



WP 9 Work Package Consumer quantitative survey

Responsible partner: SMMRI (IPSOS Strategic Marketing)
Assistants: RHIP, IPH, MNE, BiH

Belgrade 2010



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



Quantitative research in Focus Balkans



- The **main aim** of quantitative research of WP9 in Focus Balkans project is **analysis of drivers and determinants of food consumption behavior in targeted segments (fruit, food with health claims, organic food and traditional food) in WBC**
- To measure the **quantitative aspects** that are identified in the four qualitative consumer studies: **WP5, WP6, WP7, WP8**
- To quantify **with the same methodology** different aspects of food behavior, image and values, that are given to food product by local consumers in all **6 WB countries**

WP9 Consumer quantitative survey – Activities and deliverables

Description of work (Beneficiary in charge: SMMRI)

- *Activity 9.1 Survey design*
- *Activity 9.2 Sample preparation*
- *Activity 9.3 Data collection and interpretation*

Deliverables

- **D9.1 Report with frequencies and basic socio-demographic cross-tabulations with key findings**, and, indication of statistical significance (SMMRI KAL©). Month 30.
- **D9.2 Summary presentation of main results**. Month 30.
- **D9.3 Datasets in SPSS or ASCII format**. Month 30.



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



Quantitative research in Focus Balkans – methodology

- Data collection method: ad hoc *face-to-face* survey, performed at respondents' home
- Target population: citizens of WBC aged 15+
- Questionnaire size: approx. 20 minutes
- Sample size: **3000 in total, 500 per country**
- Sampling frame: based on the data from Census, vital statistics and the migration data
- Sample type: national representative, 3-staged stratified sample



Time table

During summer:

Ipsos: Preparation of survey design and sampling methodology

GEM: Preparation of Deliverable D4.3 Description by country of the methodology to be adopted in WP9

WP leaders:

- First and second inputs for questionnaire from WP leaders:
 - fulfilled template for hypothesis and questions
 - definition and example of targeted product
 - proposal for additional questions in the questionnaire based on the qualitative surveys (up to 3 per targeted product)
 - knowledge questions

Ipsos: Final revision of the questionnaire based on the second input from WP leaders

Thank all for great participation and involvement!

Time table

Activity 9 Consumer quantitative survey – preparation of the questionnaire, pilot survey and data collection	Planned deadline
Final revision of the questionnaire In English based on the second input from FB partners	25 th Aug 2010
Translation of the questionnaire to the local languages	26 th – 27 th Aug
Back translation of the questionnaires to English	28 th – 30 th Aug
Questionnaire prepared for the pilot testing	30 th Aug 2010
Pilot survey	1 st – 3 rd Sep 2010
Questionnaire revision based on the pilot testing and translation the additional changes in regional language	4 th – 7 th Sep 2010
SMMRI send final questionnaire in English and local language to FB partners for any feedback	7 th Sep 2010
Sending feedback related to the questionnaire by FB partners	7 th – 11 th Sep 2010
Final version of questionnaire in English and local languages prepared for printing	13 th Sep 2010
Printing of the questionnaires	14 th – 15 th 2010
Training for interviewers	16 th Sep 2010
Data collection in 6 Western Balkan Countries	17 th – 26 th Sep 2010
Data entry	26 th Sep– 30 th Sep 2010
Database checking, cleaning, weighting and preparation of crosstabulation	1 st – 15 th Oct 2010
Sending the clean database and draft crosstabulation to FB partners	15 th Nov 2010



THEORETICAL APPROACHES



THEORETICAL BACKGROUND

- The aim of the quantitative survey is not to test one specific theory, but to give more precise **data about attitudes toward and consumption of targeted product in WBC**.
- It is difficult **for 4 product categories** (fruit, organic, traditional products and products with health claims) **to find one model** which fits for explanation for consumption of all products.
- Different models are useful for different predictions:
- **Theory of Planned Behavior** (Ajzen & Fishbein, 1980) – strong in predicting rational consumer behavior preceded by cognitive processes, with high personal involvement
- Different dual models: **MODE model** (Fazio, 1990; Fazio & Towles-Schwen, 1999) & **Purchase cube model** (Baumgartner, 2002) & **Intheadual-process model** of (Kahneman, 2003) strong in predicting automatic, spontaneous consumer behaviors with low involvement; **Elaboration likelihood model. ELM** (Petty & Cacioppo, 1986): postulates central and peripheral routes to attitude change. Introduces concepts of motivation and ability to process.
- **Situational theories** that elaborates importance of situation and context (Meiselman, 2007; Bem, 1970)



