



WP 9 Work Package Consumer quantitative survey

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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 WBC**
- To measure the quantitative aspects that are identified in the four qualitative consumer studies: **WP 5, 6, 7, 8**
- To quantify with the same methodology **different aspects of food behavior, image and values**, that are given to food product by local consumers
- Capacity building
- Same methodology in all **6 WB countries**

THE OBJECTIVE – according to DoW

Understanding of consumer behavior related to food (main habits, drivers and demands) – consumer purchasing, cooking and eating behavior and habits

Understanding of perceptions and attitudes concerning different aspects of food products – health dimensions, modern vs. traditional, attitudes toward special product categories (fruit, vegetables, meat and fish, fat, dairy products, bread,..)

Understanding the implication of consumer trends for products in focus of our interest

Understanding how people live and plan their lives – life style of consumers

Understanding of consumer segmentation (concerning attitudes, demographic profile, psychology, purchasing models)

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: stratified 3-staged probability sample.
- Sampling stages:
 - Polling station territory chosen with probabilities proportional to size (PPS)
 - Households by random route technique starting from the given addresses
 - Households member with equal probability – Kish scheme
- Stratification will be done according to: type of settlement and country
- Fieldwork control: at least 12% interviews in all strata proportionally to sample size, logic and consistency control of collected data is performed in 100%



Our options for theoretical background and questionnaire:

- 1. 4 isolated instruments/ sets of questions for different products (fruit, organic, traditional and products with health claims)**
- 2. One integrated instrument with common theoretical background (we opt for second one)**
- 3. other, to be discussed ...**



THEORETICAL APPROACHES:

food choice is a dynamic behavior that is subject to almost continuous change and that can be influenced at very different levels. It varies not only from person to person and from situation to situation, but is also dependent on the type of food product... Models must incorporate different factors that determine food consumption

- Theory of planned behavior
- MODE model



THEORY OF PLANNED BEHAVIOUR – (Ajzen, 1985)

- Consumer surveys are, by rule, based on **cognitive theories** which try to explain the link between attitudes and behavior by explicit cognitive factors and conscious strategies.
- **Theory of Planned Behavior** proposed by Ajzen, 1985 have been used to study cognitive determinants of eating behavior.

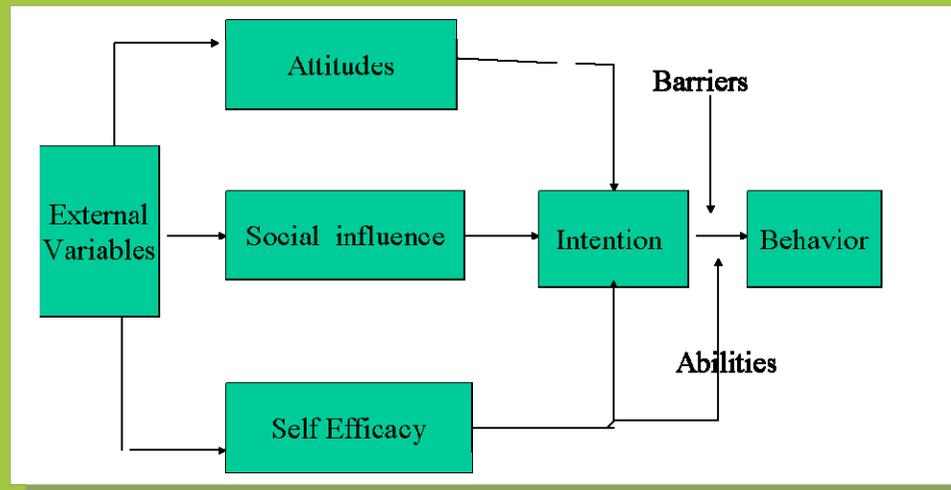


Figure 1. Theory of Planned Behavior

THEORY OF PLANNED BEHAVIOUR



- Behavior is directly provoked by intentions, which in turn are influenced by:
 - ❖ attitudes
 - ❖ control possibilities (perceived behavioral control) and
 - ❖ judgments of others whose opinions seem important to the person involved
- Although the theory has been applied widely in the area of food choice, it has its limitations (**low predictive value when it comes to impulsive, automatic, low control behaviors**). The link between intention, attitudes and actual food consumption behavior is often weak. The correlations between attitudes and foods consumption is low.
- The input from qualitative segment of realized Focus Balkans parts of the survey (consumer in-depth interviews WP5) shows that impulsive behavior is important in food consumption. Other studies (Verplanken, 1999) support this conclusion regarding food consumption.

SOURCE: Petty, Fazio, Brinol: Attitudes; Implicit and Explicit Measures of Attitudes, Psychology Press

MODE MODEL - Fazio & Towless-Schwen, 1999

Attitude is association in memory between the object and one's evaluation of it. The strength of this object evaluation association has important implications for attitude behavior process.

Two basic classes of attitude to behavior process

1. STRONG ATTITUDES / UNCONSCIOUS REACTION. Attitudes guide behavior in a spontaneous manner, without the individual actively considering the relevant attitude, without the individual's necessary awareness of its influence. Attitudes activated from the memory automatically upon the individual's exposure to the attitude object. Attitudes strong enough to be automatically activated upon perception of the object. *SPONTANEOUS ATTITUDE BEHAVIOR RELATION, IRRATIONAL*
2. WEAK ATTITUDES / RATIONAL EVALUATION. There is no strong connection between the object and the attitude. Individuals may analyze the costs and benefits of a particular behavior, and reflect upon the attitudes relevant to the behavior decision.

The most central to the MODE model is the question under what conditions one or the other orientation predominates?

MODE MODEL – Fazio & Towless-Schwen, 1999



MODE model operates with two moderating factors:

Motivation and **opportunity** are determinants of the attitude behavior relation. MOTIVATION AND OPPORTUNITIES, determine the extend to which the attitude to behavior process is primarily spontaneous/ irrational/ automatic or rational/ controlled in nature.

Individuals can sometimes remain completely unaware of the processes and strategies involved in their decision making. The level of consciousness depend on motivation and opportunity.

SOURCE: Petty, Fazio, Brinol: Attitudes; Implicit and Explicit Measures of Attitudes, Psychology Press

MODE MODEL & TPB

TBP argues:

1. attitudes; conscious evaluations of possible outcomes;
2. social influence; the opinion of other people;
3. self efficiency; confidence about being able to perform the behavior

MODE MODEL: Consumption of food is often repeated, and may become unconscious. A conscious decision process (as proposed in models like TPB) may be less likely to occur (according to MODE model).

Food consumption may be automatic, associative, implicit, emotionally charged and leaded by habit, which makes them difficult to control or modify

IMPLICATION TO THE QUANTITATIVE SURVEY

**combination of cognitive and emotional mechanisms in
explanation of food consumption**

QUESTIONNAIRE CONSISTS OF TWO PARTS

DoW

FOOD PREPARATION AND EATING HABITS IN THE HOUSEHOLD AND CONSUMPTION DIARY OF THE HOUSEHOLD FOR ONE DAY
ATTITUDES TOWARD FOOD PRODUCTS CONCERNED BY THE PROJECT AND LIFE STYLE

OUR SUGGESTION ACCORDING TO OPTION 2

DEPENDENT INDICATORS:

CONSUMPTION OF FRUIT, ORGANIC, TRADITIONAL AND PRODUCTS WITH HEALTH CLAIMS (7 DAYS, YEARLY RECALL)

INDEPENDENT INDICATORS (PREDICTORS) *TOWARDS CONSUMPTION OF FOOD IN GENERAL*

SUBJECTIVE/ PERSONAL, CULTURAL AND SOCIAL NORMS

PERCEIVED BEHAVIORAL CONTROL

VALUES

MOTIVES

SOCIODEMOGRAPHIC VARIABLES

DEPENDENT INDICATORS – 7 days recall or yearly consumption for organic (targeted to 4 issues)

1. consumption of fruit
2. consumption of products with health claims
3. consumption of organic food
4. consumption of traditional products

*consumption/ not purchase behavior will be measured in the quantitative survey

HOW TO MEASURE

7 days recall (Sobell and Sobell, 1992; Kuhlhorn, Leifman, 1993)

In the last 7 days (year) how much of fruit, organic products, traditional food, products with health claims have you consumed?

Attitude toward consumption of food

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

'Bad-Good; Unpleasant- Pleasant; Unsatisfying-Satisfying; expensive-cheap; unhealthful-healthful; unhandy-handy; foul-nice; messy-clean; unproblematic-problematic;

INDEPENDENT INDICATORS – attitudes toward food in general

SUBJECTIVE/ PERSONAL, CULTURAL AND SOCIAL NORMS

PERCEIVED BEHAVIORAL CONTROL

VALUES

MOTIVES

SUBJECTIVE/ PERSONAL, CULTURAL AND SOCIAL NORMS

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

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

to what extent you felt that family and peers who are important to you think that you should eat something

Subjective norms:

People who are important to you" "want" and "expect" you to eat what you usually eat

Cultural/ religion norms

PERCEIVED BEHAVIORAL CONTROL

SELF-EFFICACY CONSTRUCT: people's sense of self control in performing the behavior in different situations;

Extent that he/she felt that they have control over the food consumption

Example: Can you control yourself on what you eat; Do you always eat what you planed;

VALUES

Hedonism/ taste preferences/ liking the food/ pleasure while eating

Ethical values (social responsibility), environmental and animal rights issues, ecological balance of natural systems

Traditionalism (vs. modernism)

MOTIVES

Health and nutrition aspects, health concern:

I eat something because it is healthy for me; I know exactly which type of food is healthy; I take care to eat diverse type of healthy food; eating healthy food can help to prevent diseases; eating healthy food makes you feel better; you are what you eat;

Physical appearance:

I eat something because I look good, I stay fit; Certain food is good for complexion, ...;

Habit strength, strength of past behavior, repetition behavior: automatic acts; operating outside our awareness and are cognitively efficient; behavior is under the control of the environment in which the behavior takes place. Formed by repetition of behavior.

lack of habits has been mentioned as important factor in WP5

I eat what I am used to, I do not think about what I eat a lot; Eating two servings of fruit per day is something I do automatically; I eat without thinking; I eat certain food without having to consciously remember it; I feel guilty when I eat unhealthy food; I always eat the same;

Availability and accessibility of food (contradict with convenience which was mentioned in WP5)

Price (mentioned in WP5)

Quantitative research – References

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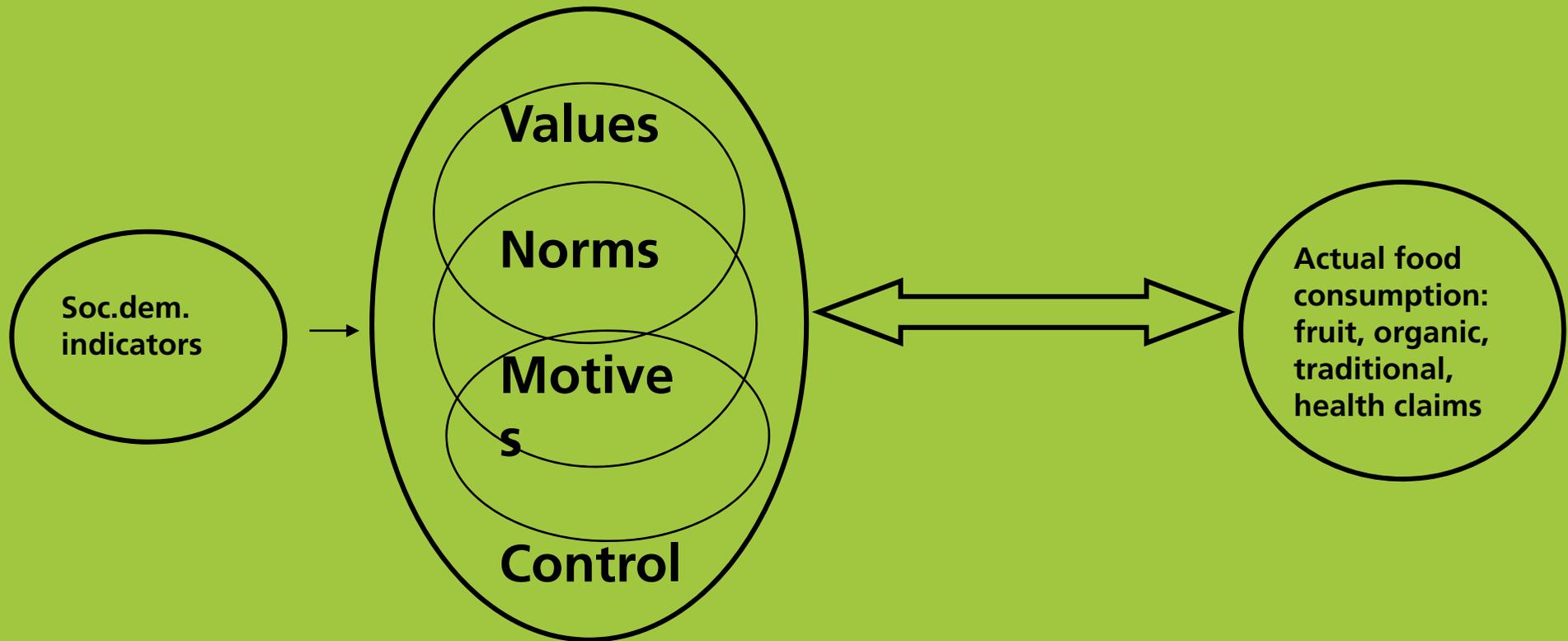
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Analysis

Set of different food consumption (in general) questions. Factor analysis or cluster analysis to be implemented...



ISSUES TO BE DISCUSSED WITH WP LEADERS

- **PURPOSE OF QUANTITATIVE SURVEY FOR OTHER WP**
- **THE AIM OF GAINING THE DATA**
- **THEORETHIC BACKGROUND if any**
- **INPUTS FROM REALISED WP ACTIVITIES (for the benefit of quantitative survey)**
- **INDICATORS OR SPECIFIC (SET) OF QUESTIONS/ instruments**

