

# Appendices

## 1. Result of Multicollinearity

<b>Variable</b>	<b>Variance Inflation Factor</b>
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