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS

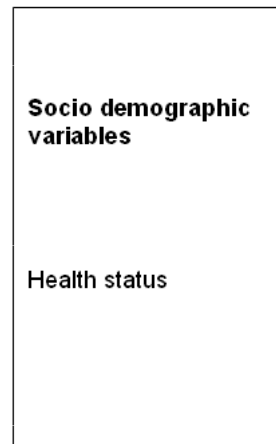


THEORETICAL MODEL WP9

INDEPENDENT variables

MEDIATOR variables

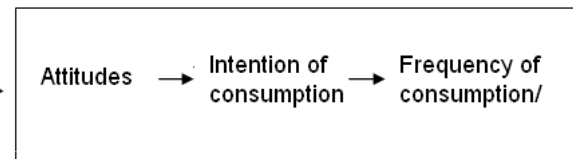
DEPENDENT variables



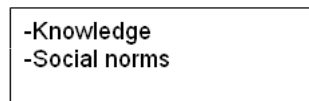
FOR FOOD IN GENERAL



FOR EACH PRODUCT CATEGORY



FOR EACH PRODUCT CATEGORY



INDICATORS WP9

Dependent variables

1. Consumption of targeted food groups (frequency of consumption)
2. Intentions of consumption of targeted products (frequency of potential consumption)
3. Attitude towards targeted food groups (measured by semantic differential scales)

Dependent variables are planned to investigate aspects of each targeted product separately:

- Fruit
- Products with health claims
- Organic food
- Traditional products



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



INDICATORS WP9

Specific questions from WP qualitative packages

- **Fruit:**
- Frequency of eating fruits out of home,
- Motivations and barriers for eating fruits out of home
- **Products with health claims:**
- Agreement that health claims are useful in making decision which product to consume
- Statements about the specific health claims.
- **Organic food:**
- Personal definition of the term “organic food”,
- Main types of consumed organic food,
- Channels of purchasing the organic food ,
- Reasons for not purchasing organic food
- **Traditional products:**
- Aspects related to traditional dishes
- Readiness for buying traditional dishes in supermarkets as ready-cooked meals
- Statements about the a Geographical Indication



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



INDICATORS WP9

Mediator variables

Some mediator variables are connected with general food consumption behavior and attitudes :

1. **Values & Motives**: Food Choice Questionnaire (FCQ) (Steptoe, A. and Pollard., T, Wardle, J., 1995)
2. **Perceived behavioral control**: Self-efficacy constructs - people's sense of self control in performing the behavior in different situations (adapted Verplanken scale, Bosnjak, Bandl, Bratko, 2001)
3. **Beliefs** measured by scale validates in ISA fruit project (provided by LEI)

Following mediator variables are connected with each targeted product (fruit, organic food, traditional products, products with health claims):

1. **Subjective knowledge** – assessment of the knowledge about targeted product (in case of organic food and Products with health claims)
2. **Knowledge** about the targeted food groups (measured by true/false statements)
3. **Social norms** measured by standard question used in validations of TPB theory



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



SEVENTH FRAMEWORK
PROGRAMME

INDICATORS WP9

Independent variables

1. **Health status** - subjective health status used in composition of one of Leaken indicators
2. **Subjective assessment of living standard** - perception of living standard
3. **Socio-demographic variables**: standard set of questions used by IPSOS in WBC
4. **Indicators if the household have agricultural activity** – questions on accordance with Republic Statistical office definition of agricultural household

Questionnaire construction



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



DEPENDENT INDICATORS

Frequency of consumption:

How often do you consume xxx? (More than two times a day, Twice a day, Once a day, Once in 2-3 days, Once a week, 2-3 times a month, Once a month, Several times a year, Once a year or less)

Intention of consumption:

How often would you consume fruit if it were available to you (if it would be cheaper, more accessible in stores...)? (More than two times a day, Twice a day, Once a day, Once in 2-3 days, Once a week, 2-3 times a month, Once a month, Several times a year, Once a year or less)

*consumption/ not purchase behavior was measured in the quantitative survey

Specific questions from WP qualitative packages



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



DEPENDENT INDICATORS

Attitude toward consumption of food

Attitude towards consumption of food will be measured with three **7-point semantic differential scales coded from 1 to 7** :

Example: **Bad** **-3** **-2** **-1** **0** **+1** **+2** **+3** **Good**

Suggestion of attitudes:

