

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Humanities**



**Bachelor Thesis**

**Consumers' values and motives driving organic food  
consumption**

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**CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE**

Department of Humanities

Faculty of Economics and Management

# **BACHELOR THESIS ASSIGNMENT**

Boyko Evgeny

Economics and Management

Thesis title

**Consumers' values and motives driving organic food consumption**

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## **Objectives of thesis**

The thesis is focused on the issue of organic food and the consumers demand. Goal of the paper is to explore different motives of consumers of organic food. Basic assumption of the work is that the meaning of organic is socially constructed and therefore a subject of negotiations of different actors engaged in the sector of organic farming (including the consumers). The thesis focuses on finding from different countries and examine differences

## **Methodology**

Empirical part of the thesis deals with approaches of consumers and their reasons for buying organic products with the use of specific research methods. Methodological tool of this bachelor thesis is sociological research which includes questionnaire and its analysis.

## **Schedule for processing**

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Vogt, G. (2007). The origins of organic farming. In William Lockeretz (Ed.), *Organic Farming: An International History* (pp. 123-151). Oxfordshire: CABI.

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Prague March 12. 2013

## **Declaration**

I declare that I have worked on my bachelor thesis titled "Consumers' values and motives driving organic food consumption" by myself and I have used only the sources mentioned at the end of the thesis.

In Prague on 15<sup>th</sup> March

.....

Boyko Evgeny

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# **Consumers' values and motives driving organic food consumption**

## **Summary**

The given bachelor thesis focuses on organic farming and on the motives and values of organic food consumption. This paper examines the basic principles of organic agriculture, the stages of its development, and how the organic agriculture is developing today, as well as the basic motives and values of organic food consumption. This work aims to identify the main motivations and values of organic food consumers. The research purpose of this thesis is to determine the effect of different social factors on the motivational values of consumption of organic products, as well as to identify the main motivational values of organic food consumption, which are affected by different social factors. The author's input contains a questionnaire that was conducted in order to identify the main motivational values of organic food consumption. The given bachelor thesis can be used for the surface study of the organic agriculture as well as for the detailed study of consumers' demand and motivations for organic food consumption.

## **Key words**

Organic farming, organic agriculture, organic products, organic food, organic food consumption, organic food purchasing, consumers' values, consumers' motives, social factors.

# **Důvody spotřebitelů, kterou vedou ke zvýšení spotřeby organických produktů**

## **Souhrn**

Uvedená bakalářská práce se zaměřuje na organické hospodaření a motivy a hodnoty organické spotřeby potravin. Tato práce zkoumá základní principy organického zemědělství, etapy jeho vývoje, a vysvětluje, jak organické zemědělství vyvíjí dnes, a považuje základní motivy a hodnoty spotřeby biopotravin. Tato práce si klade za cíl identifikovat hlavní motivaci a hodnoty spotřebitelů biopotravin. Cílem práce je zjistit vliv různých sociálních faktorů na motivační hodnoty spotřeby organických produktů a identifikovat hlavní motivační hodnoty organické spotřeby potravin, které jsou ovlivněny různými sociálními faktory. Autorův příspěvek obsahuje dotazník, který byl vypracován za účelem určení hlavních motivačních hodnot spotřeby biopotravin. Tato bakalářská práce může být použita pro povrchové studium organického zemědělství, a také pro detailní studium poptávky spotřebitelů a motivace spotřeby organických potravin.

## **Klíčová slova**

Organické hospodaření, organické zemědělství, bioprodukty, biopotraviny, spotřeba biopotravin, nákup biopotravin, hodnoty spotřebitelů, motivy spotřebitelů, sociální faktory.

## Contents

<b>1. Introduction.....</b>	<b>6</b>
<b>2. Aims and objectives .....</b>	<b>7</b>
<b>3. Methodology .....</b>	<b>7</b>
<b>4. Literature review .....</b>	<b>9</b>
<b>4.1 Origins of the organic agriculture and its development.....</b>	<b>9</b>
4.1.1 Development stages of organic farming .....	10
4.1.2 Natural agriculture .....	12
4.1.3 Organic-biological agriculture .....	12
4.1.4 Biodynamic agriculture.....	13
4.1.5 Modern organic farming .....	14
<b>4.2 Organic food and its qualities .....</b>	<b>15</b>
4.2.1 Certification of organic products .....	16
4.2.2 Spread of organic products in the world .....	17
<b>4.3 Current trends in organic food consumption.....</b>	<b>19</b>
4.3.1 Values as motivators of organic food consumption.....	21
4.3.2 Barriers and abilities of organic food consumers .....	23
4.3.3 Impacts of socio-demographic and macro-level factors on organic food consumption.....	24
<b>5. Own input .....</b>	<b>27</b>
<b>5.1 Data collection and introduction to research .....</b>	<b>27</b>
<b>5.2 Descriptive statistics of social factors and motivational values .....</b>	<b>28</b>
<b>5.3 Relationship testing between social factors and motivational values.....</b>	<b>35</b>
<b>6. Conclusions.....</b>	<b>51</b>
<b>7. Bibliography .....</b>	<b>54</b>
<b>8. Appendix.....</b>	<b>55</b>



## List of figures and tables

Table 1: The Key indicators of organic agriculture in the world .....	19
Table 2: Motives and deterrents of buying organic food .....	21
Table 3: Descriptive statistics of social factors .....	29
Table 4: Descriptive statistics of motivational values .....	30
Table 5: Frequency of motivational values at value 1 (Strongly agree) .....	31
Table 6: Frequency of motivational values at value 2 (Agree) .....	32
Table 7: Frequency of motivational values at value 3 (Neutral) .....	33
Table 8: Frequency of motivational values at value 4 (Disagree) .....	34
Table 9: Frequency of motivational values 5 (Strongly disagree) .....	35
Table 10.1: Cross table of family status and family health .....	36
Table 10.2: Chi- square tests of family status and family health .....	37
Table 11.1: Cross table of population and own health .....	38
Table 11.2: Chi-Square Tests of population and own health .....	38
Table 12.1: Cross table of gender and taste .....	39
Table 12.2: Chi-Square Tests of gender and taste .....	40
Table 13.1: Cross table of average income and curiosity .....	41
Table 13.2: Chi-Square Tests of average income and curiosity .....	41
Table 14.1: Cross table of education level and protection of nature .....	42
Table 14.2: Chi-Square Tests of education level and protection of nature .....	42
Table 15.1: Cross table of education level and support of economy.....	44

Table 15.2: Chi-Square Tests of education level and support of economy.....	44
Table 16.1: Cross table of gender and unique image.....	45
Table 16.2: Chi-Square Tests of gender and unique image.....	46
Table 17.1: Cross table of number of children and family health.....	47
Table 17.2: Chi-Square Tests of number of children and family health.....	47
Table 18.1: Cross table of average income and following of fashion.....	48
Table 18.2: Chi-Square Tests of average income and following of fashion.....	49
Table 19.1: Cross table of gender and following of other people.....	50
Table 19.2: Chi-Square Tests of gender and following of other people.....	50

## **1. Introduction**

Nowadays, people increasingly begin to collide with concepts such as organic food and organic farming. What is it and what does it mean, why are people interested in organic products and farming and why it became so popular? The first time such a term as organic farming has been described was in the book of Lord Northbourne “Look to the land” in 1939. Many years have passed since then and it has been noted that organic agriculture has been steadily increasing. Organic agriculture has influenced, in some way or another, the lives of many people including farmers, producers, distributors, and of course, consumers. If we look at the past decades, organic agriculture has become an enormous topic of interest, and not being involved in this for the majority of people nowadays is almost impossible.

This bachelor thesis focuses on the specific aspects of organic agriculture, organic agriculture in a sociological point of view, what the origins of the organic agriculture are, what the preconditions of organic agriculture are, what the development stages of organic agriculture are and how it is evolving today. Also this bachelor thesis is focused on the consumers’ desire for organic food, and what motivates people to pay almost double price for the organic products.

The main goal of this thesis is to examine the organic agriculture from a sociological point of view, clarify the existing motives of organic food consumption, as well as determine the most popular motives and values of people toward organic food. After studying the necessary literature, the main origins of organic agriculture and its stage of development will be identified, as well as identifying the existing motivations for organic products consumption. After that, the research part of the given bachelor thesis will study motives of organic food consumption more deeply revealing the most popular motives, as well as testing the fact of whether social factors influence the motives for organic food consumption.

## 2. Aims and objectives

The thesis focuses on the issue of organic food and the consumers demand for it. The goal of the paper is to explore the different motives of consumers of organic food. The basic assumption of the work is that the meaning of organic is socially constructed and therefore a subject of negotiation for different actors engaged in the sector of organic farming (including the consumers).

In order to achieve this goal, the following objectives must be reached:

- To define different motives and values of organic food consumption
- To create a model for the survey and a list of questions
- To conduct a survey among EU consumers of the organic food
- To collect information from the survey respondents
- To analyze survey results, using statistical analysis

## 3. Methodology

In the given bachelor thesis several methodological tools were used:

- **Research model**
- **Questionnaire**
- **Data coding**
- **Statistical analysis using the program SPSS, particularly descriptive statistics**
- **Statistical analysis using the program SPSS, particularly crosstabs and Chi-square tests**

The first methodological tool of the given bachelor thesis is the research model. This model was created in order to make up the basic hypothesis of the bachelor thesis, a main part of the research, as well as to make up the two phenomena, which will be carried out in a statistical analysis and will also help to prepare a questionnaire. It is possible to find the research model at the end of given bachelor thesis in the section “Appendix”.

