

# Appendices

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## Appendix 1: Study Questionnaire.

Consumers' buying intention from farmers' markets questionnaire

Dear Sir / Madam,

I am a student at the Czech University of Life Sciences in Prague, Czech Republic and I am conducting a study in which I want to learn more about "Factors influencing the intention to buy food products from farmers' markets". All data is collected anonymously. I will be grateful if you fill in the questionnaire as you would help me enormously in this research. Completing the questionnaire only takes a few minutes. Thank you!

<b>Section A: Intention</b>				
Q1 <- Intent_1 I intend to buy from farmers' market				
Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Q2 <- Intent_2 I intend to buy products from farmers' market ... days next week				
0	1-2	3-4	5-6	7
Q3 <- Intent_3 I intend to support farmers by buying products from farmers' market				
Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Q4 <- Intent_4 Last week I purchased products from farmers' market ... days				
0	1-2	3-4	5-6	7
Q5 <- Intent_5 I intend to recommend my family to buy from farmers' market				
Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Q6 <- Intent_6 How often do you intend to buy from farmers' market				
Weekly	Fortnightly	Monthly	Occasionally	Don't know/Undecided
<b>Section B: Attitudes</b>				
Q7 <- Attitude_1 I believe that products from farmer's market are fresher compared to products from other retailers				

Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Q8 <- Attitude_2 I believe products from farmers' market to be healthier than products from other retailers				
Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Q9 <- Attitude_3 I think that products from farmers' market to be more environmentally friendly produced compared to products from other retailers				
Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Q10 <- Attitude_4 I find pleasant interacting with the shop assistant when buying products directly from farmers' market				
Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Q11 <- Attitude_5 I think it is important to support farmers by buying from farmers' market				
Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Q12 <- Attitude_6 I think it is important to know the origin of products				
Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Q13 <- Attitude_7 I believe products from farmers' market to be cheaper than products from other retailers				
Strongly agree	Agree	Undecided	Disagree	Strongly disagree
<b>Section C: Subjective Norms</b>				
Q14 <- Norm_1 My family think I should buy products from farmers' market				
Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Q15 <- Norm_2 My friends think I should buy products from farmers' market				
Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Q16 <- Norm_3 I have had positive experiences with products from farmers market in the past				
Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Q17 <- Norm_4 My friends' opinion is important for me				
Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Q18 <- Norm_5 My family opinion is important for me				

Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Q19 <- Norm_6 I trust farmers' market more than other types of retailers				
Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Q20 <- Norm_7 I tend to buy more products from the seller i know personally at the farmers market				
Strongly agree	Agree	Undecided	Disagree	Strongly disagree
<b>Section D: Perceived Behavioural Control</b>				
Q21 <- Control_1 I can't purchase at the farmers market because i don't trust the seller				
Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Q22 <- Control_2 I can't purchase at the farmers outlet because of limited variety in stock				
Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Q23 <- Control_3 I am unable to purchase at the farmers outlet due to lack of motivation (laziness)				
Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Q24 <- Control_4 I am unable to purchase at the farmers outlet due to the short operation time of farmers' market				
Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Q25 <- Control_5 I am unable to purchase at the farmers outlet due to the long travel distance				
Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Q26 <- Control_6 I'm unable to purchase at the farmers outlet due to a lack of time				
Strongly agree	Agree	Undecided	Disagree	Strongly disagree
<b>Section E: Socio-economic characteristics</b>				
Q27 <- Gender				
Male		Female		
Q28 <- Age				
...				

Q29 <- Household size				
1	2	3	4	>4
Q30 <- Education				
Certificate of secondary education	Vocational training	High school diploma	Bachelor	Other (Master; PhD)
Q31 <- Household income (per month)				
<1000 \$	between 1000 \$ and 2000 \$		>2000 \$	
<b>Section F: Background</b>				
Q32 <- The amount of fruits/vegetables/other I get from my garden is... %				
0 %	between 1 and 10 %	between 11 and 20 %	between 21 and 30 %	>30 %
Q33 <- I go to a fitness club/gym ...days per week				
0	1-2	3-4	5-6	7
Q34 <- My household prepare salad ...days per week				
0	1-2	3-4	5-6	7
Q35 <- I buy organic products ...days per week				
0	1-2	3-4	5-6	7
Q36 <- I enjoy cooking (in %)				
0 %	between 1 and 25 %	between 26 and 50 %	between 51 and 75 %	between 76 and 100 %

## Appendix 2: Socio-economic and background characteristics of respondent

**Table 1. Socio-economic characteristics of respondents.**

Item	Options	Frequency (no. of respondents)	%
Gender	Male	27	18
	Female	123	82
Age	Mean	33.83	
	Standard deviation	11.631	
	Maximum	65	
	Minimum	18	
Education	Certificate of secondary education	7	4.7
	Vocational training	13	8.7
	High school diploma	15	10
	Bachelor	82	54.7
	Other (Master; PhD)	33	22
Household size	1	4	2.7
	2	17	11.3
	3	21	14
	4	64	42.7
	>4	44	29.3
Household income (per month)	<1000 \$	73	48.7
	Between 1000 \$ and 2000 \$	55	36.7
	>2000 \$	22	14.6