- **Bad-Good**
- **Unpleasant- Pleasant**
- **Unhealthy - Healthy**
- **Inconvenient for consumption - Convenient for consumption**
- **Tasteless - Tasty**
- **Expensive-Cheap**

MEDIATOR VARIABLES

Mediator variables are connected with each targeted product:

Subjective knowledge

In your opinion, how much do you know about these products? I am not informed at all, I am very poorly informed, I am moderately informed, I am very well informed, I am fully informed

Knowledge about the targeted food groups - measured by **true/false statements**

True/False statements - statements for each targeted food groups mixed up in a set

Social norms: Friends; Peers (peer group); Family

Perceived opinion of other people in the direct social environment about the given behavior (people I am surrounded with)

Do people around you think it is important to eat _____? (fruit, organic food, traditional products, products with health claims)



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



MEDIATOR VARIABLES

Mediator variables are connected with general food consumption behavior and attitudes :

Values & Motives

Food Choice Questionnaire (FCQ) (Steptoe, A. and Pollard., T, Wardle, J., 1995). Attitudes toward food in general, measured by Lickert scale Qs

The scale measure higher number of dimensions - **36 in total**) but in less extensive way (each dimension is presented with **3-6 indicators**):

- health,
- mood,
- convenience,
- sensory appeal,
- natural content,
- price,
- weight control,
- familiarity,
- ethical concern

• **Example: Health:**

- *Contains a lot of vitamins and minerals,*
- *Keeps me healthy,*
- *Is nutritious,*
- *Is high in protein,*
- *Is good for my skin/teeth/hair/nails,*
- *Is high in fibre and roughage*



MEDIATOR VARIABLES

Perceived behavioral control: Self-efficacy constructs people's sense of self control in performing the behavior in different situations (adapted Verplanken scale, Bosnjak, Bandl, Bratko, 2001)

- 19-items scale (size could be decreased) Examples:
 1. *I usually think carefully before I eat something.*
 2. *I usually only eat things that I intend to eat.*
 3. *If I eat something, I usually do that spontaneously.*
 4. *Most of my meals are planned in advance.*
 5. *I only eat things that I really think that my organism needs them.*
 6. *It is a struggle to leave nice food products I see in the shop.*
 7. *I sometimes cannot suppress the feeling of wanting food products I see in shops.*
 8. *I sometimes feel guilty after having eaten something.*
 9. *If I see a new food product, I want to try it.*



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



SEVENTH FRAMEWORK
PROGRAMME

MEDIATOR VARIABLES

Beliefs provided by the LEI, validates in ISA fruit project

1. *Giving me energy is*
2. *Not giving me dirty hands is*
3. *Being easy to take along is*
4. *Not taking much time to eat is*
5. *Making me feel healthy is*
6. *Making me feel doing the right thing is*
7. *Making me feel a responsible parent is*
8. *Being easy to eat*
9. *Having a good taste is*



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



INDEPENDANT VARIABLES

Socio-demographic variables:

Standard set of questions used by IPSOS in WBC:

Gender,
Age,
Stated height
Stated weight
Marital status,
Education,
Occupation,
Type of household,
No. Of household members,
No. Of children,
Household income
Type of settlement
Region within country



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



INDEPENDANT VARIABLES

Self defined health status:

Rate your overall current state of health? Very bad, Bad, Moderate, Good, Very good

Subjective assessment of living standard - perception of living standard on 5-point scale

*Rate the standard of your household (the overall economic position of your household)?
Very bad, Bad, Moderate, Good, Very good*

In your opinion, what is the minimal monthly amount needed to cover basic costs of your household?

Indicators if the household have agricultural activity

Do you have some animal: at least one big cattle (cow or horse, heifer), three small cattles (sheep, pigs, goat), or 50 poultry? Yes, No

Do you cultivate any land, at least 10 ares (0.1 hectare) for your own consumption or selling? Yes, No