The second methodological tool of the given bachelor thesis is a sociological research, which is displayed in the form of a questionnaire. This questionnaire was made according to the variables from the research model. The questionnaire consists of 32 questions, half of which is aimed to identify social factors, such as age, gender, family status, education, place living, education and so on. The second half of the questionnaire is aimed to identify the most important motivational values of people of organic food purchasing. The questionnaire was distributed among organic food consumers from different European Union countries with the help of special survey web site- “[www.surveymonkey.com](http://www.surveymonkey.com)”. This web site has a huge database of people, more than 12 million people, and it also makes it is possible to choose the category of people in which you are interested in. In this case the category of people who consumes organic food in the European Union was chosen. One hundred respondents gave their answers to the questionnaire. It is possible to find the questionnaire at the end of given bachelor thesis in the section “Appendix”.

The third methodological tool of the given bachelor thesis is data coding. This technique consists of the transformation of data obtained through a questionnaire into clearer content. Discoveries of the differences and similarities in the data will make a questionnaire more understandable. The Data was transformed into special numbers which help with the statistical analysis.

The fourth methodological tool of the given bachelor thesis is the statistical analysis of data from the questionnaire with the help of the SPSS program. It is a descriptive analysis. This analysis used the means and standard deviations, minimum and maximum values and also relative frequency tables. Descriptive statistics help to identify the main motivational values of organic food purchasing and help to compile a portrait of an average consumer of organic products, among the people who have answered the questions from the survey.

The fifth methodological tool of the given bachelor is the statistical analysis of data from the questionnaire with help from the SPSS program. It tests the relationship between dependent and independent variables. These tests were made by crosstabs and Chi-square tests. These statistical methods help to test the relationships between dependent and independent variables, in that case test the relationships between different social factors and attitudes towards organic food, particularly motivational values of organic food purchasing.

## **4. Literature review**

### **4.1 Origins of the organic agriculture and its development**

Throughout the development of agriculture people tried to reduce a dependence on the environment and change it to their advantage, often depleting natural resources. In the 20th century people lost more natural and cultural relations than from many previous centuries combined. Science and technological advances made it possible to subject the nature of their needs, monitor and manage many processes occurring in it. Massive technologies impact nature and its ability to resilience. Violation of natural interactions lead to the destruction of the system's environment, which threatens new, previously unseen. This serious problem is so great that it threatens the existence of mankind. There is a need to revise the approaches to the application of scientific knowledge in the natural system. Our agricultural system led to the creation of several systems of "sustainable" agriculture, the most common of which is bioorganic agriculture.

It is difficult to determine when organic agriculture firstly emerged. Its concept existed before the invention of synthetic agrochemicals. However, an independent direction of organic agriculture began to form at the beginning of the 20th century. The concept of organic farming was first introduced by an expert of agriculture Lord Northbourne from Oxford University, which he published in 1940 in the book "Take care of the earth."

“The concept we know today as 'organic farming' is an amalgam of different ideas rooted mainly in German-speaking and English-speaking worlds. These ideas arose at the end of the 19th century, especially the knowledge of biologically oriented agricultural science, the visions of Reform movements and an interest in the farming systems of the Far East. Between the two World Wars, 'modern', chemical-intensive and technically advanced farming created a crisis in the form of soil degradation, poor food quality and the decay of rural social life and traditions. As a solution to this crisis, organic farming pioneers offered a convincing, science-based theory during the 1920s and 1930s that became a successful farming system during the 1930s and 1940s. But it was not until the 1970s, with growing awareness of an environmental crisis, that organic farming attracted interest in the wider

worlds of agriculture, society and politics. The leading strategies proposed to achieve sustainable land use including a biological concept of soil fertility, intensification of farming by biological and ecological innovations, renunciation of artificial fertilizers and synthetic pesticides to improve food quality and the environment and, finally, concepts of appropriate animal husbandry.” [7]

#### **4.1.1 Development stages of organic farming**

According to the “Organic Farming: An International History“by William Lockeretz [7], organic farming was developed in the beginning of the 20th century independently in English-speaking and German-speaking countries. Organic agriculture had four important development stages at that time:

- **Crisis in agriculture and agricultural science**
- **The emergence of biologically oriented agricultural science**
- **The Life and Food Reform movements**
- **Growing Western awareness of farming cultures of the Far East**

##### **1. Crisis in agriculture and agricultural science**

Agricultural science and the whole agricultural system faced a huge number of problems such as economic problems, social problems, ecological problems and problems related to soil during the period of the two World Wars. The solution for these problems was the use of machinery, pesticides and ecological fertilizers. These innovations have not led the yields to increase; moreover yields have decreased, for example in Germany up to 40%. Consumers were worried about decreasing food quality. The use of pesticides and artificial fertilizers resulted in food not staying fresh, fruits and vegetables also developed a bad taste and so on. “Finally, the social and economic situation in the countryside changed dramatically with the mechanization of agriculture, industrialization of the food sector, migration from the land and import of agricultural products. An imbalance arose between the urban centers and the countryside, and national food self-sufficiency no longer was

guaranteed. Severe economic problems caused by low prices (due to imports) and indebtedness (due to purchase of machines, fertilizers and pesticides) forced many small and medium-sized farms to give up. Furthermore, social life in the countryside saw a decline of rural tradition and rural lifestyle”. [7]

## **2. The emergence of biologically oriented agricultural science**

At the turn of the twenty century a new agricultural discipline called agricultural bacteriology emerged, which studied bacteria in soil, manure, silage and milk. Biologists started to explore soil from a biological point of view. Scientifically trained farmers improved farming methods in soil cultivation, fertilization, green manuring and crop rotation by using biological research findings. “In this scientific point of view, organic farming is an intensification of farming by biological and ecological means in contrast to chemical intensification by mineral fertilizers and synthetic pesticides.” [7]

After a series of long debates it was found out that mineral fertilization leading to higher yields will produce more organic plant residue, which increases soil organic matter.

## **3. The Life and Food Reform movements**

At the end of the 19<sup>th</sup> century there was a period of agricultural reforms such as “Life Reform” in Germany and “Food Reform” in America, they showed the negative effects of industrialization, urbanization and technology in the modern world. These reforms called for “a natural way of living” full of vegetarian diets, moving to rural areas, physical training and natural medicine. Special stores, vegetarian restaurants and natural nursing homes were opened to provide products and services for a new way of living, which was mentioned earlier as a “natural way of living”. [7] These reforms were not so successful for organic farming development. Vegetarian nutrition played a more important role than organic products. Only few members of these reforms moved to the rural areas for organic farming.

## **4. Growing Western awareness of farming cultures of the Far East**

Far Eastern farming concepts were transferring to European agriculture because people began to admire Far Eastern farming cultures. Far Eastern agriculture was very sustainable over centuries and millennia. Organic farmers were trying to adopt some of their farming



systems and techniques such as transplanting cereals and recycling of municipal organic waste.

The Far Eastern sustainable model of gardening and farming played a very important role in the development of the organic agriculture.

#### **4.1.2 Natural agriculture**

Natural agriculture is an ecological system which was established at the beginning of the 20<sup>th</sup> century. It is related to the Life reform and the relocating of the population from urban areas to rural areas. An enormous contribution to the development of natural agriculture was made by Ewald Kōnemann from Germany through his concepts and work. [7]

The basics of organic agriculture is the right way of life, which cannot be achieved while living in the city, so people began to move to rural areas where they practiced vegetarian diets, gardening, growing fruits and vegetables. The important thing in natural agriculture was that people did not use livestock and machines for farming in their vegetarian beliefs and they rejected technology. Besides the using livestock and machines for farming, people were faced with another problem. They could not use artificial fertilizers, because they affected the quality of food and plant health badly, and people did not use manure as well in their vegetarian beliefs.

The main rules of natural agriculture:

- **High quality of agricultural products**
- **Farming without machines and livestock**
- **Usage of humus, as a result of biological understanding of soil fertility**

#### **4.1.3 Organic-biological agriculture**

The history of organic-biological agriculture began in the mid-20th century, in this period people searched for alternatives to industrialization of farming. The main purpose of

organic-biological agriculture is to preserve the familiar rural life and agriculture in the modern world. Enormous contribution to the development of organic-biological agriculture was made by Swiss doctor Hans Müller and especially his wife Maria Müller. They characterized organic-biological farming by ley farming, sheet composting and conservation tillage.

The next key person who played a huge role in the development of organic-biological agriculture was the German doctor and microbiologist Hans Peter Rusch. He believed that the fertility of soil, the quality of food and the health of organisms depend on the number of healthy living particles.

Main principles of organic-biological agriculture:

- **High quality products can be grown only from healthy soil**
- **Soil should not be affected by any harmful interferences**

#### **4.1.4 Biodynamic agriculture**

“The concepts of biodynamic agriculture are derived from anthroposophy, an esoteric-occult world view. Nature is conceived as a ‘spiritual–physical matrix’, consisting of four levels: physical, ethereal, astral and ego forces”. [7]

The major principle of the biodynamic agriculture is that the farm as a living organism and individuality characterized by “ego-forces” was presented by German philosopher Rudolf Steiner. Plant and mineral based preparations are often sprayed on crop plants to provide necessary nutrients.

Nikolaus Remer and Wolfgang Schaumann claimed that a farm organism must consist of a variety of ‘organs’ such as crop production, animal husbandry, gardening and fruit growing, with a diversity of plants, animals and biotopes. Based on interactions among its ‘organs’, as well as its adaptation to local environmental conditions, a biodynamic farm should be able to reproduce itself without supplies from outside. Finally, only a closed farm organism will attain high levels of soil fertility, plant and animal health, and food quality. [7]

The biodynamic agricultural method has expanded worldwide but had a great success in German-speaking countries (Switzerland, Germany and Netherlands). The association called “Demeter” was established by the farmers from these countries in 1928.

