market development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other ideas:					

17. Which type of shopper segment you belong to?

- ☐ True Believers: You passionate about staying fit and healthy. You truly believe in the benefits of natural products.
- ☐ Enlightened Environmentalists: You care about protecting the environment and making good choices to support it.
- ☐ Traditionalists: You lead a simple lifestyle with few passions, you buy organic as it is purer and less processed.
- ☐ Strapped Seekers: You like to try new things and live a healthy lifestyle.

- Struggling Switchers: You focus on staying with your budgets, but know you should be eating healthier and getting more exercise.