Source: own compilation

**Table 2. Behavioural characteristics of respondents.**

Item	Options	Frequency (no. of respondents)	%
The amount of fruits/vegetables/other I get from my garden is... %	0 %	69	46
	1 % to 10%	38	25.3
	11 % to 20 %	23	15.3
	21 % to 30 %	10	6.7

	>30 %	10	6.7
I go to a fitness club/gym ...days per week	0	111	74
	1-2	22	14.6
	3-4	13	8.7
	5-6	3	2
	7	1	0.7
My household prepare salad ...days per week	0	2	1.3
	1-2	33	22
	3-4	61	40.7
	5-6	36	24
	7	18	12
I buy organic products ...days per week	0	16	10.7
	1-2	78	52
	3-4	44	29.3
	5-6	7	4.7
	7	5	3.3
I enjoy cooking (in %)	0 %	8	5.3
	1 % to 25 %	13	8.7
	26 % to 50 %	30	20
	51 % to 75 %	44	29.3
	76 % to 100 %	55	36.7

**Source: own compilation**

## Appendix 3: TPB construct related characteristics

**Table 3. Factors related to attitudes.**

Item	Options	Frequency (no. of respondents)	%
I believe that products from farmers' markets are fresher compared to products from other retailers	Strongly agree	26	17.3
	Agree	68	45.3
	Undecided	30	20
	Disagree	24	16
	Strongly disagree	2	1.3
I believe products from farmers' markets to be healthier than products from other retailers	Strongly agree	26	17.3
	Agree	59	39.3
	Undecided	40	26.7
	Disagree	24	16
	Strongly disagree	1	0.7
I think that products from farmers' markets to be more environmentally friendly produced compared to products from other retailers	Strongly agree	27	18
	Agree	51	34
	Undecided	43	28.7
	Disagree	27	18
	Strongly disagree	2	1.3
I find pleasant interacting with the shop assistant when buying products directly from farmers' markets	Strongly agree	19	12.7
	Agree	71	47.3
	Undecided	35	23.3
	Disagree	21	14
	Strongly disagree	4	2.7
I believe products from farmers' markets to be cheaper than products from other retailers	Strongly agree	16	10.7
	Agree	46	30.7
	Undecided	33	22
	Disagree	48	32
	Strongly disagree	7	4.7

**Source: own compilation**



**Table 4. Factors related to subjective norms.**

Item	Options	Frequency (no. of respondents)	%
My family think I should buy products from farmers' markets	Strongly agree	17	11.3
	Agree	67	44.7
	Undecided	47	31.3
	Disagree	18	12
	Strongly disagree	1	0.7
My friends think I should buy products from farmers' markets	Strongly agree	8	5.3
	Agree	50	33.3
	Undecided	64	42.7
	Disagree	25	16.7
	Strongly disagree	3	2
My family opinion is important for me	Strongly agree	26	17.3
	Agree	92	61.3
	Undecided	17	11.3
	Disagree	13	8.7
	Strongly disagree	2	1.3
I trust farmers' markets more than other types of retailers	Strongly agree	17	11.3
	Agree	55	36.7
	Undecided	51	34.0
	Disagree	24	16
	Strongly disagree	3	2
I tend to buy more products from the seller i know personally at the farmers' markets	Strongly agree	61	40.7
	Agree	70	46.7
	Undecided	11	7.3
	Disagree	6	4
	Strongly disagree	2	1.3

Source: own compilation

**Table 5. Factors related to perceived behavioural control.**

Item	Options	Frequency (no. of respondents)	%
I can't purchase at the farmers' markets because I don't trust the seller	Strongly agree	12	8
	Agree	37	24.7
	Undecided	40	26.7
	Disagree	50	33.3

	Strongly disagree	11	7.3
I can't purchase at the farmers' markets because of limited variety in stock	Strongly agree	3	2
	Agree	24	16
	Undecided	31	20.7
	Disagree	78	52
	Strongly disagree	14	9.3
I am unable to purchase at the farmers' markets due to the long travel distance	Strongly agree	21	14
	Agree	39	26
	Undecided	18	12
	Disagree	58	38.7
	Strongly disagree	14	9.3
I'm unable to purchase at the farmers' markets due to a lack of time	Strongly agree	23	15.3
	Agree	56	37.3
	Undecided	17	11.3
	Disagree	42	28
	Strongly disagree	12	8

Source: own compilation

**Table 6. Factors related to intention to buy from farmers' markets.**

Item	Options	Frequency (no. of respondents)	%
I intend to buy from farmers' market (future)	Strongly agree	24	16
	Agree	72	48
	Undecided	35	23.3
	Disagree	17	11.3
	Strongly disagree	2	1.3
How often do you intend to buy from farmers' market	Weekly	55	36.7
	Every two weeks	24	16
	Monthly	16	10.7
	Occasionally	51	34
	Prefer not to say/Never	4	2.7

Source: own compilation