#### **4.1.5 Modern organic farming**

Organic farming exists in more than 160 countries around the world nowadays. If we compare the number of countries in the year 2008, there were only 6 countries which produced organic food by the certification norms.

What does organic farming exactly mean?

Organic farming, by the definition of the IFOAM (International Federation of Organic Agricultural Movements), is a system of production 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. [11]

#### **The main principles of organic farming were laid down by IFOAM:**

- To produce food of high nutritional quality in sufficient quantity.
- To interact in a constructive and life enhancing way with all natural systems and cycles.
- To encourage and enhance biological cycles within the farming system, involving micro-organisms, soil flora and fauna, plants and animals.
- To maintain and increase long term fertility of soils.
- To use, as far as possible, renewable resources in locally organized agricultural systems.
- To work, as far as possible, within a closed system with regard to organic matter and nutrient elements. This aims to reduce external inputs.
- To work, as far as possible, with materials and substances which can be reused or recycled, either on the farm or elsewhere.

**The main European Union principles of organic farming were laid down by the European commission [9]:**

- Wide crop rotation as a prerequisite for an efficient use of on-site resources
- Very strict limits on chemical synthetic pesticide and synthetic fertilizer use, livestock antibiotics, food additives and processing aids and other inputs
- Absolute prohibition of the use of genetically modified organisms
- Taking advantage of on-site resources, such as livestock manure for fertilizer or feed produced on the farm
- Choosing plant and animal species that are resistant to disease and adapted to local conditions
- Raising livestock in free-range, open-air systems and providing them with organic feed
- Using animal husbandry practices appropriate to different livestock species

## **4.2 Organic food and its qualities**

Organic foods are the products of agriculture and food industry, which are made in accordance with established rules that waive the use or minimize the use of pesticides, synthetic fertilizers, growth regulators, artificial food additives and also prohibit the use of genetically modified foods (GMOs). For example, the agriculture in the fields does not use instant mineral fertilizers and for pest control use physical and biological methods: ultrasound, noise, light, traps, and temperature regimes. In animal feeding, it does not use preservatives, growth promoters and prohibits the use of growth hormones and preventive – antibiotics and plays a very important role in good detention conditions and transportation. Relative to the finished product, it prohibits refining, salinity and other methods that reduce the nutritional value of the product, and the addition of artificial flavors, colors (other than those specified in the standards)

## 4.2.1 Certification of organic products

When it comes to organic products and the development of its markets, the major role player is the "organic" guarantee system, which includes specialized inspection and certification bodies. This system uses in its activities as the law of the mandatory requirements under state control, and separate standards, which are voluntary agreements - the result of achieving a certain consensus of consumers and producers of goods and services. Thus, the guarantee system (certification, inspection and labeling) ensures that the organic standards of the whole process of agricultural production and processing to the level of the final product, including its packaging, labeling and shipping to customers. Now the prevailing trend changed legal provisions for organic production standards as the latter - it's easier to use and easier for international harmonization, and because of deregulation policy, which is implemented in many countries. [4]

An important role player in the formation of intergovernmental standards is the International Federation of Organic Agriculture (IFOAM) - an international nongovernmental organization that brings together more than 700 active member organizations in 100 countries. In 1980, the Federation has made a "relatively IFOAM Basic Standards for organic production and processing", and eventually began to assess certification agencies on their compliance with these basic standards, using the developed "Accreditation criterion of IFOAM".

In the modern world there are no special international standards for organic production. Organic certification is dependent on a particular market for organic products: Bio-respect for the EU market - EU 834/2007, 889/2008, regarding the U.S. organic market - by the National Organic Program (NOP), on the environmental market in Japan - JAS Standards etc. [5]

Accreditation and Certification by the standards of the IFOAM are insufficient to achieve the main target markets for ecological / organic products, and in some cases are limited.

For the accreditation of certification for compliance with the various eco-standards, including eco-standards of the main target markets, there is a huge number of organizations

in the world, such as the International Accreditation Service for environmental management (IOAS), based by the federation IFOAM. Today the IOAS already accredited or are in the process of accrediting 29 certification agencies in the U.S., Europe, Japan, Australia, China, Latin America, accounting for about 50-60% of the global certification services.

There are differences in governmental regulations of organic agriculture in different countries, as well as private standards, containing the growth of global markets for organic products which create obstacles to trade it.

#### **4.2.2 Spread of organic products in the world**

The consumers' motivation for the consumption of organic products is combined by these requirements and expectations: a healthy and environmentally friendly food, high taste, preservation of the natural environment in the production process, and no genetically modified organisms. This motivation determines the willingness of consumers to pay an additional premium (10-50% or more of the regular price) for organic products and the demand for them in the world is growing.

In 2008, the volume of the world market for organic products topped \$ 52 billion, while the average growth rate is around 10-15%. [10]

Organic agriculture in the world is given more and more land, in Europe it is more than 5 million hectares in North America - 1.5 million in Australia - 10.6 million hectares. In Europe, the U.S. and Japan, the organic movement has been actively developing for over 30 years. More and more farmers around the world switched to organic farming methods, almost every supermarket has a wide selection of products and goods with «green» markings and a network "health stores" are actively developing. According to the British Association of Land (The Soil Association) in 2008, three out of four households in Britain are buying organic food.

At this point in the world comprehensive markets are being created for organic products in segments such as fruits and vegetables, milk and dairy products, baby food, agricultural raw materials for processing and many cereals.

According to the latest data from the Ministry of Agriculture (USDA), organic foods of all kinds account for 3% of the total U.S. market, and in Europe it ranges from 1% to 7%.

Japan traditionally is a leader in the organic market among Asian countries. Annually increased demand for organic products in China, Thailand, Singapore, Malaysia and India due to the increase in solvency of consumers. For example, the organic market in India for the last two years has increased by 200%. [10]

Developing countries are slowly moving in that direction, and for this they often have to pay a considerable amount, as development is often done by "exporting" final environmental products, which will initially mild and barely short of the small wholesale and importer originally sold at higher prices, and then the service Bio-certification, environmental consulting of the more "developed" countries in this direction with a high level of competition in their own market and finished, well-established structure of production, processing, marketing, services, and government support. It is no wonder that in the "developing" countries, organic grains, fruits, vegetables, meat and milk often cost much more than their standard counterparts while a significant part of its population lives in rural areas without a decent job, with dim prospects for the future, chilled in poverty. In China, the price of "eco-products" can exceed the cost of conventional products to 700% in Russia or even up to 1000%, which is more expensive than the prices of the same products in the European Union, where it is imported from. [3]

**Table 1: The Key indicators of organic agriculture in the world. Organic agriculture 2011 and leading countries.**

<b>Indicators</b>	<b>Leading countries</b>	
Countries with data on certified agricultural land	2009: 160 countries 2008: 154 countries 2000: 86 countries	
The area under organic farming in 2009	2009: 37.2 million hectares 2008: 35.2 million hectares 1999: 11 million hectares	Australia- 12 million/ha Argentina—4.4 million/ha USA- 1.9 million/ha
Number of countries with more than 5% (10%) of the	2009: 24 countries 2008: 22 countries	Finland- 7.8 million/ha Brazil- 6 million/ha

area under organic farming	2009: (7 countries) 2008: (6 countries)	Cameroon- 6 million/ha
Producers	2009: 1.8 million 2008: 1.4 million	India- 677.257 Uganda- 187.893 Mexico- 128.826
The market volume of organic agricultural products	2009: 40 billion euros 2008: 36 billion euros 1999: 3 billion euros	USA- 17.8 billion euros Germany- 5.7 billion euros France- 3 billion euros
Number of countries with the legislation on organic farming	2010: 74 countries 2008: 73 countries	
The number of organic certifiers	2010: 523 2008: 489	Japan, USA, Southern Korea
Number of branches/offices of IFOAM	2011: 757 2008: 734 2006: 606	Germany- 98 USA- 45 India- 44

**Source:**

**[http://www.agroinform.tj/project2/publications/en/Potential\\_of\\_organic\\_products/](http://www.agroinform.tj/project2/publications/en/Potential_of_organic_products/)**

### **4.3 Current trends in organic food consumption**

People have different values and motives for organic food consumption, but all their motives can be divided into two groups: private benefits and public benefits. Private benefits can be distributed benefits which are aimed to satisfy a consumer's own needs such as: taste, freshness and health. Public benefits can be benefits which are aimed to satisfy social needs, such as: concern for the environment or concern over animal welfare.



**Table 2: Motives and deterrents of buying organic food**

Motives	Deterrents
<ul style="list-style-type: none"> <li>• Health and nutritional concern</li> <li>• Superior taste</li> <li>• Concern for the environment</li> <li>• Food safety, lack of confidence in the conventional food industry</li> <li>• Concern over animal welfare</li> <li>• Support of local economy</li> <li>• More wholesome</li> <li>• Nostalgia</li> <li>• Fashionable/Curiosity</li> </ul>	<ul style="list-style-type: none"> <li>• High price premiums</li> <li>• Lack of organic food availability, poor merchandising</li> <li>• Scepticism of certification boards and organic labels</li> <li>• Insufficient marketing</li> <li>• Satisfaction with current food source</li> <li>• Sensory defects</li> </ul>

**Source: Roosen, J. and Drescher, L. S.; Consumer motives and expectations regarding organic food consumption; Free press 2011;**

According to the findings from this table, the main organic food consumption motives are health and nutrition concerns, the good taste of organic food, concern for the environment, the belief that organic food is better, lack of confidence in the conventional food industry, concern over animal welfare, wanting to support local economy by consuming organic food from local farmers, considered more wholesome and that organic food consumption may be viewed as fashionable. The main deterrents of organic food consumption are the high price of organic food, lack of the organic food availability which can be caused by poor merchandising of the organic food. Other deterrents are Skepticism of certification boards and organic labels and that certain people do not believe in those certification norms. Some people don't consume organic food for the reason that they are satisfied with their current food source. The last two deterrents of organic food consumption are: sensory defects and insufficient marketing.