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



Quantitative research – References

- Armitage, C. J. & Conner, M. (1999). The theory of planned behavior: Assessment of predictive validity and 'perceived control'. *British Journal of Social Psychology*, 38, 35-54.
- Ajzen, I. (2008). Consumer Attitudes and Behavior', in Curtis, Paul, and Frank (eds.) *Handbook of Consumer Psychology*, New York, Lawrence Erlbaum Associates, pp. 525-548
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice-Hall.
- Baumgartner, H. (2002). Toward a Personality of the Consumer. *Journal of consumer research*, 29, 286-292
- Bosnjak, Bandl, Bratko (2001): Measuring impulsive buying tendencies in Croatia: Towards a parsimonious measurement scale, *Marketing u društvu znanja i suvremenoj poslovnoj stvarnosti*
- Brug, J., de Vet, E., Wind, M., de Nooijer, J., Verplanken, B., (2006). Predicting fruit consumption: Cognitions, intention, and habits. *Journal of Nutrition Education and Behavior*, 38 (2), pp. 73-81.
- Fazio, R. H. (1990). Multiple processes by which attitudes guide behavior: The MODE model as an integrative framework. In M. P. Zanna (Ed.), *Advances in experimental social psychology* (Vol. 23, pp. 75-109). New York: Academic Press.
- Fazio, R. H., & Towles-Schwen, T. (1999). The MODE model of attitude-behavior processes. In S. Chaiken Y. Trope (Eds.), *Dual process theories in social psychology* (pp. 97-116). New York: Guilford.
- Hoffman, W. Rauch, W., & Gawronski, B. (2007). And deplete us not into temptation: Automatic attitudes, dietary restraint, and self-regulatory resources as determinants of eating behavior. *Journal of Experimental Social Psychology* 43, 497-504.
- Honkanen, P., Verplanken, B. & Olsen, S.T. (2006). Ethical Values and Motives Driving Organic Food Choice, *Journal of Consumer Behavior*.
- ISA FRUIT PROJECT, D 1.2.1: Theoretical Framework of Consumer Preference Formation with Respect to Fruit
- Kahneman D. (2003), "A perspective on judgment and choice: Mapping bounded rationality", *Am Psychologist*, 58(9), 697-720.
- Koster EP, Mojet J. (2007). 'Theories of Food Choice Development', in Frewer I & Van Trijph (Eds.) *Understanding Consumers of Food Products*, Cambridge, Woodhead Publishing Limited, pp. 93-124.
- Meiselman H. US Army Natick Center, USA (2007). 'The impact of context and environment on consumer food choice', in Frewer I & Van Trijph (Eds.) *Understanding Consumers of Food Products*, Cambridge, Woodhead Publishing Limited, pp. 67-92.
- Nooijer B. (2000). Predicting Fruit Consumption, *Journal of Nutrition and Educational Behavior*
- Perugini, M. (2005). Predictive models of implicit and explicit attitudes. *British Journal of Social Psychology*, 44, 29-45.
- Petty, R. E., Fazio, R. H., & Briñol, P. (Eds.) (2009). *Attitudes: Insights from the new implicit measures*. New York, NY: Psychology Press.
- Povey R.; Conner M.; Sparks P.; James R.; Shepherd R. (2000). Application of the Theory of Planned Behavior to two dietary behaviors: Roles of perceived control and self-efficacy. *British Journal of Health Psychology*, 5, 121-139.
- Steptoe, A., Pollard, T, Wardle, J. (1995). Development of a Measure of the Motives Underlying the Selection of Food: the Food Choice Questionnaire, *Apetite* 25, 267-284.
- Verplanken, B. (1999). Good Intentions, Bad Habits, and Effects of Forming Implementation Intentions on Healthy Eating, *European Journal of Social Psychology*
- Shepherd, R., Sparks, P. & Guthrie, C.A. (1995). The application of the theory of planned behavior to consumer food choice. In European Advances in Consumer Research Volume 2, eds. Flemming Hansen, Provo, UT : Association for Consumer Research, Pages: 360-365.



- **Report with frequencies and basic socio-demographic cross-tabulations with key findings**, and, indication of statistical significance (SMMRI KAL©). Month 30.
- **Datasets in SPSS or ASCII format.** Month 30.



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



WORK IN GROUPS:

Please group into the groups of 5 people, according to you competences and interests in specific WP (WP5, WP6, WP7, WP8)



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



QUESTIONS FOR WORKSHOP

QUESTIONS REGARDING THE QUANTITATIVE RESEARCH, IF ANY (questionnaire, sampling, data collection, ...)

DEFINING RELEVANT INDEPENDENT VARIABLES FOR THE BASIC REPORT

WHAT WOULD WE LIKE TO GET AS ANALYSIS OF THE DATA?

LINKS WITH QUANTITATIVE RESEARCHES IN OTHER EUROPEAN PROJECTS (LEI, RHIP, BEL, SEDEV, ZAG, VETAGRO)

USAGE OF THE RESULTS (SUGGESTION FOR PUBLISHING, CONFERENCES,...)



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS

