

Appendices

1. Result of Multicollinearity

Variable	Variance Inflation Factor
Weight	1.626
Type of Shop	1.492
Brand	2.815
Fairtrade	3.115
Rainforest Alliance (UTZ)	1.718
Private Ethical Label	2.548
Organic	1.436
Chocolate Type	2.434
Fruit/Nut	1.443
Cocoa % Labelled	1.253
Flavoured	3.299
Private/Manufacturer	2.894
Cocoa Origin Labelled	1.536
Cocoa Percentage	2.525