### **4.3.1 Values as motivators of organic food consumption**

“Interesting features of values in comparison with attitudes are first that they are more stable in time, because they are more centrally connected to an individual’s cognitive system and second, that with a limited set of ten values one can incorporate virtually all specific values from different cultures around the world” [1]

According to the Aertsens, J., Verbeke, W., Mondelaers, K., & Van Huylenbroeck, G. and their research “personal determinants of organic food consumption” [1] it is proposed that there are ten basic motivational values that incorporate virtually all-specific values from different cultures around the world, which are based on several decades of psychology research. These ten values are obtained from universal requirements for humans as biological organisms and as social interactive individuals as part of a social group striving for survival and welfare. It is a list and description of eight core motivational values which have a strong relation to organic food consumption.

The main motivation values which are related to organic food consumption are:

- Security
- Hedonism
- Stimulation
- Universalism
- Benevolence
- Self-direction
- Conformity
- Power

#### **Security**

Security can be defined as the stability of a society, safety and harmony of relationships and of oneself. The strongest motive for purchasing organic food is health. Health is linked with the value of security as the strongest motive for organic food consumption. It is

founded that it is a significant relation between consumers' health related attitudes and their organic food consumption.

### **Hedonism**

Hedonism is the pleasure and sensuous gratification for oneself. Most of the consumers of organic food found that a good taste is the most important factor for organic food consumption. Taste and food safety are the main purchasing criterions for buying organic food and spending more money on it. The majority of organic food consumers stated that the taste of organic food is much better than the taste of conventional food.

### **Stimulation**

Stimulation is excitement, novelty and challenge in life. People can be compelled by a desire to learn more about organic food and therefore start to consume it. This desire can be explained by the concept of "Exploratory buying behavior tendency". The main reason for organic food consumption can be curiosity.

### **Universalism**

Universalism can be defined as understanding, appreciation, tolerance and the protection of the welfare of all people and nature. [1] It is a highly positive relation between universalism and organic food consumption in the reason that organic food turns out to be a more environmentally-friendly food and is perceived as an environmentally-friendly food by many consumers. According to the findings from the project CONDOR, which was spread among European countries, it could be said that universalism is the most important or the dominant value of the ten motivational values of food consumption. People who rate organic food as a positive product always have a high score on universalism. People's needs are related to nature and to the environment. It is important to notice that universalism and the relation to nature and the environment are more important for the regular organic food consumer than for the occasional organic food consumer.

### **Benevolence**

Benevolence is the preserving and enhancing of the welfare of those with whom is in frequent personal contact. [1] It is found that benevolence is not such an important value

for organic food consumption, many people do not associate organic food consumption with the support of local farmers, but there are a few people who consume organic food for a reason of supporting local economy and local farmers, by consuming organic food in that reason they start to feel better because they are doing “good” things.

### **Self-direction**

Self-direction is defined as an independent thought and action; choosing, creating, exploring [1] People who have a unique image or try to be not like everyone else have a greater propensity to consume organic food to have their own identity. It is found that consumers with “self-respect” and consumers who have some relation to charity organizations have a more positive attitude to organic food consumption.

### **Conformity**

Conformity can be defined as the restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms. This value influences the “subjective norm” via the motivation to comply with the expectations of others. [1]

### **Power**

Power is defined as social status and prestige, control or dominance over people and resources. It is found that when consumers scored high on the value of power (dominance versus submission), they rated organic food more negatively and genetically modified food more positively. [1]

## **4.3.2 Barriers and abilities of organic food consumers**

The authors of the research “Personal determinants of organic food consumption” [1] have mentioned that there are barriers and benefits that affect the consumption of organic products. Basic barriers for the consumption of organic food are the relatively high price premiums of the organic products and real or perceived lack of the availability of the organic products. Additional barriers for organic food consumption, which do not have such a great effect on the organic food consumption as previously mentioned basic barriers

are the lack of information or little knowledge about the organic products and lack of trust in the organic certification and labelling processes.

“Differences in abilities such as financial resources may have a strong impact on the performance of the behavior.” [1] The main ability for organic food consumption can be mentioned as income. Income plays a significant positive role in organic food consumption. Consumers with a higher income usually purchase more organic products than people with lower or unstable incomes. A very positive relationship exists between willingness to buy organic products and the level of income of the consumer. It is obvious that changes in the organic food consumption are caused by the change in income. Low consumption of organic food in some countries can also be explained by the low income and the high price premiums for organic products.

### **4.3.3 Impacts of socio-demographic and macro-level factors on organic food consumption**

“Socio-demographic factors and macro-level factors are not mentioned explicitly, however they are presented implicitly, as consumer groups segmented based on differences in socio-demographic factors and may also differ in relation to attitude or behavior.” [1] The following is presented and discussed: some socio-demographic factors and macro-level factors according to the findings from the “Personal determinants of organic food consumption.” [1] Socio-demographic factors and macro-level factors do not have such a great effect on the organic food consumption as motivation values, which was described before, but there are some positive and significant influences of socio-demographic and macro-level factors on organic food consumption.

Socio-demographic factors which have positive influences on organic food consumption:

- Gender
- Children
- Age
- Education

## **Gender**

Women consume more organic food than men; women are more concerned about health. It is found that a higher proportion of women purchase organic food than men

## **Children**

Consumers who have children purchase more organic food. It is caused by the reason that consumers want to secure the health of their children. Also the consumption of the organic products increases if children have some health issues. And as the last argument of increasing consumption of organic products is the child-birth experience. Women change their food preferences and start to purchase organic food for all family members.

## **Age**

It is found that there is a significant relationship between the age of the consumers and organic food consumption. Older people do not have as high of a willingness to purchase organic food than younger people. The most consuming age category is the 45-54 age groups. Young people from the age group of 18-25 have a high interest in organic food consumption, and they buy better organic products than some alternatives, however it is not enough and young people consume less organic food. It is mentioned in the study “Personal determinants of organic food consumption” [1] that age has a minimal impact on the organic food consumption.

## **Education**

Education has a minimal impact on organic food consumption as well as age, but in some cases it is found that people with a higher education consume more organic products than people with no education. Education has a negative relationship or does not have a statistically-significant influence on organic food consumption.

The choice of the consumer of organic food can be influenced by the factors in the macro environment as well.

Macro-level factors that have important influences on organic food consumption are:

- The functioning of institutions (e.g. legislation, control, the presence and functioning of market channels)
- The environment people are living in
- Cultural differences
- Economic factors
- General knowledge
- Technological factors

## **5. Own input**

### **5.1 Data collection and introduction to research**

In this part of the bachelor thesis a questionnaire was made, which was conducted among organic food consumers from different countries in the European Union. The questionnaire consists of thirty two questions, half of which aimed to identify social factors, such as age, gender, family status, education, place living, education and so on. The second half of the questionnaire aimed to identify the most important motivational values of people purchasing organic food. One hundred people took part in this survey. Questions were distributed through a special survey web site “[www.surveymonkey.com](http://www.surveymonkey.com).” This web site contains a database of more than twelve million people who are ready to answer all kinds of questions. Among these people was selected a group of people who buy organic products. The list of questions and answers that have been converted into a coding matrix can be found in the appendix of the given bachelor thesis. When the necessary information has been received and transformed for analysis, a statistical analysis was conducted. The analysis was divided into two stages; the first is the descriptive statistics, which helped to achieve the goal of identifying the most important motivational values of people purchasing organic food, as well as helping to make a statistical portrait of the average consumer of organic products. This analysis was made by the SPSS statistical program, by finding means, standard deviations and relative frequency tables. The second stage of statistical analysis was aimed to achieve the goal of finding the relationship between dependent and independent variables and whether different social factors affect the motivational values for organic food purchasing. This statistical analysis was also held by the SPSS program. For achieving this goal crosstabs were made and also Chi-square tests to identify the relationships between variables and whether different social factors affect motivational values of organic food purchasing.



## 5.2 Descriptive statistics of social factors and motivational values

In this chapter of the given bachelor thesis a statistical analysis was made by finding the medians, standard deviations and as well as making relative frequency tables. Means and standard deviations were made to identify the portrait of the average organic food consumer. Relative frequency tables were made to identify the main motivational values of organic food purchasing.

Five different relative frequency tables were composed to show the relation of people to different motivational values of the organic food purchasing. Each table is considered from the point of view of one value from the five existing, these values can be found in the questionnaire which is situated in the appendix of this bachelor thesis. The first value is “Strongly agree”, the second value is “Agree”, the third value is “Neutral”, the fourth value is “Disagree” and the fifth value is “Strongly disagree”.

### 1. Descriptive statistics of social factors

**Table 3: Descriptive statistics of social factors**

	N	Minimum	Maximum	Mean	Std. Deviation
Age	100	18	58	30.79	9.579
Gender	100	1	2	1.64	.482
Population	100	2	8	6.18	1.617
Income	100	1	4	2.26	.960
Education	100	1	3	2.30	.732
Famiy	100	1	5	2.63	1.502
Children	100	0	5	1.36	1.194
Valid N (listwise)	100				

**Source: self-made table**

Based on the data from this table, the minimum and maximum value of social factors, their average value, mean and the standard deviation can be seen. The minimum age of the survey respondents is 18 years old and the maximum age is 58 years old. Most of the respondents are women. Most of the respondents live in settlements with population from 250000 people to 500000 people. The average personal monthly income before taxes of

respondents is from 1000 euros to 2000 euros. Most of the respondents have a secondary education. Most of the respondents are single, then goes the respondents who are married and the next group is of people that are cohabitating. Most of the respondents have one or two children.

The result of this table is that females purchase more organic products than men, this may be explained by the fact that females whichever greater health care and pay more attention to the food that they consume, so it could be also explained by the fact that women have triggered maternal instinct and they try to give their children only the best products that are good for the health of the child, as well as tasty products. Females begin to think more about their lifestyle, concern more on their health in later age, so most consumers of organic products in this situation are 30 years old women. The average salary of the survey respondents, which ranges from 1 to 2 thousand of euros can be explained due to the fact that this is real average monthly income in most European Union countries, for these money people cannot buy some luxury products, but lack of money is not experienced, so the money can be spent on more expensive food, which will lead to better health. Why do most people who eat organic food in this study live in settlements, the average population of less than 500.000 people, it's simple, it's a standard size for most settlements in the European Union. People, who have children and buy organic products, are more concerned on the child health and on the family health. Most of the people of this research are married or cohabitating, and they are consuming organic food, it may be the result of the fact that in a relationship, people are making plans for the future and want to have healthy children, so they consume organic products to improve their health as well as to improve the health of their family.

## 2. Descriptive statistics of motivational values

**Table 4: Descriptive statistics of motivational values**

	N	Minimum	Maximum	Mean	Std. Deviation
Health_Own	100	1	3	1.42	.589
Health_Family	100	1	3	1.42	.589
Food_Safty	100	1	2	1.20	.402
Taste	100	1	3	1.32	.601
Curiosity	100	1	5	2.68	.973
Interest	100	1	5	2.88	1.233
Sensation_Source	100	1	5	2.27	.930

Environment	100	1	3	1.50	.628
Protection	100	1	3	1.69	.598
Economy_Support	100	1	5	2.41	.975
Image	100	1	5	2.21	.913
Own_Identity	100	1	5	2.33	.965
Following_Others	100	1	5	2.68	1.420
Social_Status	100	1	4	2.09	.753
Fashion	100	1	5	2.08	.884
Prestige	100	1	5	1.71	.946
Valid N (listwise)	100				

**Source: self-made table**

Based on the data from this table, the maximum and minimum values of different motivational values of organic food purchasing, means, average values and also standard deviations of motivational values can be seen. From this table it can be seen, that most of the motivational values are rated as “strongly agree” or “agree”, this can be explained by the fact that this motivational values are the most important motivators of organic food consumption, it was mentioned in the literature review of the given bachelor thesis, so people refer positive to these motivational values. Findings from the literature review are confirmed by this analysis.

### 3. Frequency of motivational values at value 1 (Strongly agree)

**Table 5: Frequency of motivational values at value 1 (Strongly agree)**

		Responses		Percent of Cases
		N	Percent	
Motivational values of organic consumption <sup>a</sup>	Health_Own	63	10.3%	63.6%
	Health_Family	63	10.3%	63.6%
	Food_Safty	80	13.1%	80.8%
	Taste	75	12.3%	75.8%
	Curiosity	12	2.0%	12.1%
	Interest	19	3.1%	19.2%
	Sensation_Source	20	3.3%	20.2%
	Environment	57	9.3%	57.6%
	Protection	38	6.2%	38.4%
	Economy_Support	18	2.9%	18.2%

	Image	22	3.6%	22.2%
	Own_Identity	22	3.6%	22.2%
	Following_Others	20	3.3%	20.2%
	Social_Status	21	3.4%	21.2%
	Fashion	25	4.1%	25.3%
	Prestige	56	9.2%	56.6%
Total		611	100.0%	617.2%

a. Dichotomy group tabulated at value 1.

**Source: self-made table**

Based on the data from this table, the relation of people to different motivational values of organic food purchasing are at value 1, which means “Strongly agree”. The most highly rated motivational values are taste, food safety, own health, family health and also protection of welfare people and nature. Own health, family health and food safety are the indicators of security, which is the most important motivational value of organic food consumption by the opinion of the majority organic food consumers. The next highly rated motivation is taste. Taste was transformed from the hedonism, and for the most organic food consumers taste plays a great role as a motivator of organic food consumption. The next motivation which is protection of welfare, nature and people, was transformed from the universalism. It is a strong relationship between universalism and hedonism, people who rates organic food as a positive product always have high rates on universalism. Findings from the literature review confirmed the findings from this research.

**4. Frequency of motivational values at value 2 (Agree)**

**Table 6: Frequency of motivational values at value 2 (Agree)**

		Responses		Percent of Cases
		N	Percent	
Motivational values of consumption <sup>a</sup>	Health_Own	32	5.6%	32.0%
	Health_Family	32	5.6%	32.0%
	Food_Safty	20	3.5%	20.0%
	Taste	18	3.2%	18.0%

	Curiosity	31	5.5%	31.0%
	Interest	17	3.0%	17.0%
	Sensation_Source	45	7.9%	45.0%
	Environment	36	6.3%	36.0%
	Protection	55	9.7%	55.0%
	Economy_Support	39	6.9%	39.0%
	Image	43	7.6%	43.0%
	Own_Identity	33	5.8%	33.0%
	Following_Others	41	7.2%	41.0%
	Social_Status	52	9.2%	52.0%
	Fashion	51	9.0%	51.0%
	Prestige	23	4.0%	23.0%
Total		568	100.0%	568.0%

a. Dichotomy group tabulated at value 2.

**Source: self-made table**

Based on the data from this table, the relation of people to different motivational values of organic food purchasing are at value 2, which means “Agree”. This table as a previous table confirmed the findings from the literature review and shows that people highly rated motivational values as own health and health of the family, protection of welfare, people and nature, social status and source of new sensations. Hedonism, universalism, stimulation- all this motivational values have a highly positive relation with organic food consumption.

**5. Frequency of motivational values at value 3 (Neutral)**

**Table 7: Frequency of motivational values at value 3 (Neutral)**

		Responses		Percent of Cases
		N	Percent	
Motivational values of consumption <sup>a</sup>	Health_Own	5	1.8%	6.2%
	Health_Family	5	1.8%	6.2%
	Taste	7	2.5%	8.6%
	Curiosity	35	12.5%	43.2%
	Interest	29	10.3%	35.8%
	Sensation_Source	24	8.5%	29.6%
	Environment	7	2.5%	8.6%

	Protection	7	2.5%	8.6%
	Economy_Support	28	10.0%	34.6%
	Image	30	10.7%	37.0%
	Own_Identity	38	13.5%	46.9%
	Following_Others	10	3.6%	12.3%
	Social_Status	24	8.5%	29.6%
	Fashion	16	5.7%	19.8%
	Prestige	16	5.7%	19.8%
Total		281	100.0%	346.9%

a. Dichotomy group tabulated at value 3.

**Source: self-made table**

Based on the data from this table, the relation of people to different motivational values of organic food purchasing are at value 3, which means “Neutral”. Most of the motivational values from this table such as economy support, unique image, curiosity, interest are transformed from the motivational values such as benevolence, power, self-direction and they are not the core motivations of organic food consumption and in some cases are not statistically significant to the organic food consumption, so people are not too much interested in these motivations, so they were rated as neutral at this table.

**6. Frequency of motivational values at value 4 (Disagree)**

**Table 8: Frequency of motivational values at value 4 (Disagree)**

		Responses		Percent of Cases
		N	Percent	
Motivational values of consumption <sup>a</sup>	Curiosity	21	20.8%	42.0%
	Interest	27	26.7%	54.0%
	Sensation_Source	10	9.9%	20.0%
	Economy_Support	14	13.9%	28.0%
	Image	2	2.0%	4.0%
	Own_Identity	4	4.0%	8.0%
	Following_Others	9	8.9%	18.0%
	Social_Status	3	3.0%	6.0%
	Fashion	7	6.9%	14.0%
	Prestige	4	4.0%	8.0%
Total		101	100.0%	202.0%

a. Dichotomy group tabulated at value 4.

**Source: self-made table**

Based on the data from this table, the relation of people to different motivational values of organic food purchasing are at value 4, which means “Disagree”. The most negatively rated motivational values from this table are: curiosity an interest, support of the local economy and farmers, source of new sensations and following others. As it has been mentioned on the previous table, these motivations were transformed from the original motivational values as: stimulation, benevolence and conformity. All these motivational values doesn’t play such a great role in organic food consumption and in most cases they are not statistically significant to the organic food consumption, so that explains why people gave so low rates to these motivations and do not prefer to purchase organic food in that reasons.

**7. Frequency of motivational values at value 5 (Strongly disagree)**

**Table 9: Frequency of motivational values 5 (Strongly disagree)**

		Responses		Percent of Cases
		N	Percent	
Motivational values of consumption <sup>a</sup>	Curiosity	1	2.6%	4.0%
	Interest	8	20.5%	32.0%
	Sensation_Source	1	2.6%	4.0%
	Economy_Support	1	2.6%	4.0%
	Image	3	7.7%	12.0%
	Own_Identity	3	7.7%	12.0%
	Following_Others	20	51.3%	80.0%
	Fashion	1	2.6%	4.0%
	Prestige	1	2.6%	4.0%
Total		39	100.0%	156.0%

a. Dichotomy group tabulated at value 5.

