



# CONDOR

CONsumer Decision making on ORganic products

## CONDOR Newsletter 3

### CONDOR Project

The market for organically produced foods remains relatively small. If it is to increase then there needs to be a systematic and scientific examination of the consumer decision-making processes involved in the choice between organic and non-organic foods.

This project brings together a multidisciplinary team across eight EU member states to examine this topic. It combines the development of methods for the segmentation of consumers based upon values and the elicitation of affective (emotional) associations and moral concerns. It involves the development of a theoretically based consumer decision-making model and the testing of this model in eight EU member states and in identified consumer segments.

It will provide information on the role played by values and by affective associations and moral concerns in consumer decision-making on organic foods and provide novel insights into the marketing of organic foods in the future.

#### **Objectives:**

- To provide a basic understanding of the processes involved in consumer decision-making on the purchase and consumption of processed and fresh organic foods.
- To model consumer choice of organic foods based on attitudes, values, affective and moral concerns over eight EU member states

#### **Deliverables:**

- Novel methods for uncovering emotional and moral concerns which might influence the choice of organic foods
- Methods for segmenting consumers based on their values
- Databases of consumer attitudes, values, emotional and moral concerns in relation to organic foods.
- An understanding of cross-European differences in the impact of emotional and moral influences on the choice of organic foods.
- Dissemination to stakeholders, including industry, consumer groups and NGOs, via a website and through brochures and workshops targeted at particular stakeholder groups.
- A synthesis of the implications for the European marketing of organic foods.

## **Progress on the Project**

The project is progressing on time and the results from the earlier workpackages are now coming through. Results from the project have been presented at various academic and stakeholder meetings.

The first workpackage investigated the usefulness of four methods (focus group, traditional method, word association and an open-ended method for both beliefs and emotions) for eliciting beliefs about organic foods. A wide variety of organic foods was investigated including, both fresh and processed, in the UK, Finland and Italy.

The results from this first workpackage showed that although there were minor differences between the countries, the four methods all elicited similar categories with comparable frequencies. The fresh organic foods were considered to be more natural and the participants expressed more positive feelings towards them and also mentioned the shelf life of these foods. Processed foods brought out more negative responses along with 'no feelings' and issues of trust. Quality, health issues, expense and chemicals in foods were mentioned for both fresh and processed foods. Moral categories were elicited by both the traditional task and open-ended beliefs in equal measure.

As the traditional method has been used widely in previous research, the use of the traditional method with the addition of open-ended emotion section was decided upon as a good method to use in WP2.

WP2 has been completed. The beliefs, including moral and affective qualities that influence organic buying, were elicited using the methods from WP1 and then used in a theory of planned behaviour (TPB) questionnaire on two foods (organic apples and organic pizza) in the UK, Finland and Italy.

Overall the results support the inclusion of the measure of positive moral attitudes and affective attitudes into the TPB model for predicting intentions to purchase organic foods. Although the beliefs about the two foods differed, with the organic pizza seen as less natural and less healthy than the organic apples, the relationships between the variables in the TPB did not differ between the foods. In both cases intention to buy was most strongly influenced by attitude and moral issues in the UK and Italy and by attitudes and perceived social pressure in Finland. Moreover the affective (feeling) part of attitude was more important than the cognitive (thinking) part of attitude. The differences for the Finnish results may be due to differences in the sample composition, with more men and more heavy users of organic food in the Finnish sample. In addition, the measures perceived social pressure and moral attitude are interrelated and both reflect social norms in favour of organic foods.

WP3 has been completed with 100 laddering conducted interviews in each of Denmark, Germany, Spain and the UK on the choice of different forms of pizza, including two organic alternatives. Participants were chosen on the basis of belonging to particular segments of consumers. Results point to marked differences in the structure of knowledge about organic foods among consumer segments, both at product-knowledge level and at self-knowledge level. The exact values associated with self-relevant consequences do not appear to discriminate clearly among

segments, however. Generally, organic origin has significant links to personal values among segments of adventurous, enthusiastic, hedonistic and eco-healthy food consumers while it appears a dysfunctional means of achieving important personal values among segments of snacking, impulsive and, partly also, rational food consumers. Similarly, regular consumers of organic foods exhibit more complex knowledge structures than non-organic consumers.

The results from WP1, WP2 and WP3 are currently being used in WP4. In all eight countries the method developed in WP1 has been used to elicit beliefs, moral and affective issues related to both fresh tomatoes and processed tomato sauce (used for example with pasta). A questionnaire has been developed based on this, along with the results from WP2 and values derived from WP3. This will have been used with 1000 consumers in each country and the results from this are currently being analysed.

### **Management Meetings**

24-25 February 2003 – University of Surrey, Guildford, UK

5-6 June 2003 - Agricultural University of Athens, Greece

19-20 January 2004 – MAPP, Aarhus, Denmark

17-18 June 2004 - Federal Research Centre for Nutrition and Food, Karlsruhe, Germany

20-21 January 2005 – University of Murcia, Spain

### **Future Meetings**

9-10 June 2005 – VTT, Helsinki, Finland

1-2 December 2005 – INRAN, Rome, Italy

### **Stakeholder Workshops**

In conjunction with the second management meeting in Athens, Dr George Chryssochoidis organised an excellent evening dissemination meeting involving representatives from industry, government NGOs and academics. The meeting was very well attended with over 40 representatives in the audience. There was lively discussion and it gave an excellent opportunity to publicise the CONDOR project to relevant people throughout Greece.

A further workshop is planned at the next management meeting in Helsinki in June 2005. We are also planning two stakeholder workshops towards the end of 2005 where the results from the project will be disseminated to a wider audience. Details of these meetings will appear on the website.

## **Website and Brochure**

The website for the project has been set up at <http://www.condor-organic.org/>. This includes a description of the project, the partners and the individual workpackages. It also includes links to other relevant websites including other EU-funded projects on organic foods. There is a members area on the website where information from the project, including agendas and minutes from management meetings, reports, papers in progress, questionnaires, data files, etc. can all be placed. Each of the partners on the project has access to this section of the website and there are separate folders for each WP and for each partner within each WP.

The project leaflet has been printed and copies have been distributed to the project partners and subcontractor members of the management committee for wider distribution. Copies have been sent to people expressing an interest in the project and have been distributed at a number of conferences and meetings. A pdf version of the leaflet is available on the website.

## **Conference Presentations and Papers**

### **Papers**

Bredahl, L., Thøgeren, J., Dean, M., Pemartin, M. & Stiebel, J. (2004). Consumer knowledge structures with regard to organic foods. MAPP project paper; no. 04.

Munuera, J.L, (2005). Proyecto CONDOR - Consumer Decision Making on Organic Products. Chapter in RAERM (Ed) "La Red de Agroecología y Ecodesarrollo de la Región de Murcia", pp.179-184. ISBN: 84-609-4562-6.

Shepherd, R., Magnusson, M. K. & Sjoden, P. O. (in press). Determinants of consumer behavior related to organic foods. *Ambio*.

Several other papers are in preparation.

### **Conference presentations**

Claupein, E. (2004). Participation at the podium discussion "Sustainability and foods industry" (with a short presentation of CONDOR project), organized from ECOZEPT at BioFach 2004, Nürnberg, Germany.

Dean, M. & Shepherd, R. (2003). Including affect and moral concerns in attitudes towards organic food. *Appetite*, 41, 344. Poster presented at the 11th Food Choice Conference, Philadelphia, 26 July 2003.

Shepherd, R. & Dean, M. (2003). The role of values and moral concerns in organic food choice. Poster presented at the 5th Pangborn Sensory Science Symposium, Boston, 20-24 July 2003.

Shepherd, R. & Dean, M. (2003). The role of values and moral concerns in organic food choice. Poster at the BCPC International Congress, Crop Science and Technology 2003, 10-12 November 2003, Glasgow.

Shepherd, R. (2004). Determinants of consumer behaviour related to organic foods. Invited lecture at Food 21 Symposium Towards Sustainable Production and Consumption, Uppsala, Sweden, 26-28 April 2004.

Shepherd, R. (2004). Methods for assessing the role of moral influences on consumer decision-making on organic foods. Invited lecture at 9th Karlsruhe Nutrition Congress, Consumer & Nutrition. Challenges and Chances for Research and Society, Karlsruhe, Germany, 10-12 October 2004.

Stiebel, J. & Claupein, E. (2004). CONSUMER Decision-making on Organic products (CONDOR). Invited lecture at 9th Karlsruhe Nutrition Congress, Consumer & Nutrition. Challenges and Chances for Research and Society, Karlsruhe, Germany, 10-12 October 2004.

Claupein, E. (2005). CONSUMER Decision-making on Organic products (CONDOR). Invited lecture at 42th Scientific Congress of the German Nutrition Society, Kiel, Germany, 17-18 March 2005.

Munuera, J.L. (2005). El Consumidor Europeo de Productos Ecológicos. Paper presented at Regional Conference about Organic Food and Agriculture in Murcia "I Jornada de Agroecología y Ecodesarrollo de la Región de Murcia. Progresos y Problemas", Bullas, Spain, 3-6 March 2005.

Shepherd, R., Dean, M., Arvola, A., Lahteenmaki, L., Saba, A. & Vassallo, M. (2005). Methods for eliciting consumer beliefs about fresh and processed organic foods. Paper presented at the Soil Association's 17th Annual Conference 'Organic farming, food quality and health', Newcastle, 6 - 9 January 2005.

### **Future conference presentations**

Arvola, A., Vassallo, M., Dean, M., Saba, A., Lahteenmaki, L. & Shepherd, R. Purchase intentions of organic apples and pizza. Including affective and moral attitude into the Theory of Planned Behaviour. Poster to be presented at the 6<sup>th</sup> Pangborn Sensory Science Symposium, Harrogate, UK, 7-11 August 2005.

Munuera, J.L., Pemartín, M. & Shepherd, R. The European consumer of organic products. First results of a qualitative research about the Spanish consumer. Paper submitted to the 5th Edition of the International PENSA Conference on Agri-food Chains / Networks Economics and Management", Brazil.

Shepherd, R. & Dean, M. Affective and moral influences on consumer choice of organic foods. Poster at the European Experimental Social Psychology Conference, Wurzburg, Germany, 19-23 July 2005.

Shepherd, R. & Dean, M. Moral concerns and consumer choice of fresh and processed organic foods. Paper to be presented at the 6<sup>th</sup> Pangborn Sensory Science Symposium, Harrogate, UK, 7-11 August 2005.

## Project Contacts

Partner number	Organisation	Partner project manager	Contact details
1 (CO)	University of Surrey (UniS)	Professor Richard Shepherd	Food Consumer Behaviour and Health Research Centre Department of Psychology University of Surrey Guildford Surrey GU2 7XH UK Tel: +441483689449 Fax: +441483689553 Email: <a href="mailto:R.Shepherd@surrey.ac.uk">R.Shepherd@surrey.ac.uk</a>
2 (CR)	VTT Biotechnology (VTT)	Dr Liisa Lähteenmäki	VTT Biotechnology PO Box 1500 Tietotie 2 02044 VTT Finland Tel.: +35894565965 Fax: +35894552103 E-mail: <a href="mailto:liisa.lahteenmaki@vtt.fi">liisa.lahteenmaki@vtt.fi</a>
3 (CR)	INRAN	Dr Anna Saba	Istituto Nazionale di Ricerca per gli Alimenti e la Nutrizione via Ardeatina 546 00178 Roma Italy Tel.: +39065035969 Fax: +39065031592 E-mail: <a href="mailto:saba@inran.it">saba@inran.it</a>
4 (CR)	Agricultural University of Athens (AUA)	Dr George Chrysochoidis	Agricultural University of Athens Department of Agricultural Economics and Rural Development Iera Odos 75 Votanikos 11855 Athens Greece Tel.: +30215294776 Fax: +30215294776 E-mail: <a href="mailto:chrysochoidis@aua.gr">chrysochoidis@aua.gr</a>
6 (CR)	University of Murcia (UM)	Professor Jose Munuera	Facultad de Economía y Empresa Universidad de Murcia Campus Universitario de Espinardo 30.100 Murcia Spain Tel: +34968363800 Fax: +34968367986 E-mail: <a href="mailto:munuera@um.es">munuera@um.es</a>
7 (CR)	MAPP	Prof. Dr John Thøgersen	The Aarhus School of Business The MAPP Centre Haslegaardvej 10 8210 Aarhus V Denmark Tel.: +4589486440 Fax: +4586153988 E-mail: <a href="mailto:jbt@asb.dk">jbt@asb.dk</a>

8 (CR)	Federal Research Centre for Nutrition (FRCN)	Dr Erika Claupein	Bundesforschungsanstalt für Ernährung und Lebensmittel Institut für Ernährungsökonomie und -soziologie Haid-und-Neu-Straße 9 D-76131 Karlsruhe Tel.: +497216625554 Fax: +497216625552 Email: erika.claupein@bfe.uni-karlsruhe.de
9 (CR)	Uppsala University (UU)	Dr Maria Magnusson	Uppsala University Department of Public Health and Caring Sciences Uppsala Science Park 75183 Uppsala Sweden Tel.: +46184716313 Fax: +46184713490 E-mail: Maria.Magnusson@pubcare.uu.se

		<b>Sub-contractors</b>	
1 (partner 1)	The Food Consultancy	Diane McCrea	127 Havannah Street Cardiff CF10 5SF UK Tel: +44-7940 106558 E-mail: diane@mccrea1.demon.co.uk
2 (partner 2)	Helsingin Mylly Oy - Helsinki Mills Ltd	Dr Raimo Keskinen	Helsinki Mills Ltd Puurtajankatu 34 Jarvenpaa 04440 Finland Tel: +358-9-27169230 FAX:+358-9-27169271 E-mail: raimo.keskinen@helsinginmylly.fi
9 (partner 1)	Unilever	Dr Bob Hurling	Unilever Research Colworth Colworth House Sharnbrook Bedford MK44 1LQ UK Tel: +44-1234-222992 FAX: E-mail: bob.hurling@unilever.com
10 (partner 7)	Økologisk Landsforening (Organic Denmark)	Tom Krog Nielsen	Økologisk Landsforening Frederiksgade 72 DK-8000 Aarhus C Denmark Tel: +45 87 32 27 00 FAX: +45 87 32 27 10 E-mail: <a href="mailto:tkn@okologi.dk">tkn@okologi.dk</a>

		<b>Project Officer</b>	
	European Commission	Rosanna.D'Amario	EUROPEAN COMMISSION Research DG Food Quality (E.2) SDME 8-32 B-1049 Brussels Belgium Tel.: +32-2-298.43.74 Fax: +32-2-296.43.22 Email: <a href="mailto:rosanna.d'amario@cec.eu.int">rosanna.d'amario@cec.eu.int</a>