**Source: self-made table**

Based on the data from this table, the relation of people to different motivational values of organic food purchasing are at value 5, which means “Strongly disagree”. The most negatively rated motivations from this table are: following others and curiosity. Again as it

was on the previous table these motivations were transformed from the original motivational values, exactly from stimulation and conformity. Just the smallest part of organic food consumers agree with the statement that they purchase organic products in a reason that other people also purchase organic products, most of the people don't want to confirm it or don't follow others, so it can explain why people gave so low rates to the conformity. Certainly organic food consumption is curious but it is not the core motivation of organic food consumption, there are much more important factors of consumption for people than stimulation.

### 5.3 Relationship testing between social factors and motivational values

In this chapter of given bachelor thesis was made a statistical analysis by testing the relationship between independent and dependent variables, by using crosstabs and "Chi-square" tests.

#### 1. Relationship testing between family status and the effect of organic food on family health

Ho: There is no relationship between family status and statement that organic food has a good effect on health of family. The variables are independent.

H1: There is a relationship between family status and statement that organic food has a good effect on family health. The variables are not independent.

Test at .05 level of significance

**Table 10.1 :Cross table of family status and family health**

		Famiy					Total
		Single	Married	Divorce d	Widowe d	Cohabitin g	
Health_Fami ly	Strongly agree	Count 19	21	5	3	15	63
		% within Famiy 70.4%	63.6%	38.5%	75.0%	65.2%	63.0%
	Strongly	Count 6	10	7	1	8	32



disagree	% within	22.2%	30.3%	53.8%	25.0%	34.8%	32.0%
	Famiy	Count	2	2	1	0	0
Neutral	% within	7.4%	6.1%	7.7%	0.0%	0.0%	5.0%
	Famiy	Count	27	33	13	4	23
Total	% within	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Famiy						

Source: self-made table

**Table 10.2: Chi- square tests of family status and family health**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.405 <sup>a</sup>	4	.048
Likelihood Ratio	7.639	4	.069
Linear-by-Linear Association	.028	1	.868
N of Valid Cases	100		

a. 8 cells (53,3%) have expected count less than 5. The minimum expected count is ,20.

Source: self-made table

P value (.048) < than level of significance (.05) H1 hypothesis is true

Ho hypothesis is rejected

There is a relationship between two variables (family status and health of family) and the statistic is considered to be significant. The variables are not independent.

There is a relationship between family status and health of family. People with different family statuses understand the importance of health and health of all family members; it is the one of the core motivational values of organic food consumption.

## **2. Relationship testing between the number of people in a settlement and the effect of organic food on own health**

Ho: There is no relationship between the number of people in a settlement and statement that organic food has good effect on own health. The variables are independent.

H1: There is a relationship between the number of people in a settlement and statement that organic food has good effect on own health. The variables are not independent.

Test at .05 level of significance

**Table 11.1: Cross table of population and own health**

		Population							Total
		Less than 10000 people	Less than 50000 people	50000-10000 people	100000-250000 people	250000-500000 people	500000-1000000 people	1000000 + people	
Health_	Strongly agree	Count 1	4	9	10	10	14	15	63
	% within Population	50.0%	100.0%	75.0%	66.7%	58.8%	60.9%	55.6%	63.0%
	Count	1	0	3	4	6	8	10	32
Own	Agree	Count	0	0	1	1	1	2	5
	% within Population	50.0%	0.0%	25.0%	26.7%	35.3%	34.8%	37.0%	32.0%
Total	Neutral	Count	0	0	0	1	1	2	5
	% within Population	0.0%	0.0%	0.0%	6.7%	5.9%	4.3%	7.4%	5.0%
	Count	2	4	12	15	17	23	27	100
		% within Population	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: self-made table

**Table 11.2: Chi-Square Tests of population and own health**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.000 <sup>a</sup>	3	.958
Likelihood Ratio	6.976	3	.859
Linear-by-Linear Association	2.322	1	.128
N of Valid Cases	100		

- a. 13 cells (61,9%) have expected count less than 5. The minimum expected count is ,10.

**Source: self-made table**

P value (.958) > than level of significance (.05) Ho hypothesis is true

H1 hypothesis is rejected

There is no relationship between the two variables (number of people in a settlement and own health) and the statistic is considered not to be significant. The variables are independent.

There is no relationship between place of living and number of people in a settlement and own health. There is no difference in place of living; people from all kind of settlements understand the importance of health and try to improve it by organic food consumption. Health motivation or security motivation is one of the most important motivational values of organic food consumption.

### 3. Relationship testing between gender and taste of organic food

Ho: There is no relationship between the gender and statement that organic food tastes good. The variables are independent.

H1: There is a relationship between the gender and statement that organic food tastes good. The variables are not independent.

Test at .05 level of significance

**Table 12.1: Cross table of gender and taste**

			Gender		Total
			Male	Female	
Taste	Strongly agree	Count	25	50	75
		% within Gender	69.4%	78.1%	75.0%
	Agree	Count	6	12	18
		% within Gender	16.7%	18.8%	18.0%
Neutral	Count	5	2	7	
	% within Gender	13.9%	3.1%	7.0%	
Total	Count	36	64	100	
	% within Gender	100.0%	100.0%	100.0%	

**Source: self-made table**

**Table 12.2: Chi-Square Tests of gender and taste**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.101 <sup>a</sup>	2	.129
Likelihood Ratio	3.916	2	.141
Linear-by-Linear Association	2.412	1	.120
N of Valid Cases	100		

a. 2 cells (33,3%) have expected count less than 5. The minimum expected count is 2,52.

**Source: self-made table**

P value (.129) > than level of significance (.05) Ho hypothesis is true

H1 hypothesis is rejected

There is no relationship between the two variables (gender and food taste) and the statistic is considered not to be significant. The variables are independent.

There is no relationship between different genders and attitudes towards taste of organic products, no matter if you are male or female you want to consume tasty products, so that's why these two variables are independent and statistically not significant. Gender has not any effects on attitudes towards taste of organic products.

#### **4. Relationship testing between average income and curiosity of organic food purchasing**

Ho: There is no relationship between the average income and statement that organic food consumption is curious. The variables are independent.

H1: There is a relationship between the average income and statement that organic food consumption is curious. The variables are not independent.

Test at .05 level of significance

**Table 13.1: Cross table of average income and curiosity**

		Income				Total
		Less than 1000 euro	1000-2000 euro	3000-5000 euro	5000+ euro	
Strongly agree	Count	4	3	4	1	12
	% within Income	15.4%	9.4%	12.5%	10.0%	12.0%
Agree	Count	9	10	4	8	31
	% within Income	34.6%	31.2%	12.5%	80.0%	31.0%
Neutral	Count	8	10	16	1	35
	% within Income	30.8%	31.2%	50.0%	10.0%	35.0%
Disagree	Count	5	8	8	0	21
	% within Income	19.2%	25.0%	25.0%	0.0%	21.0%
Strongly disagree	Count	0	1	0	0	1
	% within Income	0.0%	3.1%	0.0%	0.0%	1.0%
Total	Count	26	32	32	10	100
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

**Source: self-made table**

**Table 13.2: Chi-Square Tests of average income and curiosity**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.716 <sup>a</sup>	2	.045
Likelihood Ratio	22.076	2	.037
Linear-by-Linear Association	.157	1	.692
N of Valid Cases	100		

a. 11 cells (55,0%) have expected count less than 5. The minimum expected count is ,10.

**Source: self-made table**

P value (.045) < than level of significance (.05) H1 hypothesis is true

Ho hypothesis is rejected

There is a relationship between the two variables (income and curiosity) and the statistic is considered to be significant. The variables are not independent.

There is a relationship between average monthly income and curiosity of organic food consumption. If people are interested in organic food consumption and consume more organic products to learn more about organic products, they need to spent more money on

the organic products and in that case average income is very important factor which can limit people to consume more organic products. People who have higher average income can spent more money on organic products instead of people who have very small income and cannot spent money on organic products.

**5. Relationship testing between the level of education and protection of welfare, people and nature by organic food purchasing**

Ho: There is no relationship between the level of education and statement that organic food purchasing helps to protect welfare, people and nature. The variables are independent.

H1: There is a relationship between the level of education and statement that organic food purchasing helps to protect welfare, people and nature. The variables are not independent.

Test at .05 level of significance

**Table 14.1: Cross table of education level and protection of nature**

		Education			Total	
		Primary education	Secondary education	Higher education		
Protection	Strongly agree	Count	5	17	16	38
		% within Education	31.2%	44.7%	34.8%	38.0%
	Agree	Count	9	19	27	55
		% within Education	56.2%	50.0%	58.7%	55.0%
	Neutral	Count	2	2	3	7
		% within Education	12.5%	5.3%	6.5%	7.0%
Total	Count	16	38	46	100	
	% within Education	100.0%	100.0%	100.0%	100.0%	

Source: self-made table

**Table 14.2: Chi-Square Tests of education level and protection of nature**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.933 <sup>a</sup>	4	.039
Likelihood Ratio	1.811	4	.047
Linear-by-Linear Association	.026	1	.872

N of Valid Cases	100		
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a. 3 cells (33,3%) have expected count less than 5. The minimum expected count is 1,12.

**Source: self-made table**

P value (.039) < than level of significance (.05) H1 hypothesis is true

Ho hypothesis is rejected

There is a relationship between the two variables (level of education and protection of welfare, people and nature) and the statistic is considered to be significant. The variables are not independent.

There is a relationship between level of education and protection of welfare, nature and people. People with higher or even with secondary education have more representations on how the organic food consumption could help to protect the welfare, people and nature, they have a better understanding of these two aspects are connected instead of people with primary education. People with higher or secondary education highly rated universalism. The level of education highly affected the understanding how the organic food consumption could help to protect welfare, people and nature. The higher the level of education is so the more clearly become the statement that organic food is environmentally-friendly food and have a good impact on the environment and health of people.

## **6. Relationship testing between the level of education and support of local economy and farmers by organic food purchasing**

Ho: There is no relationship between the level of education and statement that organic food purchasing helps to support local economy and farmers. The variables are independent.

H1: There is a relationship between the level of education and statement that organic food purchasing helps to support local economy and farmers. The variables are not independent.

Test at .05 level of significance

**Table 15.1: Cross table of education level and support of economy**

				Education			Total
				Primary education	Secondary education	Higher education	
<b>Economy_Support</b>	<b>Strongly agree</b>	Count	3	9	6	18	
		% within Education	18.8%	23.7%	13.0%	18.0%	
	Agree	Count	6	16	17	39	
		% within Education	37.5%	42.1%	37.0%	39.0%	
	Neutral	Count	6	8	14	28	
		% within Education	37.5%	21.1%	30.4%	28.0%	
	Disagree	Count	1	4	9	14	
		% within Education	6.2%	10.5%	19.6%	14.0%	
	Strongly disagree	Count	0	1	0	1	
		% within Education	0.0%	2.6%	0.0%	1.0%	
	Total	Count	16	38	46	100	
		% within Education	100.0%	100.0%	100.0%	100.0%	

Source: self-made table

**Table 15.2: Chi-Square Tests of education level and support of economy**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.399 <sup>a</sup>	4	.603
Likelihood Ratio	6.814	4	.557
Linear-by-Linear Association	1.501	1	.221
N of Valid Cases	100		

a. 6 cells (40,0%) have expected count less than 5. The minimum expected count is ,16.

Source: self-made table

P value (.603) > than level of significance (.05) Ho hypothesis is true

H1 hypothesis is rejected



There is no relationship between the two variables (level of education and support of local economy and farmers) and the statistic is considered to not be significant. The variables are independent.

There is no relationship between level of education and support of local economy and farmers. Support of local economy and farmers or benevolence is not a core motivational value for the organic food consumption and people do not exactly understand how the organic food consumption could help to support local economy and farmers. There is no difference between the level of education and understanding of support of local economy and farmers. It is really difficult to say how the organic food consumption would help to support local farmers and economy, people can purchase import organic goods instead of local organic goods, so it all depends on the type of organic products.

### **7. Relationship testing between gender and a unique image which is created by organic food purchasing**

Ho: There is no relationship between gender and the statement that organic food purchasing creates a unique image. The variables are independent.

H1: There is a relationship between gender and the statement that organic food purchasing creates a unique image. The variables are not independent.

Test at .05 level of significance

**Table 16.1: Cross table of gender and unique image**

			Gender		Total
			Male	Female	
Image	Strongly agree	Count	8	14	22
		% within Gender	22.2%	21.9%	22.0%
	Agree	Count	14	29	43
		% within Gender	38.9%	45.3%	43.0%
	Neutral	Count	12	18	30
		% within Gender	33.3%	28.1%	30.0%
	Disagree	Count	1	1	2
		% within Gender	2.8%	1.6%	2.0%
	Strongly disagree	Count	1	2	3

	% within Gender	2.8%	3.1%	3.0%
Total	Count	36	64	100
	% within Gender	100.0%	100.0%	100.0%

Source: self-made table

**Table 16.2: Chi-Square Tests of gender and unique image**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.610 <sup>a</sup>	4	.962
Likelihood Ratio	.604	4	.963
Linear-by-Linear Association	.108	1	.743
N of Valid Cases	100		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is ,72.

Source: self-made table

P value (.962) > than level of significance (.05) Ho hypothesis is true

H1 hypothesis is rejected

There is no relationship between the two variables (gender and unique image) and the statistic is considered not to be significant. The variables are independent.

There is no relationship between gender and unique image or self-direction. Gender doesn't affect the willingness of people for self-respect, no matter who you are, male or female, people want self-respect and by organic food consumption people get unique image. Consumers who are purchasing organic products due to the motivation of self-direction have highly positive attitudes to the organic food.

### **8. Relationship testing between the number of children and effect of organic food on family health**

Ho: There is no relationship between the number of children and statement that organic food has a good effect on family health. The variables are independent.

H1: There is a relationship between the number of children and statement that organic food has a good effect on family health. The variables are not independent.

Test at .05 level of significance

**Table 17.1: Cross table of number of children and family health**

		Children						Total	
		0	1	2	3	4	5		
Health_Family	Strongly agree	Count	16	24	11	10	2	0	63
	% within Children		59.3%	68.6%	57.9%	71.4%	50.0%	0.0%	63.0%
	Strongly disagree	Count	8	11	8	3	2	0	32
	% within Children		29.6%	31.4%	42.1%	21.4%	50.0%	0.0%	32.0%
	Neutral	Count	3	0	0	1	0	1	5
	% within Children		11.1%	0.0%	0.0%	7.1%	0.0%	100.0%	5.0%
Total	Count		27	35	19	14	4	1	100
	% within Children		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: self-made table

**Table 17.2: Chi-Square Tests of number of children and family health**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.173 <sup>a</sup>	3	.004
Likelihood Ratio	15.475	3	.016
Linear-by-Linear Association	.169	1	.681
N of Valid Cases	100		

a. 11 cells (61,1%) have expected count less than 5. The minimum expected count is ,05.

Source: self-made table

P value (.004) < than level of significance (.05) H1 hypothesis is true

Ho hypothesis is rejected

There is a relationship between the two variables (number of children and family health) and the statistic is considered to be significant. The variables are not independent.

There is a relationship between number of children and impact of organic food on family health. People, who have children, are concerning more on family health, especially on health of children. With the increasing number of children the responsibility for the health is increasing. The family health or security is one of the most important motivational values of organic food consumption, people who consume organic products due to this motivation are very concern on health and children are just increasing the concern towards good impacts of organic products to the family and personal health.

### 9. Relationship testing between the average income for following the fashion of organic food purchasing

Ho: There is no relationship between the average income and statement that organic food purchasing helps to follow the fashion. The variables are independent.

H1: There is no relationship between the average income and statement that organic food purchasing helps to follow the fashion. The variables are not independent.

Test at .05 level of significance

**Table 18.1: Cross table of average income and following of fashion**

		Income				Total
		Less than 1000 euro	1000-2000 euro	3000-5000 euro	5000+ euro	
Strongly agree	Count	6	5	6	8	25
	% within Income	23.1%	15.6%	18.8%	80.0%	25.0%
Fashion Agree	Count	16	17	16	2	51
	% within Income	61.5%	53.1%	50.0%	20.0%	51.0%
Neutral	Count	2	7	7	0	16
	% within Income	7.7%	21.9%	21.9%	0.0%	16.0%

Disagree	Count	2	2	3	0	7
	% within Income	7.7%	6.2%	9.4%	0.0%	7.0%
Strongly disagree	Count	0	1	0	0	1
	% within Income	0.0%	3.1%	0.0%	0.0%	1.0%
Total	Count	26	32	32	10	100
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

Source: self-made table

**Table 18.2: Chi-Square Tests of average income and following of fashion**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.477 <sup>a</sup>	4	.024
Likelihood Ratio	22.302	4	.034
Linear-by-Linear Association	1.722	1	.189
N of Valid Cases	100		

a. 11 cells (55,0%) have expected count less than 5. The minimum expected count is ,10.

Source: self-made table

P value (.024) < than level of significance (.05) H1 hypothesis is true

Ho hypothesis is rejected

There is a relationship between the two variables (average income and fashion) and the statistic is considered to be significant. The variables are not independent.

There is a relationship between average income and following of the fashion by organic food purchasing. Most of the organic food consumers believe that organic food is fashionable and by the organic food purchasing people are trying to follow the fashion. Organic food is very expensive, so people who want to follow the fashion by organic food purchasing should have money for it, so average income have a high effect on the following of the fashion motivational value. People with higher income can purchase organic products and follow the fashion while people with lower income have no abilities

for organic food purchasing and they can't follow the fashion by the organic food purchasing.

**10. Relationship testing between gender and willingness to purchase organic food because other people do it**

Ho: There is no relationship between the gender and statement that I purchase organic food because other people buy it. The variables are independent.

H1: There is a relationship between the family status and statement that I purchase organic food because other people buy it. The variables are not independent.

Test at .05 level of significance

**Table 19.1: Cross table of gender and following of other people**

			Gender		Total
			Male	Female	
Following_Others	Strongly agree	Count	6	14	20
		% within Gender	16.7%	21.9%	20.0%
	Agree	Count	13	28	41
		% within Gender	36.1%	43.8%	41.0%
	Neutral	Count	4	6	10
		% within Gender	11.1%	9.4%	10.0%
	Disagree	Count	2	7	9
		% within Gender	5.6%	10.9%	9.0%
	Strongly disagree	Count	11	9	20
		% within Gender	30.6%	14.1%	20.0%
Total	Count	36	64	100	
	% within Gender	100.0%	100.0%	100.0%	

Source: self-made table

**Table 19.2: Chi-Square Tests of gender and following of other people**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.585 <sup>a</sup>	4	.333

Likelihood Ratio	4.508	4	.342
Linear-by-Linear Association	2.381	1	.123
N of Valid Cases	100		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 3,24.

**Source: self-made table**

P value (.454) > than level of significance (.05) Ho hypothesis is true

H1 hypothesis is rejected

There is no relationship between the two variables (gender and following of others) and the statistic is considered to not be significant. The variables are independent.

There is no relationship between different genders and following of others. Both males and females agreed in mostly cases with the statement that they purchase organic products because other people purchase organic products. This motivational value has no differences in gender, males and females equally are glad to start purchase organic products because other people purchase organic products.

## 6. Conclusions

At the beginning of this study the following objectives were to find out the origins of the organic agriculture, its development stages and specific features, to find out how to determine the quality of organic products, as well as to define current trends in organic food consumption and the main motivational values of organic food consumption. By achieving these goals in the literature review, it was decided to investigate more deeply the main motives of organic food consumption, as well as to define some relationships of the different social factors on motivational values of organic food consumption.

The literature review identified eight key motivational values that encourage people to consume organic food .These motivational values are: security, hedonism, stimulation, universalism, benevolence, self-direction, conformity and power. To achieve the research goals, which were identified by conducting a survey and then by statistical analysis of the survey results, these eight motivational values were modified into specific variables, which helped to collect the data about the main motives of people consuming organic food.

In the course of the study different statistical analysis were used, which helped to achieve the goals of the given bachelor thesis. Means and standard deviations, as well as the minimum and maximum values, helped to compile a portrait of an average consumer of organic products, among the people who have answered the questions from the survey. The average consumer of organic products among the interviewed people is: a woman, who is 30 years old, who lives in a settlement with a population from 250000 to 500000 people, average personal income before taxes is about from 1000 euros to 2000 euros, the average level of education is secondary education, family status is married and has one or two children on average.

Statistical analysis by making relative frequency tables helped to determine the most popular motivational values of people consuming organic food, as well as helped to learn about the values that people are not interested in while buying organic food. So, the most popular values that people valued by the mark “completely agree” that motivate people to consume organic products are: safety of organic food for everyday consumption, improve their own health and health of their family, good taste of organic products, the prestige of organic food as well as protection of the environment through the consumption of organic products. The most popular motivational values that people rated by the mark “agree” are:



personal health, family health, the protection of the environment through the consumption of organic products, social status, and the possibility to follow the fashion by purchasing organic products. The most popular values which people rated as “neutral” are: own identity, interest and curiosity, as well as a unique image and support of local economy and farmers. The most popular anti-values that people valued as “disagree” are: interest and curiosity, support of the local economy and farmers as well as the desire to buy organic food because other people also buy it. In the end, the most unpopular values that do not motivate people to buy organic products, which have been evaluated and rated “strongly disagree”, are: interest and desire to buy organic products because other people are also buying organic products. As already mentioned above, the main motivational values were divided into specific variables and then these variables were again transformed into motivational values. The most important values of organic food purchasing are: security, hedonism, universalism and power. The most unpopular values, which do not motivate people to purchase organic products, are: stimulation, benevolence, self-direction and conformity.

The last and most important point of the study was to test the relationship between social factors and motivational values of organic food purchasing. This analysis was conducted using statistical analysis, namely by constructing crosstabs and Chi-square tests. The relationship between variables was evaluated by testing the dependency between variables on each other. Ten pairs of variables were tested, unfortunately it was impossible to test each variable from social factors with each variable from motivational values, because of limitations of the proposed extent of the thesis, so ten pairs of variables with the most interesting relationships were selected for relationship testing by the author of the given bachelor thesis. Five pairs from the ten tested pairs of variables were independent, in other words not statistically significant, while the remaining five pairs of variables were dependent or statistically significant, they have relationships and have direct impact on each other. The independence of variables can be explained by the small number of answers to a questionnaire, it is present by a total of 100 people who have shared their thoughts. The independence of variables can be explained by the fact that there is no connection between variables, social factors do not affect the motivational values of people and they just simply do not affect each other. According to the research and statistical analysis it can be said that some social factors do not have direct impact on the

motivational values of organic food purchasing, and some of the social factors have a direct impact on the motivational values. In that case variables which have relationships are: average income and following of the fashion, number of children and effect of organic food on family health, education level and how organic food helps to protect nature, welfare and people, average monthly income before taxes and curiosity of organic food purchasing, and family status and effect of organic food on family health.

In the conclusion of this study it can be said that all objectives and aims have been achieved and the main hypothesis is partially confirmed, in particular, that not all social factors influence the motivational values of organic food purchasing.

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## 8. Appendix



**Organic farming logo of the European Union**



**Organic farming logo of the United States of America**

## **Research model**

### **Research hypothesis**

Different social factors highly affect main motivation values of organic food purchasing (Security, Hedonism, Stimulation, Universalism, Benevolence, Self-direction, Conformity and Power)

Main goal of this research is to identify main motivation values of organic food consumption, which are effected by different social factors.

### **Phenomena A**

Different social factors

### **Phenomena B**

Attitudes towards organic food

### ***Variables and indicators of A phenomena:***

#### **Age**

Age in years

#### **Gender**

Male, Female

#### **Place of living (by number of inhabitants)**

Less than 1000 people, less than 10000 people, less than 50000 people, 50000- 100000 people, 100000- 250000 people, 250000-500000 people, 500000- 1000000people, 1000000+ people

#### **Income (personal, monthly, before taxes)**

Less than 1000 euro, 1000-2000 euro, 3000-5000 euro, 5000+ euro

#### **Education (highest level of education)**

Primary education, Secondary education, Higher education

**Family status**

Single, Married, Divorced, Widowed, Cohabiting

**Children**

1, 2, 3, 4, 5+

*Variables and indicators of B phenomena:*

**Consumed types of organic food**

Organic vegetables and fruits, Organic meat, Organic Dairy products, Organic fish

**Frequency of organic food consumption**

Once a day, few times a week, once a week

**Place of consumption**

Supermarket, small shop, grocery store, specialty food store

**Reasons of consumption**

*Security*

- health (my own)
- health (my family)
- safety and harmony of relationships
- food safety

*Hedonism*

- taste
- appearance

*Stimulation*

- curiosity

- desire to learn more about organic food
- new experience

### ***Universalism***

- protection of welfare, people and nature
- environmentally-friendly food

### ***Benevolence***

- support of local economy, farmers

### ***Self-direction***

- unique image
- own identity

### ***Conformity***

- motivation to comply with the expectations of others

### ***Power***

- social status
- prestige
- follow the fashion

## **Questionnaire**

### **1. How old are you?**

Years:

### **2. What is your gender?**

- Male
- Female

### **3. How many people do live in your settlement?**

- Less than 1000 people
- Less than 10000 people
- Less than 50000 people
- 50000- 100000 people,
- 100000- 250000 people
- 250000-500000 people
- 500000- 1000000 people
- 1000000+ people

### **4. What is your personal monthly average income before taxes?**

- Less than 1000 euro
- 1000-2000 euro
- 3000-5000 euro
- 5000+ euro

### **5. What is your highest level of education?**

- Primary education
- Secondary education
- Higher education

### **6. What is your current family status?**



- Single
- Married
- Divorced
- Widowed
- Cohabiting

**7. How many children do you have?**

Number:

**8. Which types of the organic food do you buy?**

- Organic vegetables and fruits
- Organic meat
- Organic dairy products
- Organic fish
- All of the above

**9. How often do you buy organic vegetables and fruits?**

- Once a day
- Few times a week
- Once a week
- Never

**10. How often do you buy organic meat?**

- Once a day
- Few times a week
- Once a week
- Never

**11. How often do you buy organic dairy products?**

- Once a day
- Few times a week

- Once a week
- Never

**12. How often do you buy organic fish?**

- Once a day
- Few times a week
- Once a week
- Never

**13. Where do you usually buy organic vegetables and fruits?**

- Supermarket
- Small shop
- Grocery store
- Specialty food store
- I don't buy this type of products

**14. Where do you usually buy organic meat?**

- Supermarket
- Small shop
- Grocery store
- Specialty food store
- I don't buy this type of products

**15. Where do you usually buy organic dairy products?**

- Supermarket
- Small shop
- Grocery store
- Specialty food store
- I don't buy this type of products

**16. Where do you usually buy organic fish?**

- Supermarket
- Small shop
- Grocery store
- Specialty food store
- I don't buy this type of products

**17. Choose the option that most closely matches your opinion on the following statement:**

**Organic food has good effect on my health**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**18. Choose the option that most closely matches your opinion on the following statement:**

**Organic food has good effect on health of my family**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**19. Choose the option that most closely matches your opinion on the following statement:**

**Organic food is safe for everyday use**

- Strongly agree

- Agree
- Neutral
- Disagree
- Strongly disagree

**20. Choose the option that most closely matches your opinion on the following statement:**

**Organic food tastes good**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**21. Choose the option that most closely matches your opinion on the following statement:**

**Organic food purchasing is curious**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**22. Choose the option that most closely matches your opinion on the following statement:**

**I buy organic food because I want to know more about organic food**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**23. Choose the option that most closely matches your opinion on the following statement:**

**I buy organic food because it is a source of new sensations**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**24. Choose the option that most closely matches your opinion on the following statement:**

**Organic food is environmentally-friendly food**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**25. Choose the option that most closely matches your opinion on the following statement:**

**Organic food purchasing helps to protect welfare, people and nature**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**26. Choose the option that most closely matches your opinion on the following statement:**

**Organic food purchasing helps to support local economy and farmers**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**27. Choose the option that most closely matches your opinion on the following statement:**

**Organic food purchasing helps to support my unique image**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**28. Choose the option that most closely matches your opinion on the following statement:**

**Purchasing of organic food helps to support my own identity**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**29. Choose the option that most closely matches your opinion on the following statement:**

**I purchase organic food because other people buy it**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**30. Choose the option that most closely matches your opinion on the following statement:**

**Organic food purchasing helps to support my social status**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**31. Choose the option that most closely matches your opinion on the following statement:**

**Organic food purchasing helps me to follow the fashion**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**32. Choose the option that most closely matches your opinion on the following statement:**

**Organic food purchasing is prestigious**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree