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Muhammad Zabiullah Khan

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ABSTRACT

The purpose of this thesis is to examine the buying intention of the Norwegian consumers towards ecological or eco-labeled food products. What are the factors that are leading people to buy organic food and which one are the most important factors among consumers.

The thesis is divided into four sections, Phenomena, Theory, Reality, and conclusion. Each section is interrelated with each other. In this thesis, data were collected from questionnaires and distributed among consumers who buy food. Before going to consumers it is important to know what theories and previous studies says about the purchase intentions towards organic food and what are the most important factors that need to be considered.

After having such knowledge about the previous studies, now there are many theories that can be followed to study the intention of the consumer towards ecological food products. For this, few theories are used that can provide theoretical background for this study. The most important one is the theory of planned behavior by Ajizen Icek because this theory is the most famous for studying human action, and mostly focus on the intentions to perform some certain actions. Theory of decision making also provides us the process that took a person to make some certain decision.

After having the theoretical base from theories and empirical studies to find out the most important factors or variables that can influence on the decision making process of consumers, now the questionnaires with the sample size of 259 was developed and distributed among young and older (age 18-Above than 56) people. Mainly the questionnaires will be distributed in the restaurants because it is much more convenient and much more diversified.

Several techniques were utilized to analyze the data. Multiple regression analysis, ANOVA, t-test and hierarchical multiple regression were used. The result shows that the proposed model shows 49.5% of the variance of intention to buy organic food. Furthermore, the result also shows that the only *attitude towards buying organic food*, *perceived availability* and *health consciousness* are significant predictors of *intention to buy an organic product*. Whereas, *perceived price* and *subjective norm* are significant predictors of *actual purchase decision*.

Key words: Consumer behavior, organic food, Theory of planned behavior, survey, Norway.

CONTENTS

LIST OF TABLES

LIST OF FIGURE

1. INTRODUCTION:

1.2 Structure of the study:

This study is based on seven chapters. The first chapter discusses the background and purpose of study followed by relevant theories, which will provide the theoretical foundation of research. Chapter three provides a comprehensive literature review of previous relevant studies. Chapter four constructs the model while chapter five explains research techniques. Analysis and findings are discussed in chapter six and finally a discussion and conclusion is discussed in chapter seven.

1.3 Background of the study:

Environment shifted from fringe to a mainstream issue, which is the main reason that the consumer's environmental consciousness has been increased in the last few decades (Kalafatis et al., 1999). Studies show that consumers are now becoming more and more concern with food qualities which cannot be discovered by looking, tasting or smelling the product (Wandel and Bugge, 1997). Therefore, recently there has been increased in the production of organic products which is seen as having less impact on the environment (Bayaah et al., 2010). Marketer view this occurrence as offering business opportunities and make long term environmental strategies but some time companies launch environmental friendly products while fabricating environmental qualities (Kalafatis et al., 1999).

The organic food market has become a growing sector in developed agricultural economies around the globe, especially in EU (Chen, 2007). For example, in Italy, the Netherlands, Belgium, Greece, Spain and Germany, organic foods are sold in specialized shops and by direct

marketing, but in Sweden, Finland, Austria, Denmark and UK organic foods are available in supermarkets (Tarkiainen et al., 2005).

According to the European commission report on the EU organic sector, organic agriculture increased significantly in the last years with occupying 8.6 million hectares in EU in 2009 and represents 4.7% of the EU-27 utilized the agricultural area (European commission, 2010).

Many studies show that many consumers state that they are interested in foods which are organically produced but still the proportion of consumers who buy organic food is low (Magnusson et al., 2002). Consumers who are highly concerned with health and safety of food products would buy more organic food products (Magistris et al., 2008). Because Organic food contains more primary and secondary nutrients than conventional food (Chen. 2007).

Norwegian consumers relate domestically produced food as safe, and put trust in Norwegian agriculture, food control and in food products, but only 1.1% of the total food grocery sales was sold as organic and total of 4.35% area was cultivated organically in 2009 (Valborg et al., 2011). The goal of the Norwegian government for organic food production is to achieve 15% of total food production as organic in 2020 (Valborg et al., 2011).

In previous studies consumer has a positive attitude toward organic food (Magnusson et al., 2002). But having a positive attitude does not mean that consumers will actually purchase organic food (Tarkiainen et al., 2005). So there can be many factors that can affect intention to buy organic food and then on actual purchasing. This thesis will focus on many different factors that can affect intention to buy organic food in Norway.

1.4 Research questions:

The research question is the main part of any research as it is the foundation of the whole study. The research question refers to "*Express the research objectives in term of questions that can be addressed by research*" (Zikmund et al,. 2010, p. 121). The aim of this study is to answer the following main question:

"*What factors influence most to the consumer's intention to buy organic food products in Norway?*"

There are seven sub-research questions to be studied in the thesis:

"*How do consumers' attitudes toward buying organic food influence their intention to buy organic food of Norwegian consumers*"

"*How do subjective norms of consumers influence the intention to buy organic food of Norwegian consumers?*"

"*How does perceived price of organic food influence the intention to buy organic food of Norwegian consumers?*"

"*How does perceived availability of organic food influence the intention to buy organic food of Norwegian consumers?*"

"*How does consumers' product knowledge influence the intention to buy organic food of Norwegian consumers?*"

"*How does consumers' Health consciousness influence the intention to buy organic food of Norwegian consumers*"

1.5 Purpose of study:

The objective of this research is to investigate the elements that can affect the consumer purchase intention towards organic food in Norway. For this, *the theory of planned behavior* (TPB) is used because this theory is one of the most influential theories for studying human actions (Ajzen, 2002). This study explains the relationship between attitude toward buying organic food and intention to buy it. Relationships and the effects of a subjective norm, perceived price, perceived availability, knowledge, health and demographics on the intention to buy organic food is also investigated. In the end findings are expected to explain which factor is most influenced the intention to buy organic food.

2. RELEVANT THEORIES

This section describes the set of different relevant theories which then provides the theoretical background to this thesis.

2.1 Consumer behavior:

Consumer behavior is relatively a new area of study. It is the study of how a consumer spends their resources to search, buy, use and dispose of the needed products (Schiffman et al., 2008). Its roots can be found from the marketing concept, which is to produce only those goods that the customer wants, not what producers intend to sell (Schiffman et al., 2008). Consumer behavior can be categorized into three main elements, Acquiring, Using and disposing, these elements can be occurring over a dynamic time period (Hoyer et al., 2007). The comprehensive definition from one author is "*Consumer behavior reflects the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, activities and ideas by human decision-making units over time*" (Hoyer et al,. 2007, p. 3). Marketers are extremely interested in consumer behavior (Hoyer et al., 2007) because *Knowledge* of consumer behavior is a competitive advantage for organizations. Organizations can use this knowledge to increase their profitability (Hawkins et al,. 2007).

2.1.1 Consumer decision making:

Behind every purchase there is a whole decision making process in the mind of the consumer, this can be a very simple process or can be very extensive one (Schiffman et al., 2008). There are many factors which can influence this process, some need high level of information search and some do not require (Schiffman et al., 2008). To get a clear picture of the consumer decision making process, the model is used which was presented by Leon G. Schiffman et al., in his book

consumer behavior a European outlook 2008. This model has three major components: input, process and output. Following are the details of each component.

External Influences

Input

Firm's Marketing Effort	Sociocultural Environment
1. Product	1. Family
2. Place	2. Informal Source
3. Promotion	3. Other non-commercial source
4. Price	4. Social class
	5. Subculture and culture

Consumer Decesion-Making

Process

Need Recognition

Pre-Purchase Search

Evaluation of Alternatives

Experiance

Psychological Field
1. Motivation
2. perception
3. learning
4. personality
5. Attitudes

Post-Deecesion Behaviour

Output

Purchase
1. Trial
2. Repeat purchase

Post-Purchase Evaluation

Figure 1: A simple Model of Consumer decision making (Source: Schiffman et al., 2008, p.75)

Input

This component of this model explains the external influences that can produce the stimuli about a particular product (Schiffman et al., 2008). Schiffman draws two main categories within this component, firms marketing effort and sociocultural environment.

- **Marketing inputs:**

The Companies try to communicate with a consumer by marketing mix to attract them towards their particular product (Schiffman et al., 2008). There are some marketing mix strategies used by organizations to communicate the benefits that a consumer can get it by using their product, it can be product packaging, sales offers, distribution time, etc. (Schiffman et al., 2008). But for the marketers it is very important to consumer perception about their product every time so that they can develop their strategies accordingly (Schiffman et al., 2008).

- **Sociocultural inputs**

The major portion of the sociocultural input is non-commercial influences (Schiffman et al., 2008). This can put a strong influence on the decision making process because it includes all the influences which the consumer can get from the society. It can be culture, friends, family, views from experienced consumers (Schiffman et al., 2008). For marketers this is sometime difficult to understand the pattern of how the consumer evaluate and adopt the product (Schiffman et al., 2008).

<u>Process</u>

This element actually describes how the consumer makes a decision (Schiffman et al., 2008). This element is divided into three main categories. *Need recognition*, *pre-purchase search* and *evaluation of alternatives*.

- **Need recognition:**

This is a very first step in decision making, it usually occurs when the costumer faces any problem (Schiffman et al., 2008). Problems can be, when a product fails to work or new desire for a product (Schiffman et al., 2008).

- **Pre-purchase Search:**

After need recognition, the consumer starts to search out the product which can satisfy his/her needs, and if the consumer had a previous experience about the needed product, then he/she might not go for extensive search but if he/she has no previous experience then he/she need extensive search from the external environment (Schiffman et al., 2008). Degree of risk also defines the level of involvement in information search, in the high risk consumer intend to engage in more extensive and complex information search and vice versa (Schiffman et al., 2008). A consumer can use many sources to get information about the particular product, like personal (friends, relatives, colleagues, etc.) or impersonal (internet, advertisement, newspaper, etc.) (Schiffman et al., 2008).

- **Evaluation of alternatives**

After having the list of alternatives by doing pre-purchase search now the consumer evaluates the alternatives and for this they usually use two types of information (Schiffman et al., 2008).

First, they have a list of brands from which they make their selection also known as **an evoked set** and the **criteria** that can help them to evaluate each brand (Schiffman et al., 2008). Evoked set refers to "*the specific brands (or models) a consumer consider in making a purchase within a particular product category*" (Schiffman et al., 2008, p. 80) and distinguished from the consumer's inept set and the inert set (Schiffman et al., 2008). Inept set, "*which consists of brands, the consumer excludes from purchase consideration because they are felt to be unacceptable*" (Schiffman et al., 2008, p. 80) and inert set, "*which consists of brands, the consumer is indifferent towards because they are perceived as not having a particular advantage*" (Schiffman et al., 2008, p. 80). These sets tend to be smaller in quantity usually not more than five (Schiffman et al., 2008). However, if the consumer experiences with any particular product category increase then it will increase the size of the evoked set as well (Schiffman et al., 2008).

After having the list of brands, now consumer needs to evaluate them under particular selection criteria. For the marketers this part of the decision making process is very important, so that they can develop the attributes that are considered by consumers (Schiffman et al., 2008). The consumer some time use decision rules for making purchase decisions because it gives helps in complex decisions (Schiffman et al., 2008). According to Schiffman et al., (2008) these rules consist of two major categories, "*compensatory*" and "*non-compensatory*" rules. In the *compensatory decision rule, "a consumer evaluates brand or model options in term of each relevant attribute and computes a weighted or a summated score for each brand"* (Schiffman et al., 2008, p. 83). The main feature of this rule is that it balances the positive and negative evaluation on different brands (Schiffman et al., 2008). The other category by Schiffman et al., (2008) is *non-compensatory* decision rules which "*do not allow consumer to balance positive*

evaluation on one attributes against a negative evaluation on some other attribute" (Schiffman et al., 2008, p. 84).

Output:

This part of the model consists of two kinds of activities: *Purchase behavior* and *post-purchase evaluation* (Schiffman et al., 2008).

- **Purchase behavior:**

  According to Schiffman et al., (2008) three kinds of purchases make by consumer, *trial purchases, repeat purchases and long term commitment purchases*.

  o Trial purchases:

  When the first time consumer buys the product in very lesser quantity than it means he/she is evaluating the product by using it. This is called exploratory phase of purchase behavior.

  o Repeat purchase:

  This purchase behavior is related to brand loyalty and by this, the companies try hard to develop this behavior among consumers. In this behavioral purchase consumer tend to buy the same brand again and again in the larger quantity.

  o Long term commitment to purchase:

  This purchase behavior is much more developed for durable products like (Cars, washing machine, refrigerators, etc). Consumers usually move directly from evaluation to the long term commitment purchase without going to trial purchases.

- **Post-purchase evaluation:**

  After purchasing and using the product now a consumer evaluates the product performance in the light of his/her expectations (Schiffman et al., 2008). According to Schiffman et al., (2008) there are three kinds of outcomes from the evaluations.

  a. *Actual performance matches the expectation (neutral feeling).*

  b. *Performance exceeds expectations (Satisfaction).*

  c. *Performance is below expectations (dissatisfaction).*

The degree of *post-purchase* analysis depends on how important are the decisions and the intensity of the experience acquired by using it (Schiffman et al., 2008).

According to Schiffman et al., (2008) attitude is "*an attitude is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object*" (Schiffman et al., 2008, p. 248). This study is majorly based on consumers' attitudes and its relation with behavior so it is important to know more about the attitude towards behavior; following are some models and theories that explain the attitude in detail by Schiffman et al., (2008).

2.2 Tri component attitude model:

According to the Tri component attitude model attitude consist of three main components;

    a. *The cognitive component*

    b. *The affective component*

    c. *The conative component*
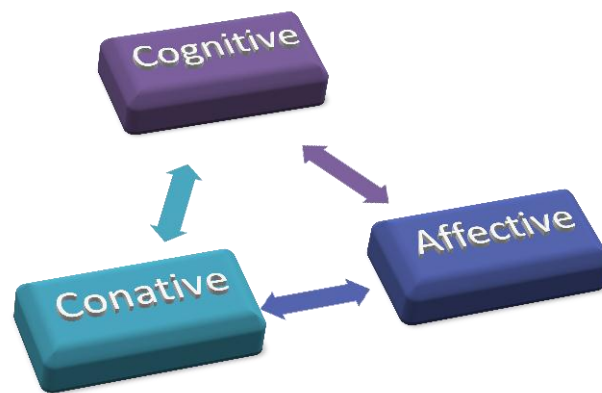
Figure 2: A simple representation of Tricomponent attitude model (Source: Schiffman et al., 2008, p. 250)

The Cognitive Component:

This component refers to *"a person's knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources"* (Schiffman et al., 2008, p. 250).

The affective component:

"This component consists of consumer's emotions or feelings about a particular product or brand" (Schiffman et al., 2008, p. 251). The researcher also uses a battery of affective response scales to construct an image of the consumer's feelings about a product or services (Schiffman et al., 2008).

The conative component

This component relates with the "*likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object"* (Schiffman et al., 2008, p. 251). It may also include the actual behavior itself (Schiffman et al., 2008). This component treated as a consumer's intention to purchase any product. It is also believed that a positive brand's commitment results in an actual brand purchase (Schiffman et al., 2008).

2. 3 Attitude toward behavior model:

"*The attitude towards behavior model is the individual's attitude towards behaving or acting with respect to an object rather than the attitude towards the object itself.*" (Schiffman et al., 2008 p. 253). Sometimes consumers have a positive attitude toward product but having a negative attitude to buy that particular product (Schiffman et al., 2008).

Following is a *theory of reasoned action* that "*represents a comprehensive integration of attitude components into a structure that is designed to lead to both better explanation and better prediction of behavior*" (Schiffman et al., 2008, p. 254). This theory also consists of three elements like a tri - component model, but in an arranged pattern (Schiffman et al., 2008).
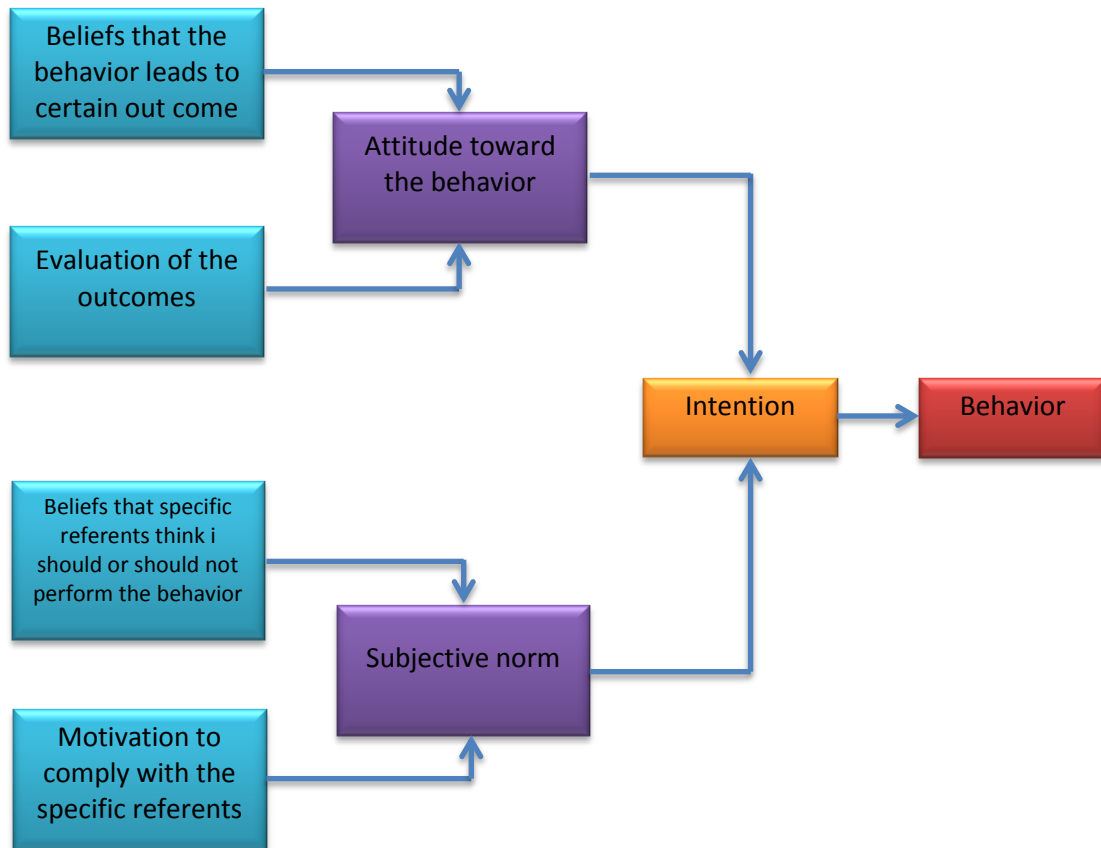
Figure 3: The theory of Reasoned Action. (Source: Schiffman et al., 2008, p. 255)

14

To understand this model it is important to investigate the subjective norms that influence an individual's intentions (Schiffman et al., 2008).

2.4 Theory of planned behavior:

The *theory of planned behavior* (TPB) provides the theoretical background for this study.. *The theory of planned behavior is an extended version of the theory of reasoned action* (Ajzen 1991). *Individual's intention is the central element in this theory* (Ajzen 1991). Intentions can influence a behavior by capturing motivational factor. Generally, stronger intentions about any behavior can lead to perform that behavior (Ajzen 1991). This theory has also been applied in many studies of organic food buying behavior (Tarkiainen et al., 2005). Also this theory has been applied to study of buying behavior of environmentally friendly products (Kalafatis et al., 1999). Following figure shows the model of the *theory of planned behavior*.
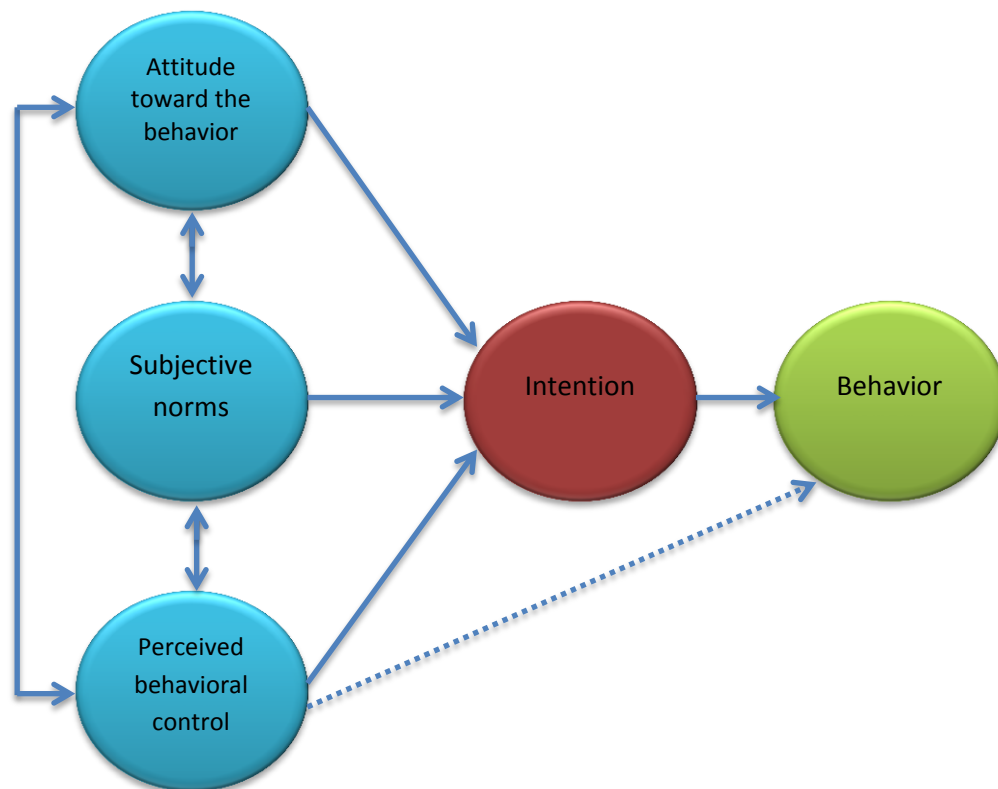
Figure 4: Theory of Planned Behavior (Source: Ajzen 1991)

Theory of planned behavior is used by many authors to study the buying intention of the consumer. (Tarkiainen et al., 2005; Phuah Kit Teng et al., 2011; Chen 2007; Magnusson et al., 2002; Suprapto et al., 2012; Vermeir et al., 2007; Zeinab S. Saleki et al., 2012).

The theory of planned behavior has three main conceptual independent factors of intention; *Attitude toward behavior, Subjective norms* and *perceived behavioral control* (Ajzen 1991).

Attitude toward behavior:

This refers to *"the degree to which a person has favorable or unfavorable evaluation of the behavior in question"* (Ajzen 1991). According to Ajzen (1991), attitude can develop from the people's belief about an object of the attitude and beliefs about any product can be developed by relating it with certain attributes. These attributes are already valued positively or negatively, so the attitude toward behavior can be acquired (Ajzen 1991). Thus, people form favorable behavior that can turn into required consequences (Ajzen 1991).

Subjective norms:

The second determinant is *subjective norm,* and it refers to *"the perceived social pressure to perform or not to perform the behavior"* (Ajzen 1991). They are internally controlled and does not operate with external reinforcement (Kalafatis et al., 1999). Socially worthy act brings self generated feelings, while failure to act in this way may raise feelings of shame. The referent involved in subjective norms can be friends, families, doctor and religious organization (Kalafatis et al., 1999).

Perceived behavioral control:

The third determinant of the *theory of planned behavior* is *perceived behavioral control* which refers to the *"perceived ease or difficulty of performing the behavior and it is assumed to reflect the past experience as well as anticipated impediments and obstacles"* (Ajzen 1991). Behavioral control also can affect from indirect information about the behavior like the experiences of friends and by the other factors that can increase or decrease the perceived difficulty of performing the behavior in question (Ajzen 1991). There is a positive relationship between resources/opportunities and perceived control over behavior and the negative relationship between the person's obstacles and perceived control over behavior (Ajzen 1991). PBC also influences the behavior directly (Kalafatis et al., 1999).

2.5 Environmental marketing:

The definition of green marketing as explained by (Polonsky, 1995) is *"Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment"* (Polonsky, 1994).

It includes the protection of the natural environment and the fair exchange between buyer and seller. Secondly, for human consumption by its nature is damaging to the natural environment, but the organization should mention "less environmentally harmful" rather than "Environmentally Friendly" because green marketing should minimize environmental harms, not essentially removing it (Polonsky, 1994).

The majority of people believe that promotion of products with environmental attributes means green marketing. Terms like Phosphate Free, Recyclable, and environmentally friendly, are some of the attributes that consumers relate to green marketing, but green marketing is a much broader concept. This concept can be applied to industrial goods, consumer goods and even services (Polonsky, 1994). The green marketing is often called ecological marketing or environmental marketing (Polonsky, 1994).

According to the Polonsky, (1994) the most important reasons behind why environmental marketing has increased in importance are the world's unlimited wants try to fulfill with limited resources on the earth by people.

For marketing, the short term challenge is that environmental and social issues have become considerably external influences on companies and the market (Baker, 2003). Companies need to respond to the changing customer needs, for example, implementing new regulation reflects increasing concern about the socio-environmental impacts of business (Baker, 2003).

Marketers' response to the green agenda is both proactive and reactive. In proactive companies, focus on communication with stakeholder and try to improve customer and legislation's demands also participates in the debates about social and environmental issues. In reactive approach companies tend to focus on compliance with legislation and customer pressure for improvements to socio-environmental pressure (Baker, 2003).

Polonsky, (1994) defines 5 possible reasons why companies increased use of green marketing.

- **Opportunities:**

Studies in different countries show that, different kinds of consumers (individual or industrial) are becoming more concerned and having more knowledge about the environment (Polonsky, 1994). This indicates the changing behaviors of consumer demands and companies see these changes as an opportunity to be explored (Polonsky, 1994).

- **Social responsibility:**

Organizations are now realizing that they are part of a broader community and have to operate in a social responsible manner (Polonsky, 1994). Now firms are achieving environmental objective as well as profit objectives and by this, it can integrate into organizational culture (Polonsky, 1994).

- **Governmental pressure:**

The government protects consumers and society from different marketing related activities and this restrict to any company to perform any unethical action. The Government regulates different rules relating environmental marketing to ensure the protection of consumer and society (Polonsky, 1994). Thus, the government tries to protect consumers from ambiguous claims, so that consumers can make more informed decisions (Polonsky, 1994).

- **Competitive pressure:**

Firms always want to maintain their competitive position by implementing competitive strategies. During the competitive strategy firm have to observe the competitor's behavior towards environmental marketing and make their strategies accordingly (Polonsky, 1994). Sometime it needs to modify the entire industry for changing environmental behavior (Polonsky, 1994).

- **Cost or profit issue:**

Green marketing in an attempt to address cost or profit related issues. It is very costly to dispose environmentally harmful by-products. So the firm can do cost saving by reducing harmful wastes. Or, if not than firms can increase its profit by finding the markets for uses of their waste materials (Polonsky, 1994).

2.6 Eco-Labeling:

Over the last four decades the need for protecting our environment has increased dramatically. Different approaches have been introduced to implement more sustainable methods. One of these approaches that have gained enormous popularity is eco-labelling.

This approach has increased an awareness of the consumer regarding the production cycle. The production, consumption and the disposal of the waste are the main concerns that eco- labelling is highlighting to consumers (Gallastegui, 2002).

The main goal under the provision (21) of the RIO earth summit seeks to assure consumers towards more reasonable energy resources (Horne, 2009). In depth, this approach leads towards the more learning of the customers for better environmental consumption and on the other side, it also helps the producers, authorities and other parties introduce new standards of new approaches of sustainable energy.

Three different types of labels have been introduced by Gallastegui. The first type of labels strongly indicates a diversion of the customer towards more sustainable approaches that leads to consumption routine and are backed by the national authorities. The second type of labels are one sided information from the manufacturer of goods to customers showing different aspects of the products. The third and the last type of labels give qualitative information about specific products. (Gallastegui, 2002)

The focus of our paper is more towards the first type of labels that are also called the Eco labels.

Eco labels are basically labels that are

- Free to be chosen by the customers and set a benchmark that is set by a mediator

- The main focus of these labels is to show products that are friendly to the environment.

- The determination of the goods that needs to qualify to use labels and the procedure of choosing these goods is entirely done by a group of highly trained people.

The entire process of selecting the goods to be used the label and the method of choosing these is available openly.

3. LITERATURE REVIEW

This chapter describes the previous empirical studies about consumer intention to buy organic foods done by different authors. The following table shows the summary in the matrix form of previous empirical studies with their findings. At the end of this table, a general overview of the following table is explained.

3.1 Literature Matrix:

Authur	Variables		Sample size/ study area	Findings	Methodology
	Dependent	Independent			
Zanoli et al., (2002).	1. Consumer motivation. 2. Product knowledge.	1. Product attributes 2. Consumer needs	Interviewed with 60 respondents in Italy.	1. Price and distribution are important. 2. Clear distinguish between organic and conventional production process.	Means-end chain model.
O'Donovan et al., (2002).	Consumer perception of organic food.	1. Health consciousness 2. Perceived value 3. Income 4. Environmental	250 questionnaires were distributed among the Irish population	1. Expensive 2. Not easily available. 3. Higher socioeconomic groups were more willing to purchase organic meat.	Factor and reliability analysis was conducted on Questionnaires statements.

		concern		4. By increasing the awareness of food safety and environmental issues market growth can be increased in this sector.	
Aryal et al., (2009).	Willingness to pay.	1. Knowledge about product. 2. Attitude towards the product. 3. Intentions towards product purchase.	Survey of 180 consumers by semi-structured questionnaires in Nepal.	1. The majority of the people are willing to pay. 2. Consumption of organic product is increasing 3. Product development and innovations are needed to increase the demand. 4. The majority of people are not well aware about the availability of OP in the market.	Data were analyzed by qualitative and quantitative techniques.
Salleh et al., (2010).	Attitude towards organic food.	1. Environmental concern 2. Health consciousness	A sample of 136 respondents in Malaysia was selected.	The finding indicates that health consciousness is more important than environmental concern.	Data analyzed by SPSS 12. Reliability test. Correlation and regression analysis.

Makatouni (2002).	Belief and attitude towards organic food.	1. Health. 2. Animal welfare. 3. Environment.	40 laddering interviews among parents having children aged 4-12 in the UK.	Consumer perceived organic food as an individual and social value. Health, environment, animal welfare is important but among these health factors is most important for them and their families.	Means-end model.
Zeinab S. Saleki et al., (2012).	Attitude and organic buying behavior.	1. Knowledge 2. Quality 3. Price 4. Subjective norms 5. Familiarity	Direct questionnaires with 150 participants in Iran.	The result shows that all the variables are positive and significant except the subjective norms influence on organic buying behavior.	1. TPB was used. 2. Regression analysis
Vermeir et al., (2007).	Intention to purchase sustainable dairy products.	1. Consumer perceived confidence 2. Personal values. 3. Attitude 4. Availability 5. Social norms	A sample of 456 young adults in Belgium by suing questionnaire and showing them	Public policy and marketing recommendations for stimulating sustainable food consumption among young adults.	1. TPB was used 2. Regression analysis. 3. Factor analysis

			advertisement of sustainable dairy products.		
Suprapto et al., (2012).	Purchase intention towards organic food.	1. Attitude toward organic food. 2. Healthy consumption lifestyle.	Survey of 250 mothers through interviews and open form questions in Indonesia.	Healthy consumption lifestyle is a good predictor of attitude toward organic food and attitude toward organic food directly influence to purchase intention.	1. TPB was used 2.compatibility test through chi-squire, CMIN, GFI, AGFI, TLI and CFI.
Sammer et al., (2006).	Factors influencing of eco-labels on consumer behavior.	Energy labels	151 choice-based conjoint interviews conducted among Swiss people.	1. Consumers are significantly willing to pay an eco-labeled energy efficient product. 2. Eco-label products are well known by Swiss people.	Use discrete choice analysis.
Magnusson et al., (2002).	Attitude toward organic food.	1. Purchase frequency. 2. Purchase criteria. 3. Perceived availability.	Through questionnaires with 2000 respondents	1. Small portion of consumer buy organic food regularly. 2. The majority has a positive attitude to buy organic food	TPB was used. Two tailed t-test and one-way analysis of variance were used for

		4. Beliefs about organic food.	aged 18-65 in Sweden.	3. Few consumers have intention to buy organic food. 4. Consumers consider taste as the most important criterion for buying organic food. 5. Beliefs about organic food items were that they are expensive, and healthier than conventional foods.	analysis.
Valborg et al., (2011).	1. Attitude toward Norwegian agricultural policy and organic farming 2. Behavior towards food consumption.	1. Public goods 2. Local production	Web based survey of 939 Norwegians.	1. Norwegian consumers emphasize that public goods and food attributes should be more important than inexpensive food when formulating agricultural policies. 2. Norwegians prefer those food items which are produced in Norway. 3. Price is not very important	1. Descriptive statistics 2. Factor analysis 3. Regression model.

| | | | | for the consumers.
4. Norwegian consumers are also concerned with the use of pesticides and fertilizers in agricultural products.
5. Health and environmental concerns are the most important reasons for consuming organic food. | |
| Chen (2007). | 1. Attitude toward organic foods.
2. Purchase intention towards organic foods. | 1. Food choice motives
2. Subjective norms
3. Perceived behavioral control
4. Perceived difficulty | 470 respondents aged above 20 years from Taiwan, through self-administered questionnaires. | 1. Six food choice motives (mood, natural content, animal welfare, environmental protection, political values and religion) determine the consumer's positive attitude to organic food.
2. It is difficult for consumers to identify the Eco labels in the market.
3. Food related personality | 1. Moderate regression analysis.
2. TPB was used. |

				traits (food neophobia and food involvement) have a moderating effect on the relationship between food choice motives and consumer's attitude towards organic foods.	
Radman (2005).	Attitude towards organic foods	1. Purchase frequency 2. Supply satisfaction 3. Beliefs about organic foods	Face to face survey with 179 consumers in Croatia.	1. Consumers consider organic food items are very healthy and have a good quality and taste. 2. These products are relatively expensive than conventional food items. 3. Organic food products are in questionable appearance. 4. Not very familiar with supply of these products in market. 5. Some groups have a positive attitude towards organic foods and willing to	1. Univariate analysis 2. Chi-squire test. 3. ANOVA 4. Correlation analysis

				pay higher prices.	
Phuah Kit Teng et al., (2011).	Intention to purchase green foods	1. Attitude towards green products 2. Subjective norms 3. Perceived behavioral control.	Survey of 1355 respondents through questionnaires in Malaysia.	1. Intention to purchase green foods is determined by having positive perception and subjective norms. 2. Perceived behavioral control does not influence the purchase intention. 3. There is not much awareness of green food items in Malaysia.	1. TPB was used 2. Binary logistic model.
Shijiu Yin et al., (2009).	Purchase intention towards organic foods	1. Health 2. Environment 3. Safety 4. Knowledge 5. Trust 6. Convenience 7. Price 8. Age 9. Education 10. Income 11. Kid	Survey of 432 participants from three cities in China through interviews and questionnaires.	1. Purchase of organic food is mainly affected by consumer's concern for their own health, trust in organic food, the degree of acceptance of organic price and income. 2. The intention is slightly affected by a consumer's age, education level and their concern about environment.	Logit regression analysis.

Huang et al., (2012).	Consumer perception and attitude towards organic food products.	1. Organic food knowledge 2. Organic food consumption. 3. Reasons to purchase.	Survey of 390 respondents through questionnaires in Northern Thailand.	1. Health and the environment are the main motives behind purchases of organic foods. 2. Consumer information and lack of awareness regarding organic food is the main barrier to the development of the organic market share. 3. Demographic characteristics have an effect on consumer perception.	1. Descriptive statistic 2. SPSS 3. Chi-square test 4. Cross tabulation.
Afzaal Ali et al., (2011).	Consumer intention to buy environmental friendly products.	Green purchase attitude.	A survey of 400 students was conducted through questionnaires in Pakistan.	Consumers are willing to buy greener products more often but the price and quality of these products must be competitive.	1. Correlation matrix 2. Regression analysis
Bayaah et al., (2010).	Intention to buy organic foods.	1. Safety and health 2. Environmentally friendly	Survey of 177 respondents through	Intention to buy organic product is highly influenced by perception of organic	1. Chi-squire test. 2. ANOVA 3. Correlation analysis

		3. Willingness to pay 4. Knowledge about organic foods	questionnaires in Malaysia.	foods, health and safety aspect of the product and worth of purchasing.	4. Multiple linear regression
Magistris et al., (2008).	Intention to buy organic food products.	1. Availability 2. Knowledge 3. Lifestyle 4. Environment 5. Attitude toward organic food products.	Survey of 200 consumers through questionnaires in Southern Italy.	1. Health attributes and environmental aspects are the most important factors in the decision making process of organic food products. 2. Consumer who are conscious about their healthy diet and balanced life have a more positive attitude which turn into an intention to purchase organic foods.	1. SEM approach was used. 2. Decision making process.
Tarkiainen et al., (2005).	Intention to buy organic food products.	1. Subjective norms 2. Attitude towards 3. Organic food 4. Health 5. Availability 6. Price	A sample of 200 Finnish consumers was studied through questionnaires.	1. Consumer buying behavior can predict the intention towards organic foods 2. Subjective norms can affect buying intentions of organic food through attitude.	1. TPB was used. 2. The Structural Equation Modeling technique was used for analysis.
Hanne Torjusen et	1. Consumer consideration	1. Ethical aspect 2. Environmental	Gather data by 3 means in	1. There is shared interests of producers and consumer of	1. SPSS. 2. Two factor analysis.

al., (2000).	and valuation in food choice. 2. Attitude towards food production. 3. Consumers' understanding about goals of farmers.	aspect 3. Social aspect 4. Health aspect	Norway: 1. Vision seminar among farmers, processor, marketers and consumers. 2. Rapid food system appraisal 3. Consumer survey of 600 respondents through questionnaires.	organic food. 2. Market of organic foods will be larger if the food is of good quality and lower price.	
Clare D'Souza et al., (2007)	Consumer understanding of green labeling	Demographic characteristics	155 telephonic questionnaires were conducted among Australian households.	1. Label dissatisfaction is higher in older and middle age groups. 2. Environmental labeling has a greater effect on reducing the strictness of dissatisfaction with, and the perception of the inaccuracy	1. ANOVA 2. Internal reliability.

				of green product labels.	
Kalafatis et al., (1999).	Intention to buy environmental friendly products.	1. Attitude. 2. Subjective norms 3. Perceived control	Parallel research in two countries (Greece and UK) through 175 and 170 questionnaires respectively.	1. In UK societal influences plays important role in shaping purchase intention of environmental friendly products. 2. In Greece, personal influences are dominant.	1. Conjoint analysis. 2. EMOS program was used.

3.2 General overview of Literature matrix:

Studies about eco-labeled food products among consumers have pretty much done in the last ten years around the world. According to the above table most of the studies found in Europe (13 out of 23). All of them are done in different countries in the EU, including the Scandinavian countries like Italy, Switzerland, Sweden, Belgium, UK, Norway, Finland, Greece, the Netherlands and Croatia. Only 10 studies are found in Asia, not many studies are found which has been done in developing countries. Most of the studies that are included in the above table are from Malaysia.

3.2.1 Samples:

As the focus of this thesis is on consumers, so most of the studies included a general population as a sample in their studies. The majority of them use only questionnaires to collect data from consumers. (O'Donovan et al., 2002; Kamal P. Aryal et al., 2009; Zeinab S. Saleki et al., 2012; Vermeir et al., 2007; Magnusson et al., 2002; Valborg et al., 2011; Chen 2007; Phuah Kit Teng et al., 2011; Afzaal Ali et al., 2011; Magistris et al., 2008; Tarkiainen et al., 2005; Clare D'Souza et al., 2007; Kalafatis et al., 1999; Bayaah et al., 2010; Huang et al., 2012). Some use both interviews and questionnaires for the data collection. (Suprapto et al., 2012; Shijiu Yin et al., 2009; Hanne Torjusen et al., 2000). Only four studies were found in which interviews are the only source of data collection. (Zanoli et al., 2002; Makatouni 2002; Sammer et al., 2006; Radman 2005). The average sample size of the above studies is 406 including questionnaires and interviews; the majority of studies had less than 500 sample sizes, only few had more than 500 sample size, for example, Hanne Torjusen et al., (2000); Phuah Kit Teng et al., (2011); Valborg et al., (2011); Magnusson et al., (2002).

3.2.2. Dependent variable:

The main aim of this thesis is to identify the factors that influence the purchase intention of consumers towards organic food items, so the majority of the studies that has been studied for this thesis focuses on the intention to buy organic food. 10 out of 23 studies put intentions toward organic food as their dependent variable. (Vermeir et al., 2007; Suprapto et al., 2012; Chen 2007; Phuah Kit Teng et al., 2011; Shijiu Yin et al., 2009; Afzaal Ali et al., 2011; Bayaah et al., 2010; Magistris et al., 2008; Tarkiainen et al., 2005; Kalafatis et al., 1999). 9 studies have found that focus on attitude towards organic products. (Salleh et al., 2010; Makatouni 2002; Zeinab S. Saleki et al., 2012; Magnusson et al., 2002; Valborg et al., 2011; Chen 2007; Radman 2005; Huang et al., 2012; Hanne Torjusen et al., 2000). Zanoli et al., (2002) study consumer motivation and knowledge about organic foods. O'Donovan et al., (2002) and Huang et al., (2012) studied consumer perception of organic foods. Only Aryal et al., (2009) study willingness to pay organic food among consumers.

3.2.3 Independent variables:

In the previous studies some variables are commonly used by authors to identify intentions towards organic foods among consumers, for example, environmental, health, knowledge, Price, Attitude, Availability, subjective norms and demographic characteristics of consumers. 8 out of 23 studies took an attitude towards organic foods as independent variable (Aryal et al., 2009; Vermeir et al., 2007; Suprapto et al., 2012; Phuah Kit Teng et al., 2011; Afzaal Ali et al., 2011; Magistris et al., 2008; Tarkiainen et al., 2005; Kalafatis et al., 1999). 7 studies have found with the environment and health as independent variables. Enviornment took by O'Donovan et al., (2002), Salleh et al., (2010), Makatouni (2002), Shijiu Yin et al., (2009), Bayaah et al., (2010), Magistris et al., (2008), Hanne Torjusen et al., (2000), and Health aspect took by O'Donovan et

al., (2002), Salleh et al., (2010), Makatouni (2002), Suprapto et al., (2012), Shijiu Yin et al., (2009), Tarkiainen et al., (2005), Hanne Torjusen et al., (2000). The effect of availability and knowledge is explained in 6 studies by Vermeir et al., (2007), Magnusson et al., (2002), Chen (2007), Radman (2005), Magistris et al., (2008), Tarkiainen et al., (2005) and Aryal et al., (2009), Zeinab S. Saleki et al., (2012), Shijiu Yin et al., (2009), Huang et al., (2012), Bayaah et al., (2010), Magistris et al., (2008) respectively. In the consumer market price is an important factor to consider, so 5 studies have found that explains the effect of a price on intention to buy organic foods. (Aryal et al., 2009; Zeinab S. Saleki et al., 2012; Shijiu Yin et al., 2009; Huang et al., 2012; Bayaah et al., 2010; Magistris et al., 2008). The effect of subjective norms is studied by Zeinab S. Saleki et al., (2012), Chen (2007), Phuah Kit Teng et al., (2011) Tarkiainen et al., (2005) Kalafatis et al., (1999) which explain the social pressure while buying any product. Only two studies describe the demographic effect on purchase intention. (Shijiu Yin et al., 2009; Clare D'Souza et al., 2007). Sammer et al., (2006) find out how energy labels influence on purchase intention. Valborg et al., (2011) explains the preferences of local ecological food and imported food.

3.2.4 Findings:

Based on the literature review in the above table, some conclusion on consumer perception, attitude and knowledge about organic food can be drawn. The main factor that affects buying intention towards organic food products according to the table above is health consciousness (Salleh et al., 2010; Makatouni 2002; Suprapto et al., 2012; Valborg et al., 2011; Radman 2005; Shijiu Yin et al., 2009; Huang et al., 2012; Bayaah et al., 2010; Magistris et al., 2008). Also the attitude is positively related to the intention of buying organic products (Magnusson et al., 2002; Radman 2005).

Some studies show that price is the main factor that limits the consumer to buy organic food products (Zanoli et al., 2002; O'Donovan et al., 2002; Magnusson et al., 2002; Radman 2005) but according to the study by Valborg et al., (2011) price is not very important for the consumers. According to Magnusson et al., (2002), few consumers buy organic food on a regular basis because of limited availability (O'Donovan et al., 2002; Aryal et al., 2009).

Subjective norm also a good predictor of intention to buy organic food products (Kalafatis et al., 1999; Tarkiainen et al., 2005; Phuah Kit Teng et al., 2011; Chen 2007). Many studies found that people are willing to pay for organic food items (Aryal et al., 2009; Sammer et al., 2006; Radman 2005). Some study shows that the environment is the main motive behind buying organic food (Valborg et al., 2011; Huang et al., (2012; Magistris et al., 2008).

One study by Sammer et al., (2006) says that consumers are well aware of the eco-labeled food product, but this factor also affects the buying decision of organic products (Huang et al., 2012). Demographic characteristics also put some effect on consumer perception towards organic food products (Shijiu Yin et al., 2009; Huang et al., 2012).

The literature review also shows some recommendations for the marketers that by increasing awareness about organic products, environment and health and by making development and innovations in the product market growth can be increased (O'Donovan et al., 2002; Aryal et al., 2009; Vermeir et al., 2007).

4. Conceptual framework

This chapter provides us the conceptual framework. Theory of planned behavior TPB and previous empirical studies provides us the theoretical foundation of the framework. This framework presents the relationship between variables (dependent and independents). Also explains each variable in details with previous empirical studies and at the end 7 hypothesis are proposed.

Ajzen's theory of planned behavior provides us the conceptual framework for this research; there are three main variables in TPB *attitude, subjective norms* and *perceived behavioral control.* Most of the studies in literature review use this theory to explain consumer behavior (Tarkiainen et al., 2005; Phuah Kit Teng et al., 2011; Chen 2007; Magnusson et al., 2002; Suprapto et al., 2012; Vermeir et al., 2007; Zeinab S. Saleki et al., 2012). TPB defined a structural model that explains the influence of attitude and social environment on consumer behavior (Kalafatis et al., 1999).

The variables used in this thesis are mainly those which are studied by a majority of the authors. The main purpose of this study is to identify what factors influence most with the intention to buy organic food products, however, the actual purchase is not the main factor to be studied as TPB also explains it. Following model shows the relationships between the dependent variable (intention to buy organic product) and independent variables.
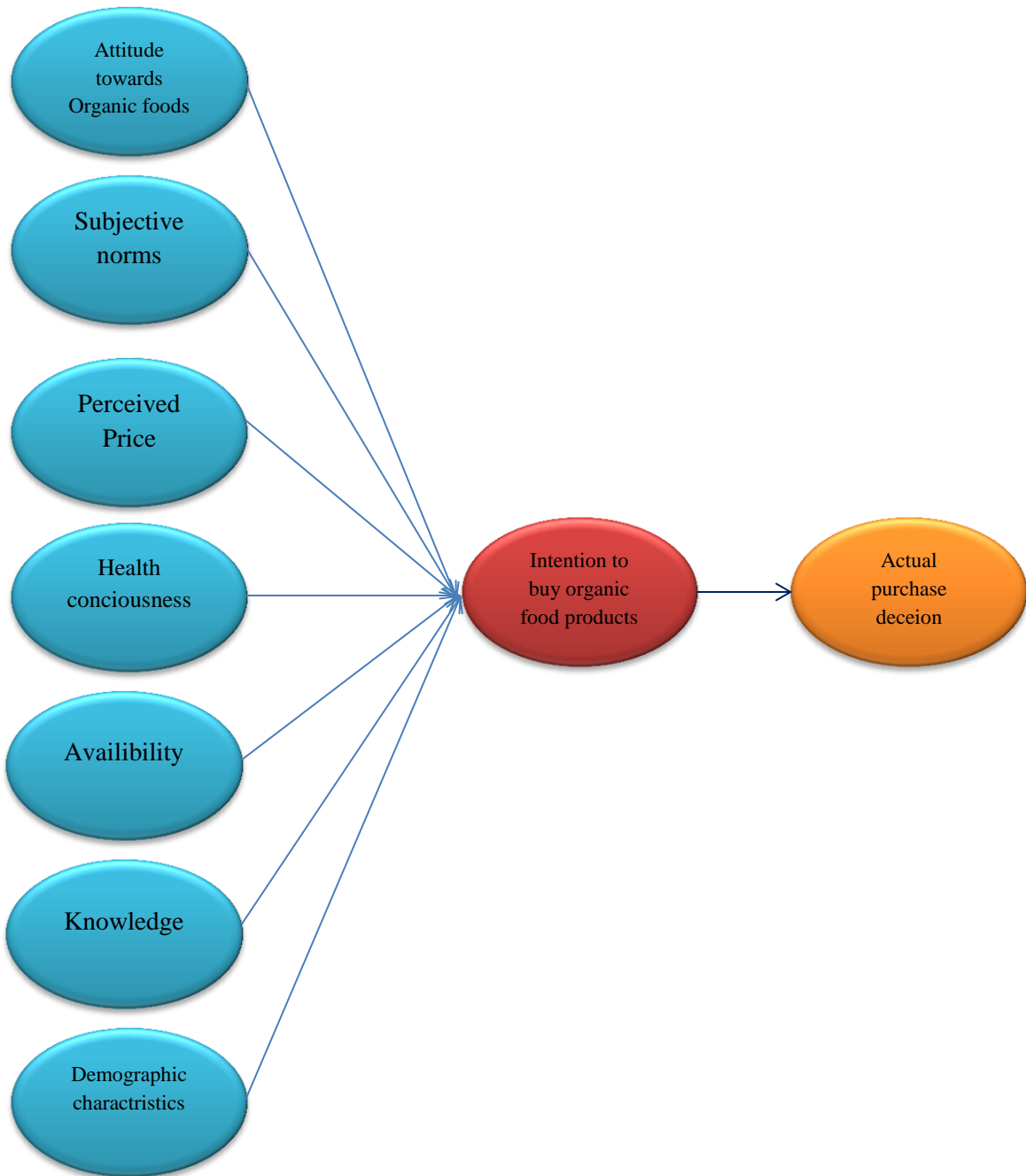
Figure 5: Conceptual Framwork (Source: Authur)

4.1 Explanation of the variables:

4.1.1 Attitude towards organic food products:

According to (Ajzen, 1991) the more favorable the attitude is the stronger should be the intentions to perform any specific behavior. Many studies have found in literature review that tells us how much this variable is important to perform any action. The main reason for including this variable is that the most of the findings from previous studies tells us that the relationship between attitude and intention is quite strong. So following is the proposed hypothesis of this variable.

H1: Attitude towards organic food influence the intention to buy organic food.

4.1.2 Subjective Norms:

Subjective norm is the second most important variable in the TPB by (Ajzen, 1991), that explains persons act is influenced by social pressure like what other thinks about a person's purchase behavior. There is a significant relationship between subjective norms and purchase intention has been found in many studies (Chen 2007; Phuah Kit Teng et al., 2011; Hanne Torjusen et al., 2000; Kalafatis et al., 1999). Subjective norms is a good predictor to explain the intention to buy organic food, so the second hypothesis derive as follows.

H2: Subjective norms influence the intention to buy organic food.

4.1.3 Perceived price:

The third variable is perceived price of organic food products. In one study by Radman (2005) 46% consumers are willing to pay extra for buying organic food products and only 7.5% would not pay extra for organic food products. This study also stated that if the price of organic product is less than the 70% consumers who are already buying organic food products will buy more. The findings from the study of Shijiu Yin et al., (2009) have also shown that the majority of the people are willing to pay more for organic food. But in another study of Magnusson et al., (2002) only 5% people think that price is not very important to them whereas 63% are very much concerned about price of organic food items, they stated that the price should not be more than conventional food products. O'Donovan et al., (2002) stated that the relation between price and intention to buy organic food is significant and there are a very small number of people wants to pay extra for organic meat. So the price is an important factor to study the intentions of purchasing organic food products. Following is the hypothesis of this variable:

H3: Perceived price influence the intention toward organic food products.

4.1.4 Health consciousness:

Health consciousness has been found an important variable in many studies (O'Donovan et al., 2002; Salleh et al., 2010; Makatouni 2002; Suprapto et al., 2012; Shijiu Yin et al., 2009; Tarkiainen et al., 2005; Hanne Torjusen et al., 2000). According to O'Donovan et al., (2002) health consciousness is an important determinant in the purchase intention towards organic meat. The result from the same study also shows that the people who already purchasing organic food put health consciousness on a top priority. In the other study by Salleh et al., (2010) health

consciousness is the more important factor than the environment to buy organic food products. The same results derived from the study of Makatouni (2002) that the health of family members is more important motive for choosing organic food products. Moreover, it is found that around 40% of studies in the literature review have a conclusion that health consciousness is an important predictor to identify intentions towards organic food products. Following is the hypothesis of this variable:

H4: Health consciousness influence the intention towards organic food products.

4.1.5 Availability:

Availability is also another factor that can affect the intention to buy organic food items. It has been taken as an independent variable in 6 studies out of 23 in literature review. According to Aryal et al., (2009) many people are not well aware of the availability of the organic product in the market. O'Donovan et al., (2002) revealed in his study on consumer preference for organic meat that 85% of the Irish consumer would purchase the organic food if it is available in reachable places. Moreover, Vermeir et al., (2007) also conclude that there is a significant relationship between availability and intention to buy organic products. According to the Magnusson et al., (2002) 40% perceived that organic meat and bread is most difficult to find and 81% says that it is very easy to find organic milk in the market where they buy their regular grocery. Some research shows that the availability is one of the most important factor for developing intention to buy organic food (Zanoli et al., 2002; Magnusson et al., 2002). So the hypothesis for this variable is as follows:

H5: Perceived availability influence the intention to buy organic food.

4.1.6 Knowledge:

The fifth variable is knowledge about an organic food products among consumers. According to Huang et al., (2012) to improve the market share of the organic products there should be information available to consumers so that they can get enough knowledge about organic food products. One study by Sammer et al., (2006) shows that people are well aware of eco-labels in Switzerland which is very important for companies to differentiate conventional products and sustainable products. Moreover (Yiridoe, 2005) pointed out two main reasons why knowledge influence consumer purchase decision regarding the organic food product, lack of knowledge is the main reason behind not purchasing organic food by consumer and the second one is, the consumer who wants to buy organic food cannot clearly differentiate between organic and conventional food. The study (Poelman et al., 2008) shows that there is a positive impact of organic food product knowledge on purchasing behavior of consumers. So the hypothesis for this variable is as follows:

H6: Knowledge influence the intention towards organic food products.

4.1.7 Demographic characteristics:

The last variable to be studied in this study is consumers' demographic characteristics such as age, gender, marital status, etc,. Huang et al., (2012) reveled that the demographic characteristics have a significant effect on the perception of consumers regarding organic products. The findings from the study of Magnusson et al., (2002) have also shown that age, gender and education also influence the intention towards organic food products. So by this the following hypothesis is derived:

H7: Demographic characteristic influence the intention toward organic food products.

5. RESEARCH DESIGN AND METHODOLOGY

This chapter presents the overall research design, the sample, sampling techniques, nature as well as sources of data collection techniques and data analysis employed in the study.

The research objective which refers to *"the goals to be achieved by conducting research"* (Zikmund et al,. 2010, p. 63) of this study is to investigate the factors influencing the buying intention towards organic food among consumers and for this consumer research needs to conduct which is the part of business research whereas business research refers to *"The application of the scientific method in searching for the truth about business phenomena. These activities include defining business opportunities and problem, generating and evaluating ideas, monitoring performance and understanding the business process"* (Zikmund et al,. 2010, p. 5).

5.1 Overall Research Design:

A research design represents the "*master plan that specifies the methods and procedures for collecting and analyzing the needed information*" (Zikmund et al,. 2010, p. 66). Research design can be classified into some basic types depending on the nature and purpose of the study, namely:

5.1.1 Exploratory Research Design:

Exploratory research refers to *"conducted to clarify ambiguous situations or discover ideas that may be potential business opportunities"* (Zikmund et al,. 2010, p. 54). It is suitable for exploratory studies whose major emphasis is to break down a vague problem statement into smaller one. The major emphasis of this design is to discovery of ideas and it is useful in new product development (Zikmund et al,. 2010).

5.1.2 Descriptive Research Design:

Descriptive research refers to *"to obtain data that describe the characteristics of the topic of interest in the research"* (Hair et al,. 2007, p. 155). This research design is used when the purpose is to describe the features of specific groups, to evaluate the proportion of subjects in a specified population and to analyze the relationships between variables. Descriptive research must start with previous knowledge about the phenomenon studied, and also with some specified hypothesis (Zikmund et al,. 2010). Descriptive studies classified into two main types, cross-sectional and longitudinal studies (Hair et al,. 2007).

5.1.3 Causal Research Design:

"Causal research tests whether or not one event causes another" (Hair et al,. 2007, p. 160). This research design is mainly focused on cause and effect relationship. This research design typically performed by experiments. However, in this type of research the researcher operates and controls independent variables and observes the dependent variable. (Zikmund et al,. 2010).

For this research, the cross-sectional study which refers to *"descriptive studies provides a "snapshot" or description of business elements at a given time and are considered cross-sectional. Data are collected at a given point in time and summarized statistically"* (Hair et al,. 2007, p. 156) is considered appropriate. Because, in this research the researcher describes some characteristics of the phenomenon and to analyze the relationships between variables to make predictions.

5.2 Sampling:

Sampling refers to *"Involves any procedure that draws conclusions based on measurements of a portion of the population"* (Zikmund et al,. 2010, p. 68). There are two broad categories of sampling procedure: Probability samples and non- probability samples.

5.2.1 Probability samples:

"Probability methods are based on the premise that each element of the target population has a known, but not necessarily equal, probability of being selected in a sample" (Hair et al,. 2007, p. 174). In this method elements are selected randomly and each sample of the population has a chance of being included in the sample (Hair et al,. 2007).

5.2.2 Non- probability Samples:

Non-probability sampling refers to *"A sampling technique in which unit of the sample are selected on the basis of personal judgement or convenience; the probability of any particular member of the population being chosen is unknown"* (Zikmund et al,. 2010, p. 395).

The respondents are chosen on the non-probability sampling technique which is convenience sampling *"the sampling procedure of obtaining those people or units that are most conveniently available"* (Zikmund et al,. 2010, p. 396) because it is not possible for the researcher to list all of the respondents who buy food in grocery stores.

5.3 Target population:

Target population refers to *"complete group of objects or elements relevant to the research work"* (Hair et al,. 2007, p. 173). In this study the target population is people who buy food from any market and aged above than 18, regardless of their gender, marital status, education, number persons in their household and their occupation.

5.4 Sample size:

Determining the sample is not a simple task it needs to go through many factors at the same time like; time, budget, required estimation precision, target population (Hair et al,. 2007). Because of limited time and budget minimum sample size of 100 and maximum sample size of 300 was set. According to the (Zikmund et al,. 2010) increasing the sample size decreases the sample error.

5.5 Data Collection methods:

In this study both primary ""and secondary data collection methods were used. A consumer field survey is carried out using a self-administered questionnaire with close with only one open end question format. Self-administered questionnaire defines as *"surveys in which the respondent takes the responsibility for reading and answering the questions"* (Zikmund et al,. 2010, p. 219). Questionnaires were distributed into 4 popular restaurants in the city of southern Norway, Kristiansand. Gusts at the restaurants were handed out with questionnaires after they had eaten their food to fill them out. Waiter and waitresses in the restaurant helped to distribute the questionnaires among guests in the restaurants.

5.6 Questionnaires:

The questionnaire was developed on the basis of comprehensive literature review. This is the main source of data collection about the intention to buy organic food among consumers. The questionnaire contained three pages and divided into four parts. The first part contains the purpose of the questionnaire and also contain the eco-label logo so that respondents gets the idea about what they are going to answer in the questionnaire. The second part contains 26 closed ended questions for assessing attitude towards organic food, subjective norms, perceived price, health, availability and knowledge on seven-point Likert scale ranging from "strongly disagree"

to "strongly agree" whereas 1 indicates "strongly disagree" and 7 indicates "strongly agree". The third part contains two questions first one is on a seven point Likert scale ranging from "never" to "always" whereas 1 indicates "never" and 7 indicates"always" and second question gives the percentage scale was given from 0% to 100%. The final part of the questionnaire contains seven questions regarding the demographics of the respondents; gender, age, marital status, education, annual family income, number of persons in household and employment. The questionnaire was developed in English and then translated into Norwegian to minimize communication problems and questions can be better understood by the respondents. Translation was first done by the Kongsgård skolesenter Kristiansand and then checked by the Karin Beth Lee Hansen in the linguistics department at the University of Agder for possible mistakes. Both version English and Norwegian of the questionnaire is presented in the appendix A (1) and appendix A (2) respectively.

5.7 Measurement:

This section describes the measurement process of the variables. Whereas measurement refers to *"the process of describing some property of a phenomenon of interest, usually by assigning numbers in a reliable and valid way"*(Zikmund et al., 2010). In this study measurement is based on a comprehensive literature review.

5.7.1 Attitude toward buying organic food:

Five studies have been found that explain *attitudes toward buying organic food* (Tarkiainen et al., 2005; Vermeir et al., 2007; Chen 2007; Magnusson et al., 2002; Magistris et al., 2008). In the study of Tarkiainen et al., (2005) attitudes toward buying organic bread and flour is measured. The variable was measured by 5 point Likert scale, ranging from "completely agree" to

"completely disagree", and the statements was "*I think that buying organic bread is reasonable*" and "*I think that buying organic flour is reasonable*".

Attitudes towards buying sustainable dairy products was measured by Vermeir et al., (2007) with different measurement scale. Vermeir et al., (2007) use three bipolar adjectives on seven-point scale (positive vs. negative, wise vs. unwise, meaningful vs. useless).

Attitudes towards buying organic food was also measured by Chen (2007) with the statements "*Attitude to purchase organic foods is extremely bad-extremely good*"and "*Attitude to purchase organic foods is extremely unpleasant-extremely pleasant*" on seven-point scale whereas 1 indicates strong disagreement and 7 indicates strong agreement.

In the study Magnusson et al., (2002) attitudes toward buying organic food were measured by five-point bipolar scale ranging from "very bad" to "very good", "very unimportant" to "very important", and "very foolish" to "very wise". The respondents were asked to rate following statement "*How good, important and wise they think it is to buy organic food?*".

Attitudes towards buying organic food was measured by Magistris et al., (2008) with the statements "*Do you think that organic products have, in general, higher quality than conventional products?*"and "*Organic food is tastier than conventional ones*" on a five-point scale. Table 1 shows the overview of the measurements for the *attitudes towards buying organic food* from literature.

Authur	Questions
Tarkiainen et al., (2005).	*"I think that buying organic bread is reasonable"* *"I think that buying organic flour is reasonable"*
Vermeir et al., (2007).	*"Buying organic product is positive-negative, wise-unwise, meaningful-useless"*
Chen (2007).	*"Attitude to purchase organic foods is extremely bad-extremely good"* *"Attitude to purchase organic foods is extremely unpleasant-extremely pleasant"*
Magnusson et al., (2002).	*"How good, important and wise they think it is to buy organic food?"*
Magistris et al., (2008).	*"Do you think that organic products have, in general, higher quality than conventional products?"* *"Organic food is tastier than conventional ones"*

Table 1: Measurement of attitude towards buying Organic Food

In this study seven-point Likert scale is used ranging from "Strongly disagree" to "Strongly agree" whereas 1 indicates "strongly disagree" and 7 indicates "strongly agree" for measuring attitudes toward buying organic food and five statements are used. The following table 2 describes the statements used to measure *attitudes towards buying organic food*.

Statements	Source
"It is good for me to buy organic food."	Magnusson et al., (2002).
"Organic food is tastier than conventional ones."	Magistris et al., (2008).
"I think it is not important to buy organic food."	Magnusson et al., (2002).
"I think that buying organic food is reasonable"	Tarkiainen et al., (2005).
"I think that buying organic food is not reasonable."	Tarkiainen et al., (2005).

Table 2: Statements for Measuring Attitude towards Buying Organic food

5.7.2 Subjective Norms:

Subjective norms were measured by 3 studies in the literature review. In the study of Tarkiainen et al., (2005) subjective norms were measured by five-point Likert scale ranging from "completely disagree" to "completely agree". The statements that were used to measure is "*People, who are important to me, think that I should buy organic bread*" and "*People, who are important to me, think that I should buy organic flour*".

Vermeir et al., (2007) measured the subjective norms on five-point Likert scale by five statements. The statements were "*People who are important to me/family/society/friends/people who influence my buying behavior think I should buy sustainable food products*".

Subjective norms were measured by Chen (2007) on seven-point scale ranging from "strongly disagree" to "strongly agree" where as 1 indicates "strong disagreement" and 7 indicates "strong agreement". There were two statements to measure subjective norms "*Most people who are important to me think that I should definitely avoid-definitely buy organic foods*" and "*Most people who influence what I do think that I should definitely avoid-definitely buy organic*

foods". Following table 3 gives an overview of the measurement for subjective norms stated above.

Authur	Questions
Tarkiainen et al., (2005).	*"People, who are important to me, think that I should buy organic bread".* *"People, who are important to me, think that I should buy organic flour"*
Vermeir et al., (2007).	*"People who are important to me/family/society/friends/people who influence my buying behavior think I should buy sustainable food products"*
Chen (2007).	*"Most people who are important to me think that I should definitely avoid-definitely buy organic foods"* *"Most people who influence what I do think that I should definitely avoid-definitely buy organic foods"*

Table 3: Measurement of Subjective Norms

In this study seven-point Likert scale is used ranging from "Strongly disagree" to "Strongly agree" whereas 1 indicates "strongly disagree" and 7 indicates "strongly agree" for measuring *subjective norms* and four statements are used. The following table 4 describes the statements used to measure *subjective Norms.*

Statements	Source
"People, who are important to me, think that I should buy organic food"	Tarkiainen et al., (2005).
"Most people who influence what I do think that I should not buy organic food"	Chen (2007).
"My family would like me to buy organic food"	Vermeir et al., (2007).
"My friends who influence my buying behavior think, I should buy organic food products"	Vermeir et al., (2007).

Table 4: Statements for Measuring Subjective Norms

5.7.3 Perceived Price:

Perceived price of organic bread and organic flour is studied by Tarkiainen et al., (2005), measured by five-point scale ranging from "completely disagree" to "completely agree" with the statement "*The price of the product is very important to me*".

Magnusson et al., (2002) studied how price affects purchase frequency of organic food and how much price is important and measured by two statements *"How often do you refrain from buying organic foods because you think they are too expensive?"* and *"How important is it for you that organic foods are no more expensive than conventional foods?"*. Respondents were asked to rate on five-point unipolar scales, ranging from "never" to "always" and from "not at all important" to "very important". Following table 5 gives an overview of the measurement of the perceived price stated above.

Authur	Questions
Tarkiainen et al., (2005).	*"The price of the product is very important to me "*
Magnusson et al., (2002).	*"How often do you refrain from buying organic foods because you think they are too expensive?"* *"How important is it for you that organic foods are no more expensive than conventional foods?"*

Table 5: Measurement of Perceived Price

In this study seven-point Likert scale is used ranging from "Strongly disagree" to "Strongly agree" whereas 1 indicates "strongly disagree" and 7 indicates "strongly agree" for measuring *perceived price* and three statements are used. The following table 6 describes the statements used to measure *perceived price.*

Statements	Source
"The price of the organic product is very important to me"	Tarkiainen et al., (2005).
"I often refrain from buying organic foods because I think they are too expensive"	Magnusson et al., (2002).
"It is important to me that organic foods are no more expensive than conventional foods"	Magnusson et al., (2002).

Table 6: Statements for Measuring Perceived Price

5.7.4 Health consciousness:

Health consciousness was measured by Tarkiainen et al., (2005) with three statements *"I chose food carefully to ensure good health", "I think of myself as a health-conscious consumer"* and *"I*

56

think often about health issues". Respondents were asked to rate on the five-point Likert scale ranging from "completely disagree" to "completely agree".

Bayaah et al., (2010) measured belief on the safety and health aspects of organic food with the statements *"Growing food organically is better for health and safety"* and *"Organic product is safer to eat"*. These two statements were measured by five-point Likert scale (1 is low and 5 is high). Overview of the measurement of health consciousness from literature can be seen in the Table 7.

Authur	Questions
Tarkiainen et al., (2005).	*"I chose food carefully to ensure good health"* *"I think of myself as a health-conscious consumer"* *"I think often about health issues"*
Bayaah et al., (2010).	*"Growing food organically is better for health and safety"* *"Organic product is safer to eat"*

Table 7: Measurement of Health Consciousness

Health consciousness in this study measured by seven-point Likert scale ranging from "Strongly disagree" to "Strongly agree" whereas 1 indicates "strongly disagree" and 7 indicates "strongly agree". Four statements are used. The following table 8 describes the statements used to measure *Health consciousness.*

Statements	Source
"Growing food organically is better for health and safety."	Bayaah et al., (2010).
"Organic product is safer to eat."	Bayaah et al., (2010).
"I think of myself as a health-conscious consumer"	Tarkiainen et al., (2005)
"I chose food carefully to ensure good health"	Tarkiainen et al., (2005)

Table 8: Statements for Measuring Health Consciousness

5.7.5 Perceived Availability:

Perceived availability was measured in a number of studies. Tarkiainen et al., (2005) measured availability of organic bread and organic flour with a two statements *"Organic bread is always sufficiently available"* and *"Organic flour is always sufficiently available"* on a five-point scale ranging from "very poor" to "very good". Vermeir et al., (2007) also measured availability or organic food with seven-point Likert scale. The statements were *"How easily could you acquire Organic products?"* and *"How easily can you find organic products in your neighborhood?"*. A measurement of perceived availability can also be found in the study of Chen (2007) with the statement *"If organic food were available in the shops, I could easily buy it if I wanted to"*. It used seven-point Likert scale where 1 indicates "strong disagreement" and 7 indicates "strong agreement". Magnusson et al., (2002) measured perceived availability with two statements *"How likely is it that the organic product is available in your supermarket?"* and *"If you would like to buy organic products how easy/difficult is it for you to find it"* by using unipolar scale ranging from "not at all" to "very likely" and "very easy" to "very difficult". Perceived availability also measured by Magistris et al., (2008). The statement used to measure this variable was *"I would buy organic foods if they were sold in the shop I use to buy"* and respondents were asked to rate

on a five - point scale where 5 indicates a higher level of agreement and 1 indicates a lower level of agreement. Bayaah et al., (2010) measured availability of organic product information with two statements *"I know where to buy organic products based on promotion in media"*and *"It is easy to locate shops with a wide range of organic products"* and these statements were measured by using a five-point Likert scale. The availability of organic products was also measured by O'Donovan et al., (2002). In this study the respondents were asked to choose between "yes" or "no" for the question *"Would you consider purchasing organic meat if it was available at your regular place of meat purchase?"*. Following table 9 shows an overview of the measurement for *perceived availability* described above.

Authur	Questions
Tarkiainen et al., (2005).	*"Organic bread is always sufficiently available"* *"Organic flour is always sufficiently available"*
Vermeir et al., (2007).	*"How easily could you acquire Organic products?"* *"How easily can you find organic products in your neighborhood?"*
Chen (2007).	*"If organic food were available in the shops, I could easily buy it if I wanted to"*
Magnusson et al., (2002).	*"How likely is it that the organic product is available in your supermarket?"* *"If you would like to buy organic products how easy/difficult is it for you to find it"*
Magistris et al., (2008).	*"I would buy organic foods if they were sold in the shop I use to buy"*
Bayaah et al., (2010).	*"I know where to buy organic products based on promotion in media"* *"It is easy to locate shops with a wide range of organic products"*
O'Donovan et al., (2002).	*"Would you consider purchasing organic meat if it was available at your regular place of meat purchase?"*

Table 9: Measurement of Perceived Availability

Perceived availability in this study measured by seven-point Likert scale ranging from "Strongly disagree" to "Strongly agree" whereas 1 indicates "strongly disagree" and 7 indicates "strongly agree". Five statements are used. The following table 10 describes the statements used to measure *Perceived availability.*

Statements	Source
"Organic food is always sufficiently available."	Tarkiainen et al., (2005)
"It is easy to locate shops with a wide range of organic products."	Vermeir et al., (2007)
"It is easy to locate shops with a wide range of organic products"	Bayaah et al., (2010)
"I would buy organic foods if they are sold in the shop I use to buy"	Magistris et al., (2008)
"I cannot easily find organic food in my neighborhood"	Vermeir et al., (2007)

Table 10: Statements for Measuring perceived Availability

5.7.6 Knowledge:

Magnusson et al., (2002) measured knowledge with the question *"How easy or difficult is it to know if the product is organically produced?"* and respondents were asked to rate on a five-point bipolar scale ranging from "very easy" to "very difficult". Knowledge also measured by Magistris et al., (2008) on a five-point scale and the question that were asked *"What is your level of knowledge about organic products?"*. Table 11 shows the overview of the measurement of knowledge in different studies.

Authur	Questions
Magnusson et al., (2002).	*"How easy or difficult is it to know if the product is organically produced?"*
Magistris et al., (2008).	*"What is your level of knowledge about organic products?"*

Table 11: Measurement of Knowledge

Knowledge in this study measured by seven-point Likert scale ranging from "Strongly disagree" to "Strongly agree" whereas 1 indicates "strongly disagree" and 7 indicates "strongly agree". Three statements are used. The following table 12 describes the statements used to measure *Knowledge.*

Statements	Source
"It is easy to know that the product is organically produced."	Magnusson et al., (2002).
"I am able to recognize organic label."	Magistris et al., (2008).
"I have good knowledge about organic food products"	Magistris et al., (2008).

Table 12: Statements for Measuring Knowledge

5.7.7 Intention to buy organic food:

Intention to buy organic bread and organic flour was studied and measured by Tarkiainen et al., (2005) with the two statements *"I intend to buy organic bread in the near future"* and *"I intend to buy organic flour in the near future"*. The respondents were asked to rate on a five-point scale ranging from "unlikely" to "likely". A study by Magnusson et al., (2002) also examined the intention to buy organic food by asking question *"The next time you buy food, how likely is it that you will chose organic?"*. Five-point Likert scale were used ranging from "not at all likely" to "very likely". Following table 13 shows the overview of the measurement of *intention to buy organic food.*

Authur	Questions
Tarkiainen et al., (2005).	*"I intend to buy organic bread in the near future"* *"I intend to buy organic flour in the near future"*
Magnusson et al., (2002).	*"The next time you buy food, how likely is it that you will chose organic?"*

Table 13: Measurement of Intention to Buy Organic Food

Intention to buy organic food in this study measured by seven-point Likert scale ranging from "Strongly disagree" to "Strongly agree" whereas 1 indicates "strongly disagree" and 7 indicates "strongly agree". Two statements are used. The following table 14 describes the statements used to measure *Intention to buy organic food.*

Statements	Source
"I intend to buy organic food in the near future."	Tarkiainen et al., (2005).
"The next time I buy food I will chose organic food."	Magnusson et al., (2002).

Table 14: Statements for Measuring Intention to Buy Organic Food

5.7.8 Actual purchase:

Magnusson et al., (2002) measured actual purchase of organic products by asking questions *"When you buy milk/meat/potatoes/bread, how often do you buy organic milk/meat/potatoes/bread?"*(Table 15). Respondents were asked to rate seven-point unipolar scale ranging from "never" to "always".

Authur	Questions
Magnusson et al., (2002).	*"When you buy milk/meat/potatoes/bread, how often do you buy organic milk/meat/potatoes/bread?"*

Table 15: Measurement of Actual purchase

In this study seven-point scale ranging from "never" to "always" whereas 1 indicates "never" and 7 indicates "always" used to measure *actual purchase.* Two questions are taken to assess the *actual purchase* of organic food. The question *"When you buy food, how often do you buy organic food?"* taken from the study Magnusson et al., (2002). One more question is proposed *"When you buy food, what % of your purchases is organic food?"* . Respondents are asked to select one option among six options ranging from 0% to 100%, whereas 1 indicates 0%, 2 indicates 20%, 3 indicates 40%, 4 indicates 60%, 5 indicates 80% and 6 indicates 100%.

5.7.9 Demographic characteristics of consumers:

The purpose of measuring this variable is to investigate which demographic characteristic influence on *intention to buy organic food.* In this section of the questionnaire respondents are asked to answer some demographic question. Respondents are asked to state their gender male/female. The next question is about age, respondents are asked to state their age group, there are four age groups (18-25, 26-35, 36-45, 46-55 and above than 56). After that respondents are asked to state their marital status single/married. Education is also asked of the respondents (Primary School, Apprenticeship, Secondary, Higher post-secondary schools and University). The next question is about the annual household family income, respondents are asked to choose an appropriate income group (Less than NOK 150,000, NOK 150,000-249,999, NOK 250,000-

349,999, NOK 350,000-449,999, NOK 450,000-549,999, NOK 550,000-749,999 and More than NOK 750,000). An open ended question about the number of persons in households is asked of the respondents. The final question is about the employment of the respondents the options are Home worker, Full time, Part time, Currently unemployed and Student.

5.8 Reliability and validity

Before going further in research it is important to know that the selected variables and their measures are valid and reliable (Hair et al,. 2007). Whereas reliability is associated with consistency and validity is associated with accuracy (Hair et al,. 2007). In other terms reliability refers to *"an indicator of a measure's internal consistency"* (Zikmund et al,. 2010, p. 305). Validity defines as *"the accuracy of a measure or the extent to which a score truthfully represents a concept"* (Zikmund et al,. 2010, p. 307).

Reliability is most associated with multi-item scales (Hair et al,. 2007). Test-retest methods were used while preparing questionnaire. Test-retest refers to *"administrating the same scale or measure to the same respondents at two separate points in time to test for stability"* (Zikmund et al,. 2010, p. 306). The reliability of a scale also assessed by internal consistency which refers to *"measure's homogeneity or the extent to which each indicator of a concept converges on some common meaning"* (Zikmund et al,. 2010, p. 306). There are two main types of internal consistency, "*split-half reliability*" and "*coefficient alpha*" (Hair et al,. 2007). Coefficient alpha is the most commonly used to determine the internal consistency (Zikmund et al,. 2010). Coefficient alpha ranges from 0 to 1 (Hair et al,. 2007). Whereas 0 indicates no consistency and 1 indicates complete consistency and as the value decreases the strength level of consistency decreases (Zikmund et al,. 2010). If the value of coefficient alpha is between 0.80 and .095 than the strength of association is very good. If the value is between 0.70 and 0.80 the reliability is

good. Value of coefficient alpha between 0.60 and 0.70 shows fair reliability and value less than 0.60 indicates poor reliability (Zikmund et al,. 2010). Table 17 shows the value of alpha for all variables is in between 0.6 and 0.7, So it shows fair reliability.

Case Processing Summary

		N	%
Cases	Valid	259	100.0
	Excluded[a]	0	.0
	Total	259	100.0

a. Listwise deletion based on all variables in the procedure.

Table 16: Case Processing Summary of Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.659	8

Table 17: Reliability Statistics

6. ANALYSIS AND FINDING:

This chapter explains the analysis and finding of the research questions and presented.

6.1 Organic food in Norway:

The consumption of organic food is still on a small scale in Norway. The Norwegian authorities are planning to increase the scale of production for organic food in Norway. The aim was to increase the production of organic food 10 % until 2010 .However, production of organic food is also low in the EU neighboring countries but the trend shows most Norwegian preferred to use the conventional food as they feel it's good enough (Oddveig Storstad and Hilde Bjørkhaug 2002). However, the organic food is growing in Norway for the last two decades but the share is still lower with compared to other Nordic countries (Michelsen, 2001).

According to Oddveig Storstad and Hilde Bjørkhaug, (2002) Norwegian agriculture industry is small and share of organic production is lower as the consumers and producers both consider the conventional production methods due to the low rate of diseases and bacterias. Food is considered as high qualitative. On the other hand the authorities have high degree agreements with conventional farmers to carry on the production.   However. The agreement between Norway and WTO shows the interest of the Norwegian government to increase the share of organic food. Following are the eco-labels used in Norway for ecological food products:

Figure 6: Eco-label in Norway (Source: www.okologisk.no)

6.2 Analysis of the conceptual framework

An analysis phase starts after finishing the field work. After having the 259 questionnaires from the respondents the data analysis phase followed. First of all the data from the questionnaires are entered into the Microsoft Excel sheet and then imported into SPSS software. While entering the data it is important to check the possible mistakes in the data and for this data editing had to be conducted. Data editing refers to *"The process of checking the completeness, consistency and legibility of data and making the data ready for coding and transfer to storage"* (Zikmund et al., 2010 p. 463). During coding no abnormal values were found and not a single statement in the questionnaires was left blank by the respondents. So the final number of the questionnaires was 259 and used for final analysis.

After editing the final data file for any possible mistakes, now the data coding process was followed. The coding process refers to *"The process of assigning a numerical score or other character symbol to previously edited data"* (Zikmund et al., 2010 p. 468). It also represents the meaning in the data. In the questionnaire used in this study the statements from 1 to 26 are investigated by 7-point scale. On this scale, strongly disagree was coded as 1 and strongly agree was coded as 7. The points in between were coded as 2, 3, 4, 5, 6 namely as disagree, disagree somewhat, undecided, agree somewhat and agree respectively. In the question number 27 the same scale was used, but differently codded, in this question 1 represents never and 7 represent always whereas 2, 3, 4, 5, and 6 were coded as rarely, occasionally, sometimes, frequently and usually respectively. In the question 28 the percentages were asked from 0% to 100%. In the final part of the questionnaire which is about the demographics of the respondents, a total of 7 questions were asked. For gender, code 1 was used for "male" and code 2 was used for "female". In marital status code 1 was used for "single" and code 2 was used for "married". Whereas, in

the age, education and employment questions, scale of 1 to 5 were used. Scale 1 to 7 was used for household income. But the question "No. of person in household" was open ended (where respondents can provide their own answers in numeric). There are four statements which were negatively narrated and these statements were reverse coded while coding the data.

6.2.1 Descriptive analysis:

It refers to "*The elementary transformation of raw data in a way that describes the basic characteristics such as central tendency, distribution and variability*" (Zikmund et al., 2010 p. 486). This phase starts after editing and coding of data.

The variables in this study were investigated by many different statements. These variables were transformed into a variable index. The mean value and stander deviation for each variable were calculated. Table 18 shows the values of the mean and standard deviation of different variables. Whereas, standard deviation refers to "*the spread or variability of the sample distribution values from the mean*" (Hair et al., 2007, p. 320). If the value of standard deviation of any variable is not close to the mean value, then the responses are inconsistent. And if the value of standard deviation is closer to the mean value than the responses are consistent (Hair et al., 2007).

According to the table 1 mean values and standard deviation of the studied variable are as follows; *Attitude toward buying organic food* (M=3.1467, SD=0.62945), *Subjective Norm* (M=2.0965, SD=0.50927), *Availability* (M=3.0601, SD=0.58342), *Knowledge* (M=1.8996, SD=0.58036), Price (M=2.0932, SD=0.67469), Health (M=2.7694, SD=0.76856), *Intention to buy organic food* (M=1.1401, SD=0.47803) *Actual purchase* (M=3.9090, SD=2.56530). All variables are consistent since they are close to mean except *actual purchase* because the value is much larger than 1.

Descriptive Statistics

	N	Mean	Std. Deviation
Attitude toward Buy organic food	259	3.1467	.62945
Subjective Norm	259	2.0965	.50927
Availability	259	3.0601	.58342
Knowledge	259	1.8996	.58036
Price	259	2.0932	.67469
Health	259	2.7694	.76856
Intention to buy organic food	259	1.1401	.47803
Actual Purchase	259	3.9090	2.56530
Valid N (listwise)	259		

Table 18: Descriptive Analysis of Variables

6.2.2 Demographic analysis:

The purpose of analyzing the demographics of respondents is to describe the characteristics of the respondents such as the proportion of male and female in the sample, their income level, their marital status, their education, etc. And the frequency distribution of the respondents. The frequency distribution is defined as "*examine the data one variable at a time and provide counts of the different responses for the various values of the variable*" (Hair et al., 2007, p. 308). It also shows the variable name, counts and the cumulative percentage for each value associated with each variable (Hair et al., 2007).

In this study the sample size was 259 which consist of 126 (48.6%) male and 133 (51.4%) female. Table 19 shows the gender frequency and percentage of respondents.

	Value	Frequency	Percent
Valid	Gender (male=1, female=2)		
1	Male	126	48.6%
2	Female	133	51.4%
Total		259	100.0%

Table 19: Descriptive Analysis of Gender
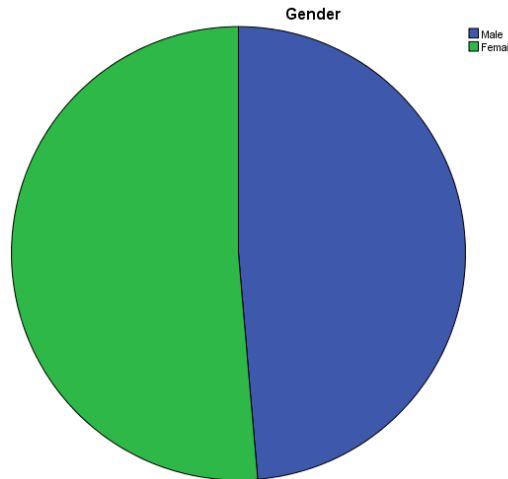
Figure 7: Pie Chart of Gender

There were 120 out of 259 respondents aged between 18-25 and this age group is majority in numbers (46.3%). 61 (23.6%) respondents were aged between 26-35. 44 (17.0%) were aged between 36-45 and only two groups are less than 10% of the total sample 7.7% and 5.4% for age group 46-55 and above than 56 respectively. Table 20 shows the age frequency and the percentage of respondents.

	Value	Frequency	Percent
Valid	Age		
1	18-25	120	46.3%
2	26-35	61	23.6%
3	36-45	44	17.0%
4	46-55	20	7.7%
5	Above than 56	14	5.4%
Total	259	259	100.0%

Table 20: Descriptive Analysis of Age
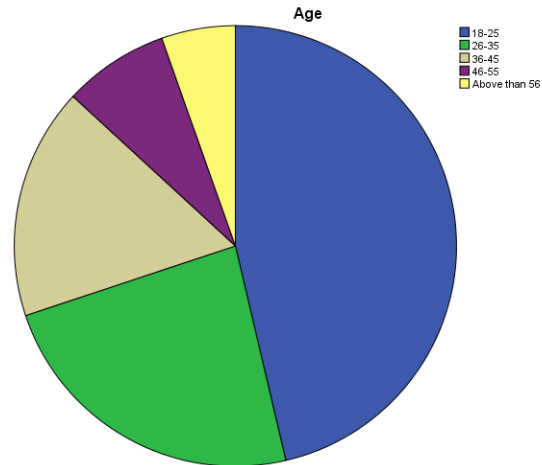
Figure 8: Pie Chart of Age

The marital status was well balanced among 259 respondents 130 (50.2%) was single and 129 (49.8%) was married. Table 21 shows the marital status frequency and percentage of respondents.

		Value	Frequency	Percent
Valid		Marital status (single=1, married=2)		
	1	Single	130	50.2%
	2	Married	129	49.8%
	Total		259	100.0%

Table 21: Descriptive Analysis of Marital Status
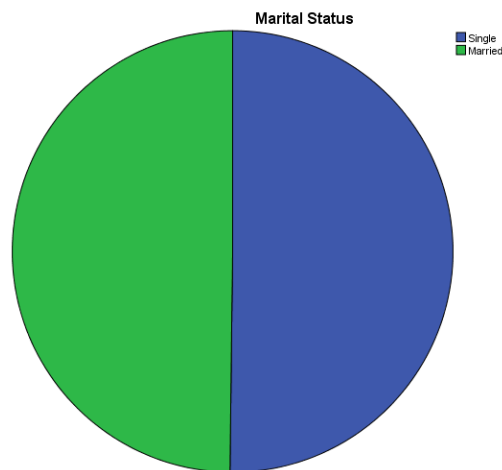
Figure 9: Pie Chart of Marital Status

In the education section only 10 (3.9%) were with primary education and 14 (5.4%) were with apprenticeship. Respondents with secondary and university education were dominant in the sample with 96 (37.1%) and 88 (34.0%) respectively. There were 51 (19.7%) respondents with higher post-secondary school education. Table 22 shows the education frequency and percentage of the respondents.

	Value	Frequency	Percent
Valid	Education		
1	Primary	10	3.9%
2	Apprenticeship	14	5.4%
3	Secondary	96	37.1%
4	Higher Post-secondary school	51	19.7%
5	University	88	34.0%
	Total	259	100.0%

Table 22: Descriptive Analysis of Education
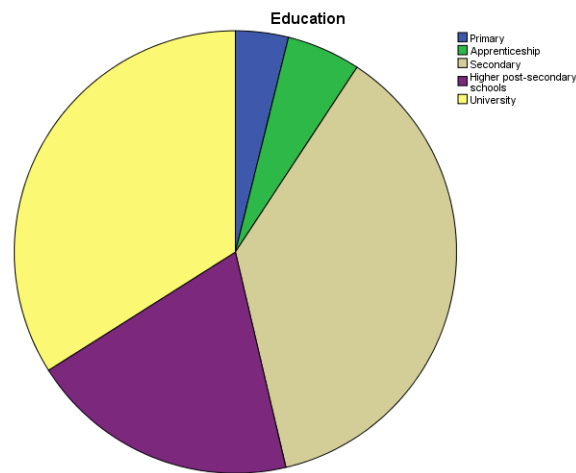
Figure 10: Pie Chart of Education

In the income level section 40 (15.4%) respondents have income less than NOK 150,000, only two groups of income level were less than 10% (24 (9.3%) have income NOK 150,000-249,999 and 22 (8.5%) have income NOK 250,000-349,999). 30 (11.6%) respondents have income between NOK 350,000-449,999. 28 (10.8%) have income NOK 450,000-549,999. The majority

73

of the respondents have an income level between NOK 550,000-749,999 that is 64 (24.7%). And

51 (19.7%) have income More than NOK 750,000. Table 23 describes the frequency distribution

and percentage of family income level (annually).

		Value	Frequency	Percent
Valid		Family Income level (Annually)		
	1	Less than NOK 150,000	40	15.4%
	2	NOK 150,000-249,999	24	9.3%
	3	NOK 250,000-349,999	22	8.5%
	4	NOK 350,000-449,999	30	11.6%
	5	NOK 450,000-549,999	28	10.8%
	6	NOK 550,000-749,999	64	24.7%
	7	More than NOK 750,000	51	19.7%
	Total		259	100.0%

Table 23: Descriptive analysis of Annual Family Income
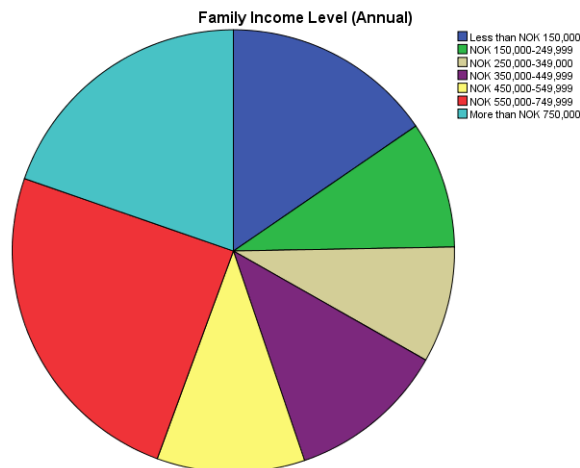
Figure 11: Pie Chart of Family Income Level (Annual)

In the open-ended question about the number of persons in the household there were 62 (23.9%)

living alone. The majority of respondents are 2 in the house 85 (32.8%) followed by 4 persons in

a house 70 (27.0%). While 32 respondents (12.4%) are 4 in a house. 8 respondents (3.1%) are 5

in the household. Only 2 respondents (0.8%) out of 259 said that they are 7 persons in a

household.　Table 24 shows the frequency distribution and the percentage of the Number of persons in a household.

Number of persons in a household		Frequency	Percent
Valid	1	62	23.9%
	2	85	32.8%
	3	32	12.4%
	4	70	27.0%
	5	8	3.1%
	7	2	0.8%
	Total	259	100.0

Table 24: Descriptive analysis of Number of persons in a Household
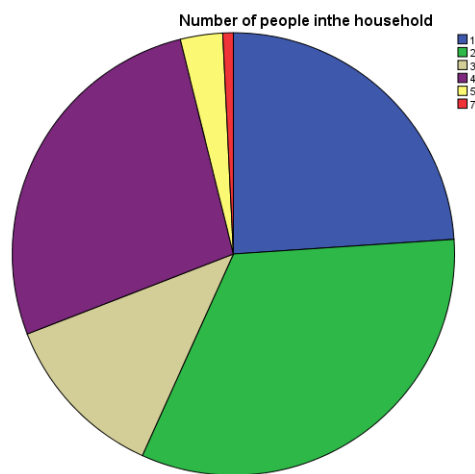
Figure 12: Pie Chart of Number of People in Household

The majority of the respondents are doing full-time job 171 (66.0%). Followed by 46 (17.8%) respondents with part-time job and 36 (13.9%) are students. Only 4 (1.5%) respondents were home worker and 2 respondents (0.8%) were currently unemployed. Table 25 shows the frequency distribution and the percentage of employment.

		Value	Frequency	Percent
Valid	1	Home worker	4	1.5%
	2	Full time	171	66.0%
	3	Part time	46	17.8%
	4	Currently unemployed	2	0.8%
	5	Student	36	13.9%
	Total		259	100.0%

Table 25: Descriptive analysis of Employment
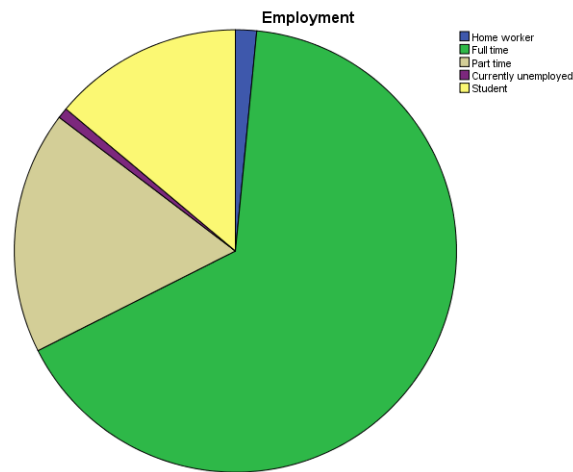
Figure 13: Pie Chart of Employment

6.2.3 The model analysis:

The objective of this analysis is to explore the strength between independent variable and dependent variable and also which independent variable best describe the dependent variable (Intention to buy organic food). For this two main statistical techniques are applied. For exploring the relationship between variables Pearson correlation is used and for determining which variable best describe the dependent variable multiple regression analysis is used.

6.2.3.1 Pearson Correlation:

"The Pearson Correlation measure the linear association between two metric variables" (Hair et al., 2007). It ranges from *+1.00* to *-1.00*, whereas zero represents absolutely no relationship between two variables (Hair et al., 2007) and the rest of the values in between these two values

shows the different strength of the relationship like, 0.10 to .29 indicate a small correlation, a value from 0.3 to 0.49 indicate medium correlation and value from 0.5 to 1.0 indicate large correlation between variables (Pallant, 2010). *A perfect correlation of 1 or −1 indicates that the value of one variable can be determined exactly by knowing the value of the other variable* (Pallant, 2010). Correlation also indicates the direction of the relationship between variables, it can be positive or negative (Hair et al., 2007). The positive relationship represents that if the value of one variable increase than the value of another variable will also increase (Hair et al., 2007).

Table 26 shows the correlation between variables and the strength of relationships between them. It also shows the significant level of independent variables to the dependent (Intention to buy organic food) variable. According to the table each independent variable is highly significant to the dependent variable (intention to buy). *Attitude* and *health* are highly correlated with the dependent variable (intention to buy) with the values 0.623 and 0.576 respectively. And the strongest relationship between independent variables is 0.653 between attitude toward buying and health.

Correlations

		Attitude toward Buy organic food	Subjective Norm	Availability	Knowledge	Price	Health	Intention to buy organic food	Actual Purchase
Attitude toward Buy organic food	Pearson Correlation	1	.351**	.158*	.240**	.237**	.653**	.623**	.461**
	Sig. (2-tailed)		.000	.011	.000	.000	.000	.000	.000
	N		259	259	259	259	259	259	259
Subjective Norm	Pearson Correlation		1	.178**	.205**	.215**	.401**	.361**	.393**
	Sig. (2-tailed)			.004	.001	.000	.000	.000	.000
	N			259	259	259	259	259	259
Availability	Pearson Correlation			1	.318**	.204**	.254**	.337**	.239**
	Sig. (2-tailed)				.000	.001	.000	.000	.000
	N				259	259	259	259	259
Knowledge	Pearson Correlation				1	.160**	.312**	.323**	.286**
	Sig. (2-tailed)					.010	.000	.000	.000
	N					259	259	259	259
Price	Pearson Correlation					1	.376**	.291**	.088
	Sig. (2-tailed)						.000	.000	.159
	N						259	259	259
Health	Pearson Correlation						1	.576**	.420**
	Sig. (2-tailed)							.000	.000
	N							259	259
Intention to buy organic food	Pearson Correlation							1	.619**
	Sig. (2-tailed)								.000
	N								259
Actual Purchase	Pearson Correlation								1
	Sig. (2-tailed)								
	N								

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 26: The Correlation Analysis
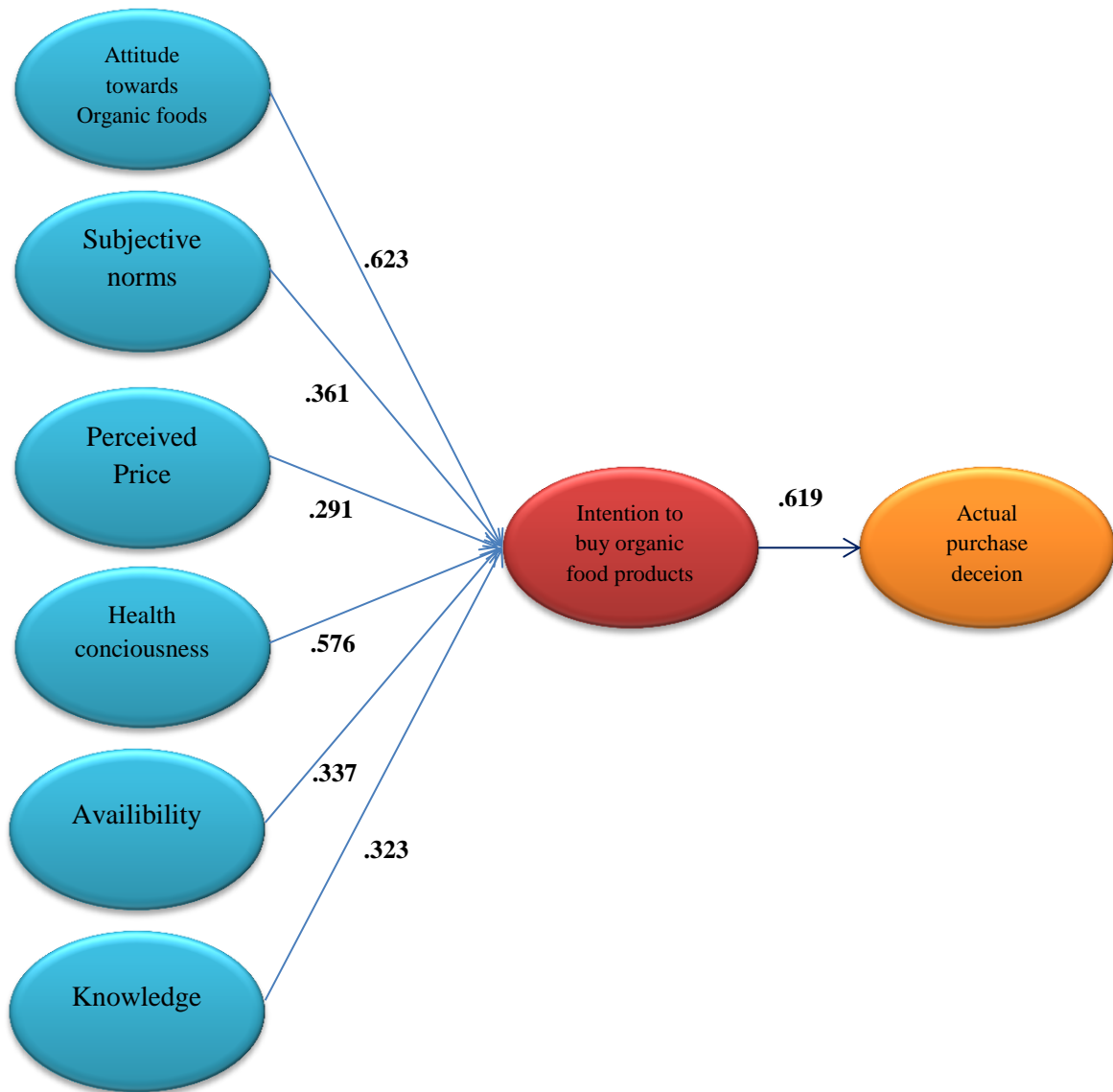
Figure 13 shows the relationship between independent variables (attitude, subjective norm, perceived price, health consciousness, availability and knowledge) with the dependent variable (Intention to buy organic food products) with correlation coefficient values. All the relationships

are positively correlated. The weakest relationship with dependent variable is with a perceived price (.291) and the strongest relationship is with attitude toward organic food (.623).

6.2.3.2 Multiple regression analysis:

Multiple regression analysis defines as *"An analysis of association in which the effects of two or more independent variables on a single, interval-scaled dependent variable are investigated simultaneously "* (Zikmund et al., 2010 p. 584). This data analysis technique is most widely used for measuring the linear relationship between variables (Hair et al., 2007). The value derived from this analysis know as regression coefficient and *"it tell us how much the variance in the dependent variable is explained by the independent variable"* (Hair et al., 2007, p. 373).

For the purpose of driving which variable best predictor of independent variable (intention to buy organic food) all the variables entered into the multiple regression equation (Health, Knowledge, Price, Subjective norm, Availability, Attitude toward buy organic food).

Table 27 model summary represents the value of R square know as the multiple coefficient of determination refers to *"the proportion of the variability in the dependent variable that can be explained by the several independent variables in the model"* (Hair et al., 2007). In the following table R square shows that how much of the variance in the dependent variable (Intention to buy organic food) is explained by the model. The value of R square is 0.495 and it indicates that 49.5% of the variance in the variable intention to buy organic food is explained by the model. This value provides stable results because the larger R square the more the dependent variable is associated with the independent variables (Hair et al., 2007).

Model Summary[b]

Mod el	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.703[a]	.495	.483	.34379	.495	41.136	6	252	.000

a. Predictors: (Constant), Health, Availability, Price, Knowledge, Subjective Norm, Attitude toward Buy organic food

b. Dependent Variable: Intention to buy organic food

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.172	6	4.862	41.136	.000[a]
	Residual	29.785	252	.118		
	Total	58.957	258			

a. Predictors: (Constant), Health, Availability, Price, Knowledge, Subjective Norm, Attitude toward Buy organic food

b. Dependent Variable: Intention to buy organic food

Table 27: The Model Summary and ANOVA

While doing the multiple regression analysis multicollinearity can cause many problems with regression. Multicollinearity refers to "*relationships among independent variables and it exists when the independent variables are highly correlated (r=0. 9 and above)* " (Pallant, 2010). To diagnose the problem of multicollinearity following table 28 shows the coefficients in this table value of tolerance tells the possible multicollinearity. Whereas, tolerance refers to "*indicator of how much of the variability of the specified independent is not explained by the other independent variables in the model*" (Pallant, 2010, p. 158). Small value (less than 0.1) of tolerance indicates the high multiple correlation with other variables which mean the existence of multicollinearity (Pallant, 2010).

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.977	.156		-6.258	.000		
	Attitude toward Buy organic food	.315	.045	.415	6.960	.000	.563	1.776
	Subjective Norm	.077	.047	.082	1.654	.099	.812	1.232
	Availability	.141	.040	.172	3.558	.000	.858	1.166
	Knowledge	.071	.040	.087	1.767	.078	.835	1.197
	Price	.041	.035	.058	1.197	.233	.842	1.188
	Health	.112	.040	.179	2.776	.006	.480	2.083

a. Dependent Variable: Intention to buy organic food

Table 28: Coefficients

From the above table 28 the results that which variable best predict the dependent variable (Intention to buy organic food) can be drawn by looking the Sig.-value. According to Pallant, (2010) "*Sig. -value tells whether the variable is making a statistically significant unique contribution to the equation*" (Pallant, 2010, p. 161). Value less than 0.05 of Sig. of the particular variable that shows the variable is making a significant contribution to the prediction of the dependent variable (intention to buy organic food) and vice virsa (Pallant, 2010). According to the results shown in the table 28 *attitudes toward buying organic food*, *Availability* and *health* are the significant variable towards dependent variable (Intention to buy organic food) because their Sig.-values are (0.000), (0.000) and (0.006) respectively. The rest of the independent variables, *subjective norm* (0.099), *knowledge* (0.078) and *price* (0.233) are not the best predictor of the dependent variable (Intention to buy organic food) because their Sig. value is larger than 0.05. The following figures show the graphical representation of the regression standardized residual.
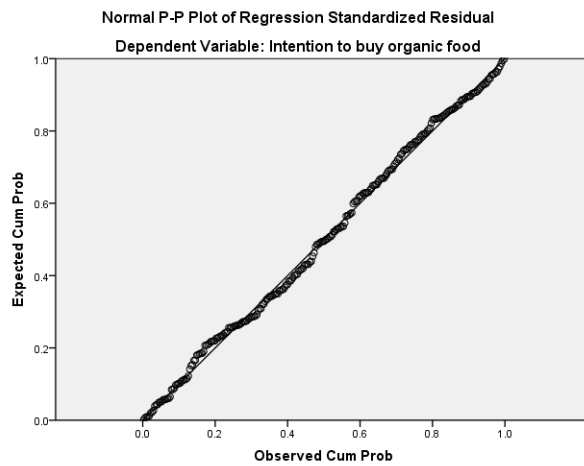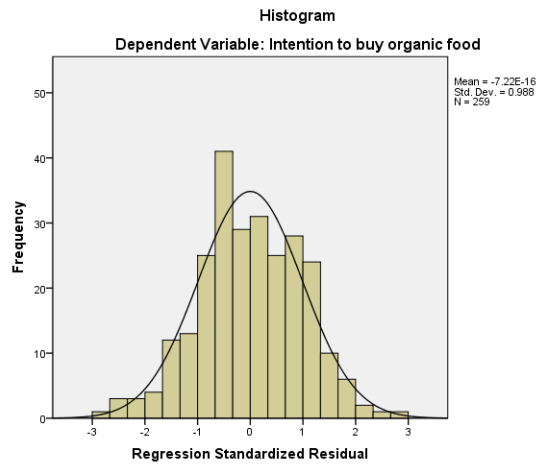
Figure 15: Regression Standardized Residual

According the the table 28 the regression equation of the model is as follows;

$$\mathbf{Y} = -0.977 + 0.315\mathbf{x_1} + 0.077\mathbf{x_2} + 0.141\mathbf{x_3} + 0.071\mathbf{x_4} - 0.041\mathbf{x_5} + 0.112\mathbf{x_6}$$

Where as: $\mathbf{Y}$=Intention to buy organic food
$\mathbf{x_1}$= Attitude
$\mathbf{x_2}$= Subjective norm
$\mathbf{x_3}$= Availability
$\mathbf{x_4}$= Knowledge
$\mathbf{x_5}$= Price
$\mathbf{x_6}$=Health

While the purpose of this model analysis is to determine which independent variables are the best predictor of the dependent variable and for this purpose value of standardized regression coefficient need to check that refers to *"The estimated coefficient indicating the strength of relationship between an independent variable and dependent variable expressed on a standardized scale where higher absolute value indicate stronger relationships (rang is from -1 to 1)"* (Zikmund et al., 2010 p. 566). Based on the table 28 *attitudes toward organic food* holds the highest value of standardized coefficient of beta (0.415) followed by *health* (0.179) and *availability* (0.172). So these three independent variables are the best predictor of the dependent variable (*Intention to buy organic food*). The rest of of the independent variables (*Subjective norm, knowledge and price*) are not a very good predictor of the dependent variable because the value of standardized coefficient of these variables is too small.

And these three variables (*attitudes toward organic food, health*, availability) provide the largest unique contribution of the variance in the dependent variable, therefore next section focus on these three variables.

Regression analysis of significant predictor independent variables:

This section focuses on multiple regression of most significant predictor independent variables (*Attitude to buy organic food, availability and Health*) of the dependent variable (*Intention to buy organic food*). There is a total of 14 statements which were used to determine the attitude toward buy organic food, subjective norm and health consciousness of consumers (5 statements about *attitude toward buy organic food*, 5 statements about availability and 4 statements about *health consciousness*). For the purpose of finding out which statement was contributed most to

the prediction of dependent variable (*Intention to buy organic food*) these statements were entered into analysis as an independent variable. The result can be seen in the table 29.

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Health, Availability, Attitude toward Buy organic food	.	Enter

a. All requested variables entered.

b. Dependent Variable: Intention to buy organic food

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.692[a]	.479	.472	.34720	.479	78.026	3	255	.000

a. Predictors: (Constant), Health, Availability, Attitude toward Buy organic food

b. Dependent Variable: Intention to buy organic food

Table 29: Model Summary of Significant Independent Variables

Table 30 shows the value of Sig. 0.000 which means these three variables are very much significant. And table 31 tells us the coefficients of predictor variables.

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.218	3	9.406	78.026	.000[a]
	Residual	30.740	255	.121		
	Total	58.957	258			

a. Predictors: (Constant), Health, Availability, Attitude toward Buy organic food

b. Dependent Variable: Intention to buy organic food

Table 30: ANOVA for Predictor Variables

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.830	.148		-5.630	.000		
Attitude toward Buy organic food	.329	.045	.433	7.260	.000	.574	1.742
Availability	.170	.038	.208	4.442	.000	.935	1.069
Health	.150	.038	.241	3.948	.000	.551	1.816

a. Dependent Variable: Intention to buy organic food

Table 31: Coefficients of Predictor Variables

Regression analysis of significant predictor Statements:

Table 32 shows the value of R square that is 0.643 of the different statements and it represents 64.3% of the variance in the dependent variable (*intention to buy organic food*). This value of R square is larger than the entire model.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.802[a]	.643	.624	.29298	.643	33.987	13	245	.000

a. Predictors: (Constant), I chose food carefully to ensure good health, Organic food is always sufficiently available, It is good for me to buy organic food, It is easy to locate shops with a wide range of organic products, I think that buying organic food is not reasonable, It is easy to locate shops with a wide range of organic products, Organic food is tastier than conventional ones, I think of myself as a health-conscious consumer, I would buy organic foods if they are sold in the shop I use to buy, Growing food organically is better for health and safety, I think it is not important to buy organic food, Organic product is safer to eat, I think that buying organic food is reasonable

b. Dependent Variable: Intention to buy organic food

Table 32: The Model Summary of Statments

According to the table 33 the significant value is 0.000 which shows that the model is highly significant.

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	452.854	13	34.835	31.683	.000[a]
	Residual	269.372	245	1.099		
	Total	722.226	258			

a. Predictors: (Constant), It is good for me to buy organic food, Organic food is tastier than conventional ones, I think it is not important to buy organic food, I think that buying organic food is not reasonable, I think that buying organic food is reasonable, People, who are important to me, think that I should buy organic food, Most people who influence what I do think that I should not buy organic food, My family would like me to buy organic food, My friends who influence my buying behavior think, I should buy organic food products, Growing food organically is better for health and safety, Organic product is safer to eat, I think of myself as a health-conscious consumer, I chose food carefully to ensure good health.

b. Dependent Variable: Intention to buy organic food

Table 33: ANOVA for Statments

Table 34 shows that which statement makes the strongest contribution in explaining the dependent variable (*intention to buy organic food*). In this table the highest value of beta coefficient is 0.297 of the statement "*I would buy organic foods if they are sold in the shop I use to buy*". This statement is also statistically significant because the value of significant is 0.000 which is less than 0.005.

With respect to the variable *attitude toward buy organic food* the strongest statement is "*Organic food is tastier than conventional ones*" (Beta= 0.236, Sig= 0.000) and then "*I think it is not important to buy organic food*" (Beta= -0.205, Sig= 0.000). For the variable *Availability* the strongest statement is "*I would buy organic foods if they are sold in the shop I use to buy*" (Beta= 0.297, Sig= 0.000) and for the variable *health consciousness* the strongest statement is "*Growing food organically is better for health and safety*" (Beta= 0.119, Sig= 0.033).

The statements (*It is good for me to buy organic food, I think that buying organic food is reasonable, I think that buying organic food is not reasonable, Organic food is always sufficiently available, It is easy to locate shops with a wide range of organic products, It is easy to locate shops with a wide range of organic products, Organic product is safer to eat, I think of myself as a health-conscious consumer, I chose food carefully to ensure good health*) are not statistically significant since their value of significant is higher than 0.005. Figure 15 shows the graphical representation of the model.

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.442	.167		2.642	.009		
It is good for me to buy organic food	.002	.013	.010	.180	.858	.505	1.979
Organic food is tastier than conventional ones	.058	.012	.236	4.885	.000	.625	1.601
Reverse coding: I think it is not important to buy organic food	-.051	.014	-.205	-3.580	.000	.446	2.242
I think that buying organic food is reasonable	.031	.016	.116	1.951	.052	.411	2.432
I think that buying organic food is not reasonable	.007	.012	.027	.576	.565	.642	1.557
Organic food is always sufficiently available	.003	.012	.011	.237	.813	.735	1.361
It is easy to locate shops with a wide range of organic products	.001	.011	.006	.134	.894	.860	1.162
It is easy to locate shops with a wide range of organic products	-.004	.011	-.016	-.368	.713	.755	1.325
I would buy organic foods if they are sold in the shop I use to buy	.071	.013	.297	5.630	.000	.522	1.916
Growing food organically is better for health and safety	.031	.014	.119	2.145	.033	.469	2.131
Organic product is safer to eat	.016	.015	.063	1.094	.275	.433	2.307
I think of myself as a health-conscious consumer	-.017	.013	-.062	-1.348	.179	.696	1.437
I chose food carefully to ensure good health	.004	.012	.016	.343	.732	.636	1.572

a. Dependent Variable: Intention to buy organic food

Table 34: Coefficients of Statements
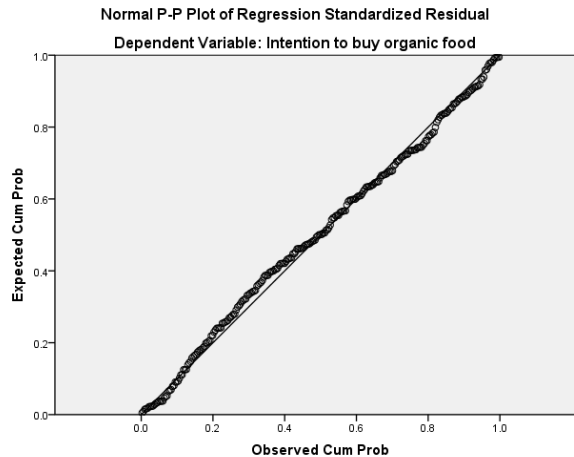
Effect of demographic characteristic:

To identify the effect of demographic characteristics on the variables the t-test and one way analysis of variance is applied to each demographic characteristic. The independent t-test refers to "*a test for hypothesis stating that the mean score for some interval or ratio scaled variable grouped based on some less-than interval classificatory variable* " (Zikmund et al., 2010 p. 534). T-test can only be used when there are two groups like male/female (Pallant 2010).

ANOVA refers to "*Analysis involves the investigation of the effects of one treatment variable on an interval scaled dependent variable- a hypothesis testing technique to determine whether statistically significant differences in means occur between two or more groups*" (Zikmund et al., 2010 p. 541). ANOVA can only apply to two or more groups (Pallant 2010). Value in the Sig. (2-tailed) column of t-test table is "*equal or less than .05 then there is a significant difference in the mean scores on the dependent variable for each of the two groups and if the value is above .05 then there is no significant difference between the two groups*" (Pallant 2010, p. 242). "*If the*

89

Sig. value is larger or equal than 0.05 then there is a significant difference between groups"
(Pallant, 2010, p. 242).

Gender:

Appendix B (2) gives detailed description of all variables with respect to gender. It shows the t-test for all variables and ANOVA. Male (Mean=3.96) is more tending to do *actual purchase* than female (Mean=3.91). Male and female both have the same positive attitude toward buying organic food.

Age:

Details about the effect of age on all variables can be seen in Appendix B (3). There is a significant relation between health and age as the significant value of the health in the ANOVA table is less than 0.05 (0.028).

Marital Status:

Single persons do more actual purchase than married Appendix B (4) as the mean value is 4.00. t-test also shows the same results about actual purchase.

Family income level annually:

People with an income level of NOK 350,000-449,999 are tend to do more actual purchase as the value of the mean is higher than all other variables (4.84) (Appendix B 6). Subjective norm and knowledge gives a statistically significant relationship between income level as their significant value is 0.028 and 0.037 respectively (Appendix B 6).

No. of people in household:

Household having three people has a higher mean value with respect to actual purchase 5.0 (Appendix B 7). All the variables are significant as the Sig.-value is less than 0.05 except attitude and availability.

Education:

Education is significant with price and actual purchase as there significant value is 0.009 and 0.000 respectively (Appendix B 8).

6.2.4 Hypothesis testing:

Hypothesis means converting data into knowledge (Hair et al., 2007). Multiple regression analysis tells us whether the hypothesis is supported or not. If the Sig. value in the regression model is smaller than 0.05 then the hypothesis is supported and if the value is less than 0.05 the hypothesis will reject. For this study following seven hypotheses was proposed and tested:

H1: Attitude towards organic food influence the intention to buy organic food.

H2: Subjective norms influence the intention to buy organic food.

H3: Perceived price influence the intention toward organic food products.

H4: Health consciousness influence the intention towards organic food products.

H5: Perceived availability influence the intention to buy organic food.

H6: Knowledge influence the intention towards organic food products.

H7: Demographic characteristic influence the intention toward organic food products.

After collecting data and analyzing it, the result shows that the dependent variable (*intention to buy organic food)* has most significant relationship with three independent variables (*Attitude*

towards buying organic food, Availability and Health consciousness) and they are the best predictor of *intention to buy organic food*. While the other independent variables (*subjective norm, knowledge and price*) are not statistically significant because the value of significant is larger than 0.05.

So the hypothesis H1, H4 and H5 are supported with the Sig. vale of 0.000, 0.006 and 0.000 respectively. And hypothesis H2, H3 and H6 are rejected as there Sig. value is 0.099, 0.233 and 0.078 respectively.

Hierarchical Multiple regression of Actual purchase:

In the theory section theory of planned behavior was discussed, this theory predict actual behavior by using intention to behavior. The main purpose of this study is to find out the intention but the relationship of intentions and actual behavior also need to be looked at. So, hierarchical multiple regression of actual purchase is used to see the effect of the proposed model on the actual purchase. The variables were entered into the regression. In the first step the variable *intention to buy organic food* was entered and than independent variables (*Attitude toward buying organic food, subjective norm, perceived price, health, availability and knowledge*) was entered into the model (Table 35).

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Intention to buy organic food	.	Enter
2	Perceived Price, Knowledge, Subjective Norm, Perceived Availability, Health consciousness, Attitude towards buying organic food	.	Enter

a. All requested variables entered.

b. Dependent Variable: Actual Purchase

Table 35: Variables Entered

According to the model summary (Table 36) the value of R square for intention is 0.384 and explain 38.4% of variance in the actual purchase and the value of R square for all independent variables is 0.466, it means that all independent variables explains 46.6% of variance in the actual purchase. Both results are statistically significant since the value of Sig. is 0.000 (Table 37).

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,619[a]	,384	,381	2,018	,384	159,939	1	257	,000
2	,682[b]	,466	,451	1,901	,082	6,436	6	251	,000

a. Predictors: (Constant), Intention to buy organic food

b. Predictors: (Constant), Intention to buy organic food, Perceived Price, Knowledge, Subjective Norm, Perceived Availability, Health consciousness, Attitude towards buying organic food

c. Dependent Variable: Actual Purchase

Table 36: Model Summary of Actual purchase

Now to find out which variable has the largest contribution in explaining the *actual purchase*, Beta value need to check (Appendix B 9). According to the results in the coefficient table the largest value of Beta is 0.478 for the variable *intention to buy organic food*. The second largest value of beta coefficient is 0.268 for the variable *subjective norm* and the third largest value of beta coefficient is -0.145 for the variable *price*.

6.2.5 Modified Model:

The model was modified according to the results from multiple regression analysis and hierarchical regression analysis. The model explains the values of the correlation between independent and dependent variable. According to the result there are three independent variables which describe the *intention to buy organic food*: *attitude toward buying organic food (.623), Health consciousness (.576)and Perceived Availability (.337)*. These variables show strong relationships with *the intention to buy organic food.* Whereas other independent variables such as *knowledge, Subjective norm,* and *price* were not found to be influence *intention to buy organic food*. But, *perceived price* and *subjective norm* were found to be influence the *actual purchase of organic foods*. *Actual purchase* is influenced by *intentions to buy organic food* (.619), *perceived price* (.088) and *subjective norm* (.499). Following figure 16 show the modified model with correlation values.
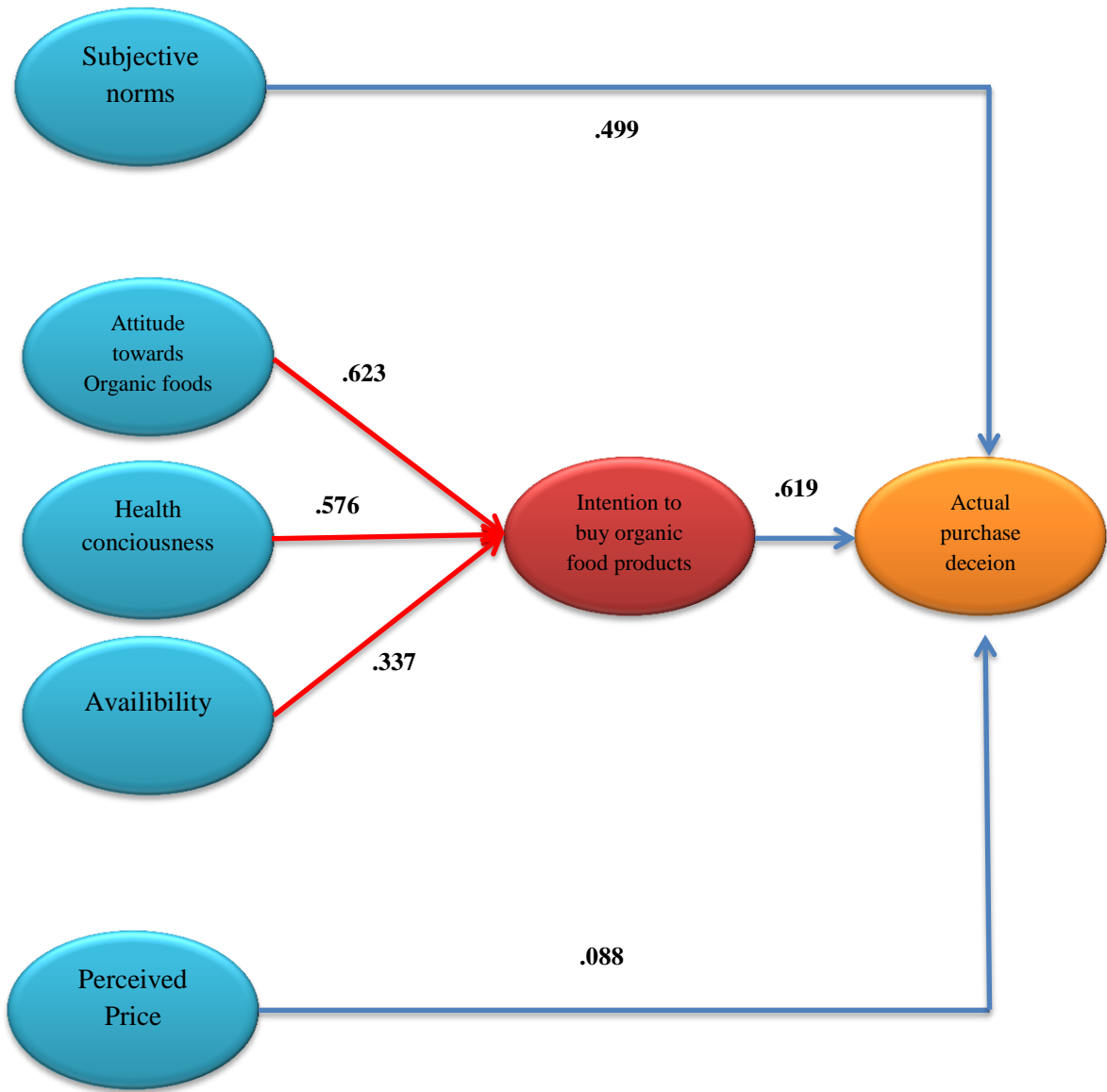
Figure 17: Modified Model

7. DISCUSSION AND CONCLUSION

This final chapter of the thesis explains the finding obtained by data analysis. At the end of the chapter some conclusions are also made with study limitations and future research.

7.1 Discussion of the findings:

As discussed before, this thesis investigates different factors that can affect consumers buying intention of organic food products. The following section discussed studied factor separately.

7.1.1 Attitude towards buying:

Attitude towards buying organic food was the first variable studied. According to the theory of planned behavior *attitude toward behavior* is important to explain human behavior. The results show in this study that this variable had a positive influence on *intention to buy* and also matches with the original concept of the relationship which explain that the stronger positive *attitude* leads to stranger *intention* to buy (TPB). This result is also consistent with the previous studies by Chen, (2007); Kalafatis et al., (1999); Vermeir et al., (2007) and Tarkiainen et al., (2005). So, the stronger attitude towards buying organic food may lead to stronger intention to buy organic food.

7.1.2 Subjective Norms:

Subjective norm is the second most important variable in the TPB (Ajzen, 1991). But in this study the relationship between *subjective norm* and *intention to buy organic food* has not been found and do not support this fact. But the *subjective norm* is positively related to the *actual purchase* of organic food.

7.1.3 Perceived Price:

The third studied variable is *perceived price* of organic food products. According to the results there is no significant relationship between *intentions to buy organic food* and *price.* However the significant relationship between *price* and *actual purchase* has been found.

7.1.4 Health consciousness:

Another studied variable was *health consciousness*. Many studies support the fact that health is an important variable to be studied while investigating food *purchase intention* (O'Donovan et al., 2002; Salleh et al., 2010; Makatouni 2002; Suprapto et al., 2012; Shijiu Yin et al., 2009; Tarkiainen et al., 2005; Hanne Torjusen et al., 2000). This study also generates the same results that *health* can influence the intention to buy organic food.

7.1.5 Perceived Availability:

Availability is also another factor that has been studied to investigate any possible effect on *intention to buy organic food* items. The results of the analysis show that the *availability* has a significant relationship with *intention to buy organic food.* The results from this study also support the previous studies by (Vermeir et al., 2007; Zanoli et al., 2002; Magnusson et al., 2002).

7.1.6 Knowledge:

Knowledge is next studied independent variable. The results of the current study show that consumers are not very well aware about eco-labels as the mean value is (1.88). However the findings suggest that *knowledge* has no significant relationship with intention to buy organic food which contradicts with the previous study by (Poelman et al., 2008). This result was supported by Bayaah et al., (2010).

7.1.7 Intention to buy:

Intention to buy organic food was studied as the dependent variable. The result from analysis suggest that there are very small portions of Norwegian consumer who *intend to buy* organic food Mean (value=1.14). Results from multiple regression analysis shows that three independent variables (*Attitude towards buy organic food, Availability* and *health consciousness*) influence the *intentions to buy organic food* products. Whereas, the relationship between attitude and intention was supported by Vermeir et al., (2007); Chen (2007). The relationship between availability and intention was supported by Zanoli et al., (2002); Magnusson et al., (2002); Vermeir et al., (2007). The relationship between health and intention was supported by Makatouni, (2002); O'Donovan et al., (2002); Bayaah et al., (2010); Valborg et al., (2011).

On the other hand *perceived price* was not found significant to the *intention to buy organic food, this result was supported by* Tarkiainen et al., (2005); Valborg et al., (2011). This might be because the prices of organic products are now decreasing in Norway. *Subjective norm* was also not found significant to the *intention to buy organic food.* This result contradicts with many previous studies (Chen 2007; Phuah Kit Teng et al., 2011; Hanne Torjusen et al., 2000; Kalafatis et al., 1999).

7.1.8 Actual purchase:

The relationships between independent variables and *actual purchase* was analyzed by doing hierarchical multiple regressions. The result shows that the *intention* has a positive and significant relationship with *actual purchase*. It means stronger the *intention* to buy organic food, more chances to buy it. *Price* and *subjective* norm are also predicting the *actual purchase*.

8. CONCLUSIONS:

This section describes the finding conclusions and limitation of current study some recommendation for future research.

8.1 Finding conclusions:

The purpose of this thesis is to investigate the factors influencing the intention to buy organic food among Norwegian consumers. The study was based on the theory of planned behavior. The data were collected by self-administered questionnaires distributed in different restaurants. A sample of 259 were selected for analysis. Different independent variables (*Attitude towards buying organic food, Subjective norms, Health Consciousness, Perceived price, Perceived availability, Knowledge and demographic characteristic*) were examined to predict *intentions to buy organic food products.*

For predicting which variable is best describing the dependent variable, multiple regression analysis was used. According to the results *attitude toward organic food, perceived availability* and *health consciousness* were best predictors of *intention to buy organic food.* The model explains 49.5% of the variance of *intention to buy organic food.* Only few consumers in Norway intend to buy organic food. This study is also consistent with previous studies on the fact that attitude and availability affects the intention to buy. Whereas this study does not support the studies suggesting *price, subjective norm* and *knowledge* are predictor of *intention to buy organic food.*

The hierarchical multiple regression technique was used to analyze the effect of the independent variable on actual purchase and result show that the only intention to buy, perceived price and

subjective norm predict *actual purchase*. Model summary shows 46.6% of variance of actual purchase.

8.2 Limitation and future research of the study:

There are some limitations of this research. First, this study was done in only one country, Norway. Secondly, the data gather only from the restaurants in the center of the city not the ruler areas of the country, because of the larger population in the center of the city. Finally, more factors can be considered while investigating the effects on intention to buy organic food.

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Consumer Survey

Intentions to buy Organic food products among Norwegian consumers

By: Muhammad Zabiullah Khan

Supervisor: Professor Andreas Wyller Falkenberg

Dear participants,

I would appreciate if you take a few minutes to fill this questionnaire. This questionnaire is a part of a Master thesis within the master degree program in International Management at university of Agder, Norway.

The purpose of this study is to explore the "Attitudes and intention to buy organic foods among Norwegian consumers". The questionnaire is anonymous and your answer will only be used for study purpose. Following is an ecological label used on organically produced products in Norway.

Thanks for helping

Please rate to what extent you agree with the following statements. Mark your answer on the scale from "strongly agree" to "strongly disagree".

1. It is good for me to buy organic food.	disagree □□□□□□ agree
2. People, who are important to me, think that I should buy organic food.	disagree □□□□□□ agree
3. Organic food is always sufficiently available.	disagree □□□□□□ agree
4. It is easy to know that the product is organically produced.	disagree □□□□□□ agree
5. The price of the organic product is very important to me.	disagree □□□□□□ agree
6. Growing food organically is better for health and safety.	disagree □□□□□□ agree
7. I intend to buy organic food in the near future.	disagree □□□□□□ agree
8. Organic food is tastier than conventional ones.	disagree □□□□□□ agree
9. Most people who influence what I think belive that I should not buy organic food.	disagree □□□□□□ agree
10. It is hard to find organic food where I purchase.	disagree □□□□□□ agree
11. I am able to recognize organic label.	disagree □□□□□□ agree
12. I often refrain from buying organic foods because I think they are too expensive.	disagree □□□□□□ agree
13. Organic product is safer to eat.	disagree □□□□□□ agree
14. I think it is not important to buy organic food.	disagree □□□□□□ agree
15. My family would like me to buy organic food.	disagree □□□□□□ agree
16. It is easy to locate shops with a wide range of organic products	disagree □□□□□□ agree
17. I have good knowledge about organic food products.	disagree □□□□□□ agree
18. It is important to me that organic foods are no more expensive than conventional foods.	disagree □□□□□□ agree
19. I think of myself as a health-conscious consumer.	disagree □□□□□□ agree
20. I think that buying organic food is reasonable	disagree □□□□□□ agree
21. My friends who influence my buying behavior think, I should buy organic food products	disagree □□□□□□ agree
22. I would buy organic foods if they are sold in the shop I use to buy	disagree □□□□□□ agree
23. I chose food carefully to ensure good health	disagree □□□□□□ agree
24. I cannot easily find organic food in my neighborhood.	disagree □□□□□□ agree
25. I think that buying organic food is not reasonable.	disagree □□□□□□ agree
26. The next time I buy food I will chose organic food.	disagree □□□□□□ agree

Please answer the following question on the scale ranging from "never" to "always".

27. When you buy food, how often do you buy organic food?	never □□□□□□ always

Please, fill in the following information:

28. Approximately □ □ □ □ □ □ % of the food I buy is organic. (Please tick in an approximate percentage)

Gender: □ Male   □ Female

Age: □ 18-25   □ 26-35   □ 36-45   □ 46-55   □ Above than 56

Marital status: □ Married   □ Single

Education: □ Primary School   □ Apprenticeship   □ Secondary   □ Higher post-secondary schools   □ University

Family Income level (Annual):   □ Less than NOK 150,000   □ NOK 150,000-249,999

                                               □ NOK 250,000-349,999   □ NOK 350,000-449,999

                                             □ NOK 450,000-549,999   □ NOK 550,000-749,999

                                             □ More than NOK 750,000

No. of people in your household: _____ People

Employment: □ Home worker   □ Full time   □ Part time   □ Currently unemployed   □ Student

Appendix A (2)

<u>Forbrukerundersøkelse</u>

Holdninger til kjøp av organisk mat blant norske forbrukere

Av: Muhammad Zabiullah Khan

Veileder: Professor Andreas Wyller Falkenberg

Kjøre deltaker,

Jeg setter pris på at du tar deg tid til å svare på denne spørreundersøkelsen. Spørreundersøkelsen gjennomføres som en del av min masteroppgave i Internasjonal ledelse ved Universitetet i Agder.

Hensikten med spørreundersøkelsen er å studere "Holdninger og intensjoner til kjøp av organisk mat blant norske forbrukere". Spørreundersøkelsen er anonym og svarene vil kun brukes til studieformål. Nedenfor er etiketten som brukes på varer som er økologisk produsert I Norge.

Takk for hjelpen.

1. Det er bra for meg å kjøpe i organisk mat. uenig □□□□□□□ enig

2. De som er rundt meg synes det er viktig at jeg kjøper organisk mat. uenig □□□□□□□ enig

3. Du finner organisk mat de fleste steder. uenig □□□□□□□ enig

4. Det er enkelt å vite at maten er organisk produsert. uenig □□□□□□□ enig

5. Prisen på organisk mat er viktig for meg. uenig □□□□□□□ enig

6. Organisk mat er bedre for helse og sikkerhet. uenig □□□□□□□ enig

7. Jeg har planer om å kjøpe organisk mat i frem tider. uenig □□□□□□□ enig

8. Organisk mat smaker bedre enn ikke organisk. uenig □□□□□□□ enig

9. De fleste som påvirker meg synes jeg bør kjøpe organisk mat. uenig □□□□□□□ enig

10. Det er vanskelig å finne organisk mat der jeg handler. uenig □□□□□□□ enig

11. Jeg klarer å se når maten er merket organisk. uenig □□□□□□□ enig

12. Jeg kvier meg noen ganger til å kjøpe organisk mat, fordi den er for dyr. uenig □□□□□□□ enig

13. Organisk mat er bedre for meg å spise. uenig □□□□□□□ enig

14. Jeg synes det er viktig å kjøpe organisk mat. uenig □□□□□□□ enig

15. Min familie vil at jeg skal kjøpe organisk mat. uenig □□□□□□□ enig

16. Det er lett å finne butikker der de selger mye organisk mat. uenig □□□□□□□ enig

17. Jeg vet mye om organisk mat. uenig □□□□□□□ enig

18. Det er viktig for meg at organisk mat ikke er dyrere enn ikke-organisk mat. uenig □□□□□□□ enig

19. Jeg ser på meg selv som en som kjøper sunne mat. uenig □□□□□□□ enig

20. Jeg synes at det å kjøpe organisk mat er fornuftig. uenig □□□□□□□ enig

21. Mine venner som påvirker min kjøpsatferd tror, jeg bør kjøpe organisk mat. uenig □□□□□□□ enig

22. Jeg ville kjøpt organisk mat om det var lett tilgjengelig i butikker der jeg handler. uenig □□□□□□□ enig

23. Jeg velger mat av helsemessige grunner. uenig □□□□□□□ enig

24. Det er vanskelig å finne organisk mat i mitt lokale butikk. uenig □□□□□□□ enig

25. Jeg synes ikke det er nødvendig å kjøpe organisk mat. uenig □□□□□□□ enig

26. Neste gang jeg skal kjøpe mat, skal jeg kjøpe organisk mat. uenig □□□□□□□ enig

27. Når du kjøper mat, hvor øfte kjøper du organisk mat? aldri □□□□□□□ alltid

28. Omtrent □ □ □ □ □ □ % av maten jeg kjøper er organisk. (Huk av en riktig prosent)

kjønn: ☐ Mann ☐ Kvinne

Alder: ☐ 18-25 ☐ 26-35 ☐ 36-45 ☐ 46-55
☐ Eldre enn 56

Sivilstatus: ☐ Gift ☐ Singel

Utdannelse: ☐ Grunnskolen ☐ Lærling ☐ Videregående skole
☐Høyere utdannelse ☐ Universitet

Familiens inntekt (årlig): ☐ Under NOK 150,000 ☐ NOK 150,000-249,999

☐ NOK 250,000-349,999 ☐ NOK 350,000-449,999

☐ NOK 450,000-549,999 ☐ NOK 550,000-749,999

☐ Over NOK 750,000

Antall personer I husholdningen: _____ Personer

Arbeidsforhold: ☐ Hjemmeværende ☐ Fulltid ☐ Deltid
☐ Midlertidig arbeidsledig ☐ Student

APPENDIX B (1)

Frequency Distribution of demographic characteristic

Gender
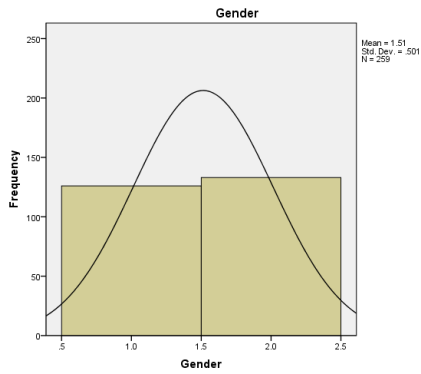
Marital Status
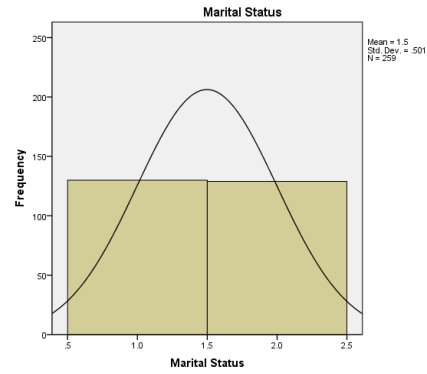
Age
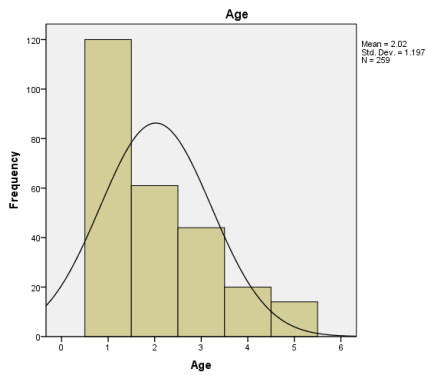
Education
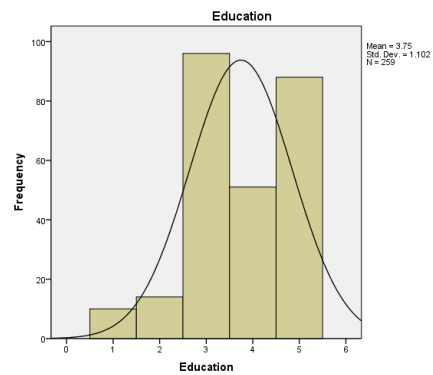
Family income level (Annual)
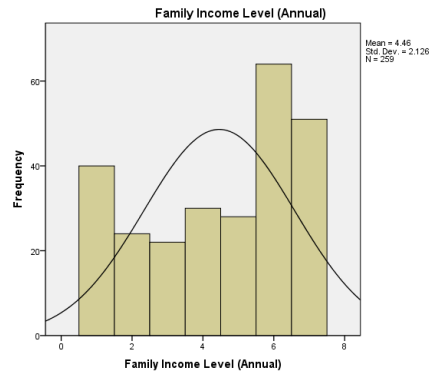
Employment
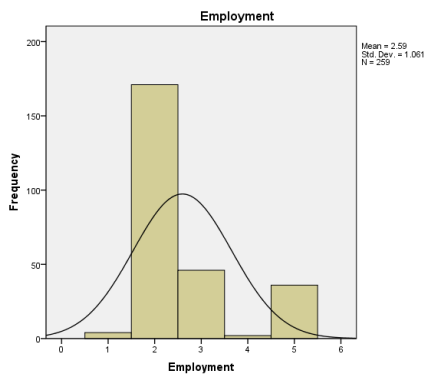
No. of people in the household
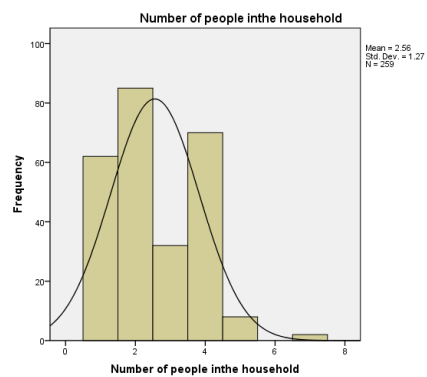
Appendix B (2)

One way analysis of Gender

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Attitude toward Buy organic food	Male	126	3.1259	.61825	.05508	3.0168	3.2349	1.57	4.43
	Female	133	3.1665	.64158	.05563	3.0564	3.2765	1.29	4.57
	Total	259	3.1467	.62945	.03911	3.0697	3.2237	1.29	4.57
Subjective Norm	Male	126	2.1213	.53454	.04762	2.0271	2.2156	1.00	3.29
	Female	133	2.0730	.48497	.04205	1.9899	2.1562	1.00	3.29
	Total	259	2.0965	.50927	.03164	2.0342	2.1588	1.00	3.29
Availability	Male	126	3.0771	.60761	.05413	2.9700	3.1842	1.57	5.00
	Female	133	3.0440	.56138	.04868	2.9477	3.1403	1.00	4.43
	Total	259	3.0601	.58342	.03625	2.9887	3.1315	1.00	5.00
Knowledge	Male	126	1.8923	.57703	.05141	1.7906	1.9940	.43	3.00
	Female	133	1.9066	.58560	.05078	1.8061	2.0070	.43	3.00
	Total	259	1.8996	.58036	.03606	1.8286	1.9706	.43	3.00
Price	Male	126	2.0748	.68493	.06102	1.9541	2.1956	.43	3.00
	Female	133	2.1106	.66696	.05783	1.9962	2.2250	.43	3.00
	Total	259	2.0932	.67469	.04192	2.0107	2.1758	.43	3.00
Health	Male	126	2.7585	.77438	.06899	2.6220	2.8950	1.14	4.00
	Female	133	2.7798	.76579	.06640	2.6485	2.9112	.57	4.00
	Total	259	2.7694	.76856	.04776	2.6754	2.8635	.57	4.00
Intention to buy organic food	Male	126	1.1463	.48436	.04315	1.0609	1.2317	.29	2.00
	Female	133	1.1343	.47373	.04108	1.0530	1.2155	.29	2.00
	Total	259	1.1401	.47803	.02970	1.0816	1.1986	.29	2.00
Actual Purchase	Male	126	3.9615	2.55668	.22777	3.5107	4.4122	.14	12.14
	Female	133	3.8593	2.58211	.22390	3.4164	4.3022	.14	12.43
	Total	259	3.9090	2.56530	.15940	3.5951	4.2229	.14	12.43

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Attitude toward Buy organic food	Between Groups	.107	1	.107	.269	.605
	Within Groups	102.114	257	.397		
	Total	102.221	258			
Subjective Norm	Between Groups	.151	1	.151	.580	.447
	Within Groups	66.763	257	.260		
	Total	66.913	258			
Availability	Between Groups	.071	1	.071	.207	.649
	Within Groups	87.748	257	.341		
	Total	87.819	258			
Knowledge	Between Groups	.013	1	.013	.039	.844
	Within Groups	86.887	257	.338		
	Total	86.900	258			
Price	Between Groups	.083	1	.083	.182	.670
	Within Groups	117.360	257	.457		
	Total	117.443	258			
Health	Between Groups	.029	1	.029	.050	.824
	Within Groups	152.366	257	.593		
	Total	152.396	258			
Intention to buy organic food	Between Groups	.009	1	.009	.041	.841
	Within Groups	58.948	257	.229		
	Total	58.957	258			
Actual Purchase	Between Groups	.675	1	.675	.102	.749
	Within Groups	1697.159	257	6.604		
	Total	1697.834	258			

T-test of Gender

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Attitude toward Buy organic food	Male	126	3.1259	.61825	.05508
	Female	133	3.1665	.64158	.05563
Subjective Norm	Male	126	2.1213	.53454	.04762
	Female	133	2.0730	.48497	.04205
Availability	Male	126	3.0771	.60761	.05413
	Female	133	3.0440	.56138	.04868
Knowledge	Male	126	1.8923	.57703	.05141
	Female	133	1.9066	.58560	.05078
Price	Male	126	2.0748	.68493	.06102
	Female	133	2.1106	.66696	.05783
Health	Male	126	2.7585	.77438	.06899
	Female	133	2.7798	.76579	.06640
Intention to buy organic food	Male	126	1.1463	.48436	.04315
	Female	133	1.1343	.47373	.04108
Actual Purchase	Male	126	3.9615	2.55668	.22777
	Female	133	3.8593	2.58211	.22390

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Attitude toward Buy organic food	Equal variances assumed	.063	.802	-.519	257	.605	-.04064	.07836	-.19495	.11368
	Equal variances not assumed			-.519	256.924	.604	-.04064	.07828	-.19480	.11352
Subjective Norm	Equal variances assumed	1.435	.232	.762	257	.447	.04828	.06336	-.07650	.17305
	Equal variances not assumed			.760	251.269	.448	.04828	.06353	-.07684	.17340
Availability	Equal variances assumed	.361	.548	.455	257	.649	.03306	.07264	-.10999	.17611
	Equal variances not assumed			.454	252.529	.650	.03306	.07280	-.11031	.17643
Knowledge	Equal variances assumed	.017	.897	-.197	257	.844	-.01426	.07229	-.15661	.12808
	Equal variances not assumed			-.197	256.599	.844	-.01426	.07226	-.15655	.12803
Price	Equal variances assumed	.057	.811	-.426	257	.670	-.03580	.08401	-.20124	.12963
	Equal variances not assumed			-.426	255.332	.671	-.03580	.08407	-.20136	.12976
Health	Equal variances assumed	.406	.524	-.223	257	.824	-.02130	.09572	-.20980	.16720
	Equal variances not assumed			-.222	255.904	.824	-.02130	.09575	-.20987	.16726
Intention to buy organic food	Equal variances assumed	.159	.690	.201	257	.841	.01199	.05954	-.10525	.12924
	Equal variances not assumed			.201	255.507	.841	.01199	.05958	-.10533	.12932
Actual Purchase	Equal variances assumed	.006	.936	.320	257	.749	.10216	.31947	-.52696	.73128
	Equal variances not assumed			.320	256.495	.749	.10216	.31939	-.52679	.73111

Appendix B (3)

One way of Age

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Attitude toward Buy organic food	18-25	120	3.2321	.64848	.05920	3.1149	3.3494	1.29	4.57
	26-35	61	3.0468	.65399	.08373	2.8793	3.2143	2.00	4.14
	36-45	44	2.9708	.60341	.09097	2.7873	3.1542	1.71	4.14
	46-55	20	3.1643	.36576	.08179	2.9931	3.3355	2.43	3.86
	Above than 56	14	3.3776	.60247	.16102	3.0297	3.7254	2.57	4.29
	Total	259	3.1467	.62945	.03911	3.0697	3.2237	1.29	4.57
Subjective Norm	18-25	120	2.0976	.48964	.04470	2.0091	2.1861	1.00	3.29
	26-35	61	2.1077	.54439	.06970	1.9683	2.2472	1.00	3.29
	36-45	44	2.0195	.49640	.07483	1.8686	2.1704	1.29	3.14
	46-55	20	2.0929	.53306	.11920	1.8434	2.3423	1.29	3.14
	Above than 56	14	2.2857	.54326	.14519	1.9720	2.5994	1.57	3.00
	Total	259	2.0965	.50927	.03164	2.0342	2.1588	1.00	3.29
Availability	18-25	120	3.0929	.55426	.05060	2.9927	3.1930	1.57	4.29
	26-35	61	3.1171	.72586	.09294	2.9312	3.3030	1.00	5.00
	36-45	44	3.0325	.50141	.07559	2.8800	3.1849	1.86	4.14
	46-55	20	2.9429	.31230	.06983	2.7967	3.0890	2.29	3.43
	Above than 56	14	2.7857	.63826	.17058	2.4172	3.1542	1.57	3.86
	Total	259	3.0601	.58342	.03625	2.9887	3.1315	1.00	5.00
Knowledge	18-25	120	1.9357	.59951	.05473	1.8273	2.0441	.43	3.00
	26-35	61	1.9063	.57728	.07391	1.7585	2.0542	.43	2.86
	36-45	44	1.9610	.57173	.08619	1.7872	2.1349	.86	3.00
	46-55	20	1.6643	.52083	.11646	1.4205	1.9080	.43	2.43
	Above than 56	14	1.7041	.47699	.12748	1.4287	1.9795	1.00	2.71
	Total	259	1.8996	.58036	.03606	1.8286	1.9706	.43	3.00
Price	18-25	120	2.0964	.64187	.05859	1.9804	2.2125	.43	3.00
	26-35	61	2.1874	.65077	.08332	2.0207	2.3540	.71	3.00
	36-45	44	2.0552	.81643	.12308	1.8070	2.3034	.43	3.00
	46-55	20	2.1000	.45436	.10160	1.8874	2.3126	1.29	2.86

		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
	Above than 56	14	1.7653	.79954	.21369	1.3037	2.2269	.71	3.00
	Total	259	2.0932	.67469	.04192	2.0107	2.1758	.43	3.00
Health	18-25	120	2.8726	.71291	.06508	2.7438	3.0015	.57	4.00
	26-35	61	2.8712	.79953	.10237	2.6664	3.0760	.57	4.00
	36-45	44	2.5227	.79626	.12004	2.2806	2.7648	1.00	4.00
	46-55	20	2.5571	.74577	.16676	2.2081	2.9062	1.43	4.00
	Above than 56	14	2.5204	.84906	.22692	2.0302	3.0106	1.29	3.71
	Total	259	2.7694	.76856	.04776	2.6754	2.8635	.57	4.00
Intention to buy organic food	18-25	120	1.1643	.48601	.04437	1.0764	1.2521	.29	2.00
	26-35	61	1.1030	.48734	.06240	.9782	1.2279	.29	2.00
	36-45	44	1.0552	.50080	.07550	.9029	1.2075	.29	2.00
	46-55	20	1.1071	.38744	.08663	.9258	1.2885	.71	2.00
	Above than 56	14	1.4082	.33553	.08967	1.2144	1.6019	.71	1.86
	Total	259	1.1401	.47803	.02970	1.0816	1.1986	.29	2.00
Actual Purchase	18-25	120	3.9857	2.45749	.22434	3.5415	4.4299	.14	12.29
	26-35	61	3.8337	2.21685	.28384	3.2660	4.4015	.14	9.14
	36-45	44	3.7825	2.80932	.42352	2.9284	4.6366	.14	12.00
	46-55	20	2.9000	1.62029	.36231	2.1417	3.6583	.14	6.14
	Above than 56	14	5.4184	4.30598	1.15082	2.9322	7.9046	.14	12.43
	Total	259	3.9090	2.56530	.15940	3.5951	4.2229	.14	12.43

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Attitude toward Buy organic food	Between Groups	3.598	4	.900	2.317	.058
	Within Groups	98.622	254	.388		
	Total	102.221	258			
Subjective Norm	Between Groups	.770	4	.193	.740	.566
	Within Groups	66.143	254	.260		
	Total	66.913	258			
Availability	Between Groups	1.689	4	.422	1.246	.292
	Within Groups	86.129	254	.339		
	Total	87.819	258			
Knowledge	Between Groups	1.968	4	.492	1.471	.211
	Within Groups	84.932	254	.334		
	Total	86.900	258			
Price	Between Groups	2.112	4	.528	1.163	.328
	Within Groups	115.332	254	.454		
	Total	117.443	258			
Health	Between Groups	6.357	4	1.589	2.764	.028
	Within Groups	146.039	254	.575		
	Total	152.396	258			
Intention to buy organic food	Between Groups	1.499	4	.375	1.656	.161
	Within Groups	57.458	254	.226		
	Total	58.957	258			
Actual Purchase	Between Groups	54.013	4	13.503	2.086	.083
	Within Groups	1643.822	254	6.472		
	Total	1697.834	258			

Appendix B (4)

One way ANOVA of Marital Status

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Attitude toward Buy organic food	Single	130	3.1516	.63209	.05544	3.0420	3.2613	1.29	4.57
	Married	129	3.1417	.62919	.05540	3.0321	3.2514	1.57	4.43
	Total	259	3.1467	.62945	.03911	3.0697	3.2237	1.29	4.57
Subjective Norm	Single	130	2.1473	.51275	.04497	2.0583	2.2362	1.00	3.29
	Married	129	2.0454	.50254	.04425	1.9579	2.1330	1.00	3.14
	Total	259	2.0965	.50927	.03164	2.0342	2.1588	1.00	3.29
Availability	Single	130	3.0670	.56227	.04931	2.9695	3.1646	1.71	5.00
	Married	129	3.0532	.60611	.05336	2.9476	3.1587	1.00	5.00
	Total	259	3.0601	.58342	.03625	2.9887	3.1315	1.00	5.00
Knowledge	Single	130	1.9033	.56340	.04941	1.8055	2.0011	.43	3.00
	Married	129	1.8959	.59915	.05275	1.7915	2.0003	.43	3.00
	Total	259	1.8996	.58036	.03606	1.8286	1.9706	.43	3.00
Price	Single	130	2.1121	.67734	.05941	1.9946	2.2296	.57	3.00
	Married	129	2.0742	.67412	.05935	1.9568	2.1916	.43	3.00
	Total	259	2.0932	.67469	.04192	2.0107	2.1758	.43	3.00
Health	Single	130	2.8110	.79195	.06946	2.6736	2.9484	.57	4.00
	Married	129	2.7276	.74498	.06559	2.5978	2.8574	.57	4.00
	Total	259	2.7694	.76856	.04776	2.6754	2.8635	.57	4.00
Intention to buy organic food	Single	130	1.1176	.46469	.04076	1.0369	1.1982	.29	2.00
	Married	129	1.1628	.49188	.04331	1.0771	1.2485	.29	2.00
	Total	259	1.1401	.47803	.02970	1.0816	1.1986	.29	2.00
Actual Purchase	Single	130	4.0066	2.58981	.22714	3.5572	4.4560	.14	12.14
	Married	129	3.8106	2.54664	.22422	3.3670	4.2543	.14	12.43
	Total	259	3.9090	2.56530	.15940	3.5951	4.2229	.14	12.43

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Attitude toward Buy organic food	Between Groups	.006	1	.006	.016	.900
	Within Groups	102.214	257	.398		
	Total	102.221	258			
Subjective Norm	Between Groups	.672	1	.672	2.606	.108
	Within Groups	66.242	257	.258		
	Total	66.913	258			
Availability	Between Groups	.012	1	.012	.036	.849
	Within Groups	87.806	257	.342		
	Total	87.819	258			
Knowledge	Between Groups	.004	1	.004	.010	.919
	Within Groups	86.897	257	.338		
	Total	86.900	258			
Price	Between Groups	.093	1	.093	.204	.652
	Within Groups	117.350	257	.457		
	Total	117.443	258			
Health	Between Groups	.451	1	.451	.762	.384
	Within Groups	151.945	257	.591		
	Total	152.396	258			
Intention to buy organic food	Between Groups	.132	1	.132	.578	.448
	Within Groups	58.825	257	.229		
	Total	58.957	258			
Actual Purchase	Between Groups	2.486	1	2.486	.377	.540
	Within Groups	1695.348	257	6.597		
	Total	1697.834	258			

T-test of Marital status

Group Statistics

	Marital Status	N	Mean	Std. Deviation	Std. Error Mean
Attitude toward Buy organic food	Single	130	3.1516	.63209	.05544
	Married	129	3.1417	.62919	.05540
Subjective Norm	Single	130	2.1473	.51275	.04497
	Married	129	2.0454	.50254	.04425
Availability	Single	130	3.0670	.56227	.04931
	Married	129	3.0532	.60611	.05336
Knowledge	Single	130	1.9033	.56340	.04941
	Married	129	1.8959	.59915	.05275
Price	Single	130	2.1121	.67734	.05941
	Married	129	2.0742	.67412	.05935
Health	Single	130	2.8110	.79195	.06946
	Married	129	2.7276	.74498	.06559
Intention to buy organic food	Single	130	1.1176	.46469	.04076
	Married	129	1.1628	.49188	.04331
Actual Purchase	Single	130	4.0066	2.58981	.22714
	Married	129	3.8106	2.54664	.22422

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | 95% Confidence Interval of the Difference | |
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		Lower	Upper
Attitude toward Buy organic food	Equal variances assumed	.015	.903	.126	257	.900	.00990	.07837		-.14444	.16424
	Equal variances not assumed			.126	256.997	.900	.00990	.07837		-.14444	.16423
Subjective Norm	Equal variances assumed	.005	.944	1.614	257	.108	.10185	.06309		-.02240	.22609
	Equal variances not assumed			1.614	256.961	.108	.10185	.06309		-.02239	.22608
Availability	Equal variances assumed	.162	.688	.191	257	.849	.01388	.07264		-.12917	.15692
	Equal variances not assumed			.191	255.256	.849	.01388	.07266		-.12922	.15697
Knowledge	Equal variances assumed	.441	.507	.102	257	.919	.00739	.07226		-.13491	.14970
	Equal variances not assumed			.102	255.776	.919	.00739	.07228		-.13495	.14974
Price	Equal variances assumed	.234	.629	.451	257	.652	.03789	.08398		-.12748	.20326
	Equal variances not assumed			.451	256.998	.652	.03789	.08398		-.12748	.20326
Health	Equal variances assumed	.795	.373	.873	257	.384	.08341	.09556		-.10476	.27159
	Equal variances not assumed			.873	256.271	.383	.08341	.09553		-.10472	.27155
Intention to buy organic food	Equal variances assumed	.811	.369	-.760	257	.448	-.04521	.05946		-.16229	.07188
	Equal variances not assumed			-.760	255.934	.448	-.04521	.05947		-.16232	.07190
Actual Purchase	Equal variances assumed	.244	.622	.614	257	.540	.19596	.31919		-.43259	.82452
	Equal variances not assumed			.614	256.979	.540	.19596	.31917		-.43255	.82448

Appendix B (5)

One way ANOVA of Education

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Attitude toward Buy organic food	Primary	10	3.4714	.24328	.07693	3.2974	3.6455	3.29	3.86
	Apprenticeship	14	3.3878	.52393	.14003	3.0852	3.6903	2.57	4.43
	Secondary	96	3.1473	.66570	.06794	3.0124	3.2822	1.29	4.57
	Higher post-secondary schools	51	3.0504	.61864	.08663	2.8764	3.2244	2.00	4.14
	University	88	3.1266	.62979	.06714	2.9932	3.2601	2.00	4.57
	Total	259	3.1467	.62945	.03911	3.0697	3.2237	1.29	4.57
Subjective Norm	Primary	10	2.1286	.66137	.20914	1.6555	2.6017	1.43	3.14
	Apprenticeship	14	2.1429	.47214	.12619	1.8702	2.4155	1.29	2.71
	Secondary	96	2.0863	.53752	.05486	1.9774	2.1952	1.00	3.29
	Higher post-secondary schools	51	2.0980	.53870	.07543	1.9465	2.2496	1.00	3.29
	University	88	2.0958	.45575	.04858	1.9992	2.1923	1.29	3.00
	Total	259	2.0965	.50927	.03164	2.0342	2.1588	1.00	3.29
Availability	Primary	10	2.6429	.31044	.09817	2.4208	2.8649	2.14	3.14
	Apprenticeship	14	3.1429	.71319	.19061	2.7311	3.5546	2.14	5.00
	Secondary	96	3.1369	.52843	.05393	3.0298	3.2440	1.86	4.14
	Higher post-secondary schools	51	3.0812	.69120	.09679	2.8868	3.2756	1.00	5.00
	University	88	2.9984	.55877	.05956	2.8800	3.1168	1.57	4.29
	Total	259	3.0601	.58342	.03625	2.9887	3.1315	1.00	5.00
Knowledge	Primary	10	1.7143	.70951	.22437	1.2067	2.2218	.57	2.57
	Apprenticeship	14	2.1531	.61500	.16437	1.7980	2.5082	.86	3.00
	Secondary	96	1.8437	.57258	.05844	1.7277	1.9598	.43	3.00
	Higher post-secondary schools	51	1.9244	.54086	.07574	1.7722	2.0765	.86	2.71
	University	88	1.9269	.58762	.06264	1.8024	2.0515	.43	3.00
	Total	259	1.8996	.58036	.03606	1.8286	1.9706	.43	3.00
Price	Primary	10	2.1571	.71413	.22583	1.6463	2.6680	1.14	3.00
	Apprenticeship	14	2.0510	.75303	.20126	1.6162	2.4858	1.00	3.00
	Secondary	96	2.1399	.65020	.06636	2.0081	2.2716	.43	3.00
	Higher post-secondary schools	51	2.2269	.56941	.07973	2.0667	2.3870	.71	3.00

		N	Mean						
	University	88	1.9643	.73076	.07790	1.8095	2.1191	.43	3.00
	Total	259	2.0932	.67469	.04192	2.0107	2.1758	.43	3.00
Health	Primary	10	3.0286	.58243	.18418	2.6119	3.4452	2.00	4.00
	Apprenticeship	14	3.0816	.65756	.17574	2.7020	3.4613	2.00	4.00
	Secondary	96	2.7902	.76017	.07758	2.6362	2.9442	.57	4.00
	Higher post-secondary schools	51	2.7591	.77538	.10858	2.5410	2.9772	1.29	4.00
	University	88	2.6737	.80140	.08543	2.5039	2.8435	.57	4.00
	Total	259	2.7694	.76856	.04776	2.6754	2.8635	.57	4.00
Intention to buy organic food	Primary	10	.7857	.12141	.03839	.6989	.8726	.57	1.00
	Apprenticeship	14	1.0918	.39861	.10653	.8617	1.3220	.57	1.86
	Secondary	96	1.2232	.49479	.05050	1.1230	1.3235	.29	2.00
	Higher post-secondary schools	51	1.0448	.42809	.05994	.9244	1.1652	.29	2.00
	University	88	1.1526	.50184	.05350	1.0463	1.2589	.29	2.00
	Total	259	1.1401	.47803	.02970	1.0816	1.1986	.29	2.00
Actual Purchase	Primary	10	1.4143	1.61547	.51086	.2586	2.5699	.14	3.43
	Apprenticeship	14	5.1429	2.19604	.58692	3.8749	6.4108	3.00	9.43
	Secondary	96	4.2173	2.36543	.24142	3.7380	4.6965	.14	12.29
	Higher post-secondary schools	51	3.8683	2.56027	.35851	3.1483	4.5884	.14	9.14
	University	88	3.6834	2.74411	.29252	3.1020	4.2649	.14	12.43
	Total	259	3.9090	2.56530	.15940	3.5951	4.2229	.14	12.43

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Attitude toward Buy organic food	Between Groups	2.376	4	.594	1.511	.199
	Within Groups	99.844	254	.393		
	Total	102.221	258			
Subjective Norm	Between Groups	.051	4	.013	.048	.996
	Within Groups	66.863	254	.263		
	Total	66.913	258			
Availability	Between Groups	2.761	4	.690	2.061	.086
	Within Groups	85.058	254	.335		
	Total	87.819	258			
Knowledge	Between Groups	1.639	4	.410	1.221	.302
	Within Groups	85.261	254	.336		
	Total	86.900	258			
Price	Between Groups	2.649	4	.662	1.465	.213
	Within Groups	114.794	254	.452		
	Total	117.443	258			
Health	Between Groups	2.889	4	.722	1.227	.300
	Within Groups	149.506	254	.589		
	Total	152.396	258			
Intention to buy organic food	Between Groups	2.428	4	.607	2.728	.030
	Within Groups	56.529	254	.223		
	Total	58.957	258			
Actual Purchase	Between Groups	97.234	4	24.308	3.858	.005
	Within Groups	1600.601	254	6.302		
	Total	1697.834	258			

Appendix B (6)

One way ANOVA of Family income level (Annual)

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Attitude toward Buy organic food	Less than NOK 150,000	40	3.1893	.66251	.10475	2.9774	3.4012	2.14	4.57
	NOK 150,000-249,999	24	3.0417	.52865	.10791	2.8184	3.2649	2.14	3.86
	NOK 250,000-349,000	22	3.2338	.76047	.16213	2.8966	3.5709	2.00	4.57
	NOK 350,000-449,999	30	3.1286	.61227	.11179	2.8999	3.3572	2.00	4.14
	NOK 450,000-549,999	28	3.0561	.59392	.11224	2.8258	3.2864	1.71	4.29
	NOK 550,000-749,999	64	3.2768	.58647	.07331	3.1303	3.4233	2.00	4.43
	More than NOK 750,000	51	3.0224	.66109	.09257	2.8365	3.2083	1.29	4.14
	Total	259	3.1467	.62945	.03911	3.0697	3.2237	1.29	4.57
Subjective Norm	Less than NOK 150,000	40	2.0000	.40146	.06348	1.8716	2.1284	1.29	2.86
	NOK 150,000-249,999	24	2.0179	.50606	.10330	1.8042	2.2315	1.14	2.86
	NOK 250,000-349,000	22	2.1299	.58969	.12572	1.8684	2.3913	1.29	3.14
	NOK 350,000-449,999	30	1.9143	.49996	.09128	1.7276	2.1010	1.00	3.14
	NOK 450,000-549,999	28	2.1480	.52378	.09899	1.9449	2.3511	1.14	2.86
	NOK 550,000-749,999	64	2.2701	.51860	.06482	2.1405	2.3996	1.43	3.29
	More than NOK 750,000	51	2.0560	.49411	.06919	1.9171	2.1950	1.29	3.14
	Total	259	2.0965	.50927	.03164	2.0342	2.1588	1.00	3.29
Availability	Less than NOK 150,000	40	2.9179	.56949	.09004	2.7357	3.1000	1.57	3.86
	NOK 150,000-249,999	24	3.1726	.55565	.11342	2.9380	3.4072	1.86	4.14
	NOK 250,000-349,000	22	3.1818	.69453	.14807	2.8739	3.4898	2.29	5.00
	NOK 350,000-449,999	30	3.1952	.48841	.08917	3.0129	3.3776	2.43	4.29
	NOK 450,000-549,999	28	3.1837	.54690	.10336	2.9716	3.3957	1.86	4.14
	NOK 550,000-749,999	64	3.0804	.65533	.08192	2.9167	3.2441	1.00	5.00
	More than NOK 750,000	51	2.8936	.49060	.06870	2.7556	3.0315	2.00	4.00
	Total	259	3.0601	.58342	.03625	2.9887	3.1315	1.00	5.00
Knowledge	Less than NOK 150,000	40	1.9893	.47808	.07559	1.8364	2.1422	.86	2.86
	NOK 150,000-249,999	24	2.0119	.67654	.13810	1.7262	2.2976	.86	3.00
	NOK 250,000-349,000	22	2.2013	.53390	.11383	1.9646	2.4380	1.00	3.00
	NOK 350,000-449,999	30	1.9095	.55580	.10147	1.7020	2.1171	.71	2.86
	NOK 450,000-549,999	28	1.9286	.38783	.07329	1.7782	2.0790	1.29	3.00
	NOK 550,000-749,999	64	1.7500	.69893	.08737	1.5754	1.9246	.43	2.86
	More than NOK 750,000	51	1.8123	.51388	.07196	1.6678	1.9569	.86	2.86
	Total	259	1.8996	.58036	.03606	1.8286	1.9706	.43	3.00
Price	Less than NOK 150,000	40	2.0571	.74533	.11785	1.8188	2.2955	.71	3.00
	NOK 150,000-249,999	24	1.9524	.73771	.15058	1.6409	2.2639	.43	3.00
	NOK 250,000-349,000	22	1.9481	.74237	.15827	1.6189	2.2772	.71	3.00
	NOK 350,000-449,999	30	2.0000	.75593	.13801	1.7177	2.2823	.43	3.00
	NOK 450,000-549,999	28	1.9082	.57303	.10829	1.6860	2.1304	.86	2.71
	NOK 550,000-749,999	64	2.2902	.61034	.07629	2.1377	2.4426	.86	3.00
	More than NOK 750,000	51	2.1597	.59771	.08370	1.9916	2.3278	.57	3.00
	Total	259	2.0932	.67469	.04192	2.0107	2.1758	.43	3.00
Health	Less than NOK 150,000	40	2.8393	.73358	.11599	2.6047	3.0739	1.29	4.00
	NOK 150,000-249,999	24	2.3393	.68163	.13914	2.0515	2.6271	.57	3.57
	NOK 250,000-349,000	22	2.7792	.89348	.19049	2.3831	3.1754	1.29	4.00
	NOK 350,000-449,999	30	3.0048	.68715	.12546	2.7482	3.2613	1.86	4.00

		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
	NOK 450,000-549,999	28	2.7551	.67552	.12766	2.4932	3.0170	1.43	3.86
	NOK 550,000-749,999	64	2.8080	.78956	.09869	2.6108	3.0053	.57	4.00
	More than NOK 750,000	51	2.7339	.80256	.11238	2.5082	2.9596	1.29	4.00
	Total	259	2.7694	.76856	.04776	2.6754	2.8635	.57	4.00
Intention to buy organic food	Less than NOK 150,000	40	1.0036	.43582	.06891	.8642	1.1430	.29	2.00
	NOK 150,000-249,999	24	1.2560	.59721	.12191	1.0038	1.5081	.29	2.00
	NOK 250,000-349,000	22	1.2208	.49630	.10581	1.0007	1.4408	.71	2.00
	NOK 350,000-449,999	30	1.2333	.47968	.08758	1.0542	1.4125	.29	2.00
	NOK 450,000-549,999	28	1.1888	.45683	.08633	1.0116	1.3659	.29	1.86
	NOK 550,000-749,999	64	1.0826	.43031	.05379	.9751	1.1901	.29	2.00
	More than NOK 750,000	51	1.1485	.49895	.06987	1.0081	1.2888	.29	2.00
	Total	259	1.1401	.47803	.02970	1.0816	1.1986	.29	2.00
Actual Purchase	Less than NOK 150,000	40	3.2357	2.36770	.37437	2.4785	3.9929	.14	6.71
	NOK 150,000-249,999	24	3.5774	3.01092	.61460	2.3060	4.8488	.14	9.43
	NOK 250,000-349,000	22	3.3377	2.35711	.50254	2.2926	4.3827	.14	6.71
	NOK 350,000-449,999	30	4.8429	3.10033	.56604	3.6852	6.0005	3.00	12.29
	NOK 450,000-549,999	28	3.5357	1.81062	.34218	2.8336	4.2378	.14	6.71
	NOK 550,000-749,999	64	3.8661	2.74648	.34331	3.1800	4.5521	.14	12.43
	More than NOK 750,000	51	4.5490	2.15641	.30196	3.9425	5.1555	.14	9.43
	Total	259	3.9090	2.56530	.15940	3.5951	4.2229	.14	12.43

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Attitude toward Buy organic food	Between Groups	2.615	6	.436	1.102	.361
	Within Groups	99.606	252	.395		
	Total	102.221	258			
Subjective Norm	Between Groups	3.628	6	.605	2.408	.028
	Within Groups	63.286	252	.251		
	Total	66.913	258			
Availability	Between Groups	3.855	6	.643	1.929	.077
	Within Groups	83.964	252	.333		
	Total	87.819	258			
Knowledge	Between Groups	4.474	6	.746	2.280	.037
	Within Groups	82.426	252	.327		
	Total	86.900	258			
Price	Between Groups	4.919	6	.820	1.836	.093
	Within Groups	112.524	252	.447		
	Total	117.443	258			
Health	Between Groups	6.465	6	1.077	1.861	.088
	Within Groups	145.931	252	.579		
	Total	152.396	258			
Intention to buy organic food	Between Groups	1.753	6	.292	1.287	.263
	Within Groups	57.204	252	.227		
	Total	58.957	258			
Actual Purchase	Between Groups	79.026	6	13.171	2.050	.060
	Within Groups	1618.808	252	6.424		
	Total	1697.834	258			

Appendix B (7)

One way ANOVA of No. of people in household

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Attitude toward Buy organic food	1	62	3.1014	.64013	.08130	2.9388	3.2639	2.00	4.57
	2	85	3.0437	.62349	.06763	2.9092	3.1782	1.29	4.43
	3	32	3.3304	.61519	.10875	3.1086	3.5522	2.00	4.14
	4	70	3.2510	.64369	.07694	3.0975	3.4045	1.71	4.57
	5	8	2.9107	.35765	.12645	2.6117	3.2097	2.43	3.43
	7	2	3.2857	.00000	.00000	3.2857	3.2857	3.29	3.29
	Total	259	3.1467	.62945	.03911	3.0697	3.2237	1.29	4.57
Subjective Norm	1	62	1.9677	.47516	.06034	1.8471	2.0884	1.00	3.14
	2	85	2.0521	.48136	.05221	1.9483	2.1559	1.14	3.29
	3	32	2.2723	.51618	.09125	2.0862	2.4584	1.14	3.14
	4	70	2.2224	.51688	.06178	2.0992	2.3457	1.29	3.29
	5	8	1.8571	.64342	.22748	1.3192	2.3951	1.43	3.14
	7	2	1.7143	.20203	.14286	-.1009	3.5295	1.57	1.86
	Total	259	2.0965	.50927	.03164	2.0342	2.1588	1.00	3.29
Availability	1	62	3.1912	.52819	.06708	3.0571	3.3254	1.71	5.00
	2	85	2.9630	.60775	.06592	2.8319	3.0941	1.57	5.00
	3	32	3.0670	.59622	.10540	2.8520	3.2819	1.86	4.14
	4	70	3.0796	.57947	.06926	2.9414	3.2178	1.00	4.29
	5	8	2.7321	.54231	.19173	2.2788	3.1855	1.57	3.43
	7	2	3.6429	.30305	.21429	.9201	6.3656	3.43	3.86
	Total	259	3.0601	.58342	.03625	2.9887	3.1315	1.00	5.00
Knowledge	1	62	2.0392	.55066	.06993	1.8993	2.1790	.71	3.00
	2	85	1.8286	.53851	.05841	1.7124	1.9447	.43	3.00
	3	32	2.1518	.52950	.09360	1.9609	2.3427	1.00	3.00
	4	70	1.8082	.64665	.07729	1.6540	1.9624	.43	2.86
	5	8	1.3929	.14787	.05228	1.2692	1.5165	1.14	1.57
	7	2	1.7857	.10102	.07143	.8781	2.6933	1.71	1.86

		N	Mean	Std. Dev	Std. Error	Lower Bound	Upper Bound	Min	Max
	Total	259	1.8996	.58036	.03606	1.8286	1.9706	.43	3.00
Price	1	62	1.8548	.73095	.09283	1.6692	2.0405	.43	3.00
	2	85	2.2118	.60312	.06542	2.0817	2.3419	.71	3.00
	3	32	2.2902	.56968	.10071	2.0848	2.4956	1.14	3.00
	4	70	2.1531	.66622	.07963	1.9942	2.3119	.86	3.00
	5	8	1.2500	.42344	.14971	.8960	1.6040	.57	1.71
	7	2	2.5714	.00000	.00000	2.5714	2.5714	2.57	2.57
	Total	259	2.0932	.67469	.04192	2.0107	2.1758	.43	3.00
Health	1	62	2.7120	.70627	.08970	2.5326	2.8913	.57	4.00
	2	85	2.7261	.76969	.08348	2.5600	2.8921	1.29	4.00
	3	32	3.0089	.69223	.12237	2.7594	3.2585	1.86	4.00
	4	70	2.8755	.81138	.09698	2.6820	3.0690	.57	4.00
	5	8	1.9643	.62853	.22222	1.4388	2.4897	1.29	2.86
	7	2	2.0714	.10102	.07143	1.1638	2.9790	2.00	2.14
	Total	259	2.7694	.76856	.04776	2.6754	2.8635	.57	4.00
Intention to buy organic food	1	62	1.1083	.51520	.06543	.9775	1.2391	.29	2.00
	2	85	1.0958	.43998	.04772	1.0009	1.1907	.29	2.00
	3	32	1.4018	.40640	.07184	1.2553	1.5483	.71	2.00
	4	70	1.1224	.50568	.06044	1.0019	1.2430	.29	2.00
	5	8	.8571	.20203	.07143	.6882	1.0260	.57	1.14
	7	2	1.5714	.00000	.00000	1.5714	1.5714	1.57	1.57
	Total	259	1.1401	.47803	.02970	1.0816	1.1986	.29	2.00
Actual Purchase	1	62	4.0276	2.65034	.33659	3.3546	4.7007	.14	12.00
	2	85	3.4941	2.22513	.24135	3.0142	3.9741	.14	9.14
	3	32	5.0223	2.83891	.50185	3.9988	6.0459	.14	12.29
	4	70	4.0531	2.66532	.31857	3.4175	4.6886	.14	12.43
	5	8	1.6964	1.58792	.56142	.3689	3.0240	.14	3.29
	7	2	3.8571	.00000	.00000	3.8571	3.8571	3.86	3.86
	Total	259	3.9090	2.56530	.15940	3.5951	4.2229	.14	12.43

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Attitude toward Buy organic food	Between Groups	3.354	5	.671	1.717	.131
	Within Groups	98.866	253	.391		
	Total	102.221	258			
Subjective Norm	Between Groups	4.046	5	.809	3.256	.007
	Within Groups	62.868	253	.248		
	Total	66.913	258			
Availability	Between Groups	3.435	5	.687	2.060	.071
	Within Groups	84.384	253	.334		
	Total	87.819	258			
Knowledge	Between Groups	6.337	5	1.267	3.980	.002
	Within Groups	80.563	253	.318		
	Total	86.900	258			
Price	Between Groups	12.355	5	2.471	5.949	.000
	Within Groups	105.088	253	.415		
	Total	117.443	258			
Health	Between Groups	9.148	5	1.830	3.231	.008
	Within Groups	143.247	253	.566		
	Total	152.396	258			
Intention to buy organic food	Between Groups	3.455	5	.691	3.150	.009
	Within Groups	55.502	253	.219		
	Total	58.957	258			
Actual Purchase	Between Groups	95.789	5	19.158	3.025	.011
	Within Groups	1602.045	253	6.332		
	Total	1697.834	258			

Appendix B (8)

One way ANOVA of Employment

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Attitude toward Buy organic food	Home worker	4	3.1071	.70349	.35174	1.9877	4.2266	2.43	3.71
	Full time	171	3.1353	.65250	.04990	3.0368	3.2338	1.29	4.57
	Part time	46	3.3075	.56421	.08319	3.1399	3.4750	2.14	4.57
	Currently unemployed	2	3.2143	.10102	.07143	2.3067	4.1219	3.14	3.29
	Student	36	2.9960	.58503	.09750	2.7981	3.1940	2.14	4.14
	Total	259	3.1467	.62945	.03911	3.0697	3.2237	1.29	4.57
Subjective Norm	Home worker	4	1.5000	.24744	.12372	1.1063	1.8937	1.29	1.71
	Full time	171	2.0936	.53392	.04083	2.0130	2.1742	1.00	3.29
	Part time	46	2.1491	.47994	.07076	2.0065	2.2916	1.43	3.29
	Currently unemployed	2	1.5714	.20203	.14286	-.2437	3.3866	1.43	1.71
	Student	36	2.1389	.40332	.06722	2.0024	2.2754	1.43	2.86
	Total	259	2.0965	.50927	.03164	2.0342	2.1588	1.00	3.29
Availability	Home worker	4	2.8929	.37571	.18785	2.2950	3.4907	2.57	3.29
	Full time	171	3.0334	.58990	.04511	2.9444	3.1225	1.00	5.00
	Part time	46	3.1304	.58695	.08654	2.9561	3.3047	2.14	5.00
	Currently unemployed	2	3.7143	.60609	.42857	-1.7312	9.1598	3.29	4.14
	Student	36	3.0794	.56159	.09360	2.8893	3.2694	1.71	4.29
	Total	259	3.0601	.58342	.03625	2.9887	3.1315	1.00	5.00
Knowledge	Home worker	4	2.2500	.45737	.22868	1.5222	2.9778	1.57	2.57
	Full time	171	1.8480	.54014	.04131	1.7664	1.9295	.43	3.00
	Part time	46	1.9068	.70194	.10349	1.6984	2.1153	.43	3.00
	Currently unemployed	2	2.5714	.40406	.28571	-1.0589	6.2018	2.29	2.86
	Student	36	2.0595	.57486	.09581	1.8650	2.2540	.86	3.00
	Total	259	1.8996	.58036	.03606	1.8286	1.9706	.43	3.00
Price	Home worker	4	1.5714	.23328	.11664	1.2002	1.9426	1.29	1.86

	Full time	171	2.1454	.66095	.05054	2.0456	2.2451	.57	3.00
	Part time	46	2.0839	.66502	.09805	1.8864	2.2813	.71	3.00
	Currently unemployed	2	.6429	.30305	.21429	-2.0799	3.3656	.43	.86
	Student	36	1.9960	.69525	.11587	1.7608	2.2313	.43	3.00
	Total	259	2.0932	.67469	.04192	2.0107	2.1758	.43	3.00
Health	Home worker	4	2.3929	1.03920	.51960	.7393	4.0465	1.43	3.43
	Full time	171	2.7836	.76968	.05886	2.6674	2.8998	.57	4.00
	Part time	46	2.9130	.72686	.10717	2.6972	3.1289	1.29	4.00
	Currently unemployed	2	2.2857	.00000	.00000	2.2857	2.2857	2.29	2.29
	Student	36	2.5873	.78304	.13051	2.3224	2.8522	.57	4.00
	Total	259	2.7694	.76856	.04776	2.6754	2.8635	.57	4.00
Intention to buy organic food	Home worker	4	1.1071	.37571	.18785	.5093	1.7050	.71	1.43
	Full time	171	1.1295	.47082	.03600	1.0584	1.2006	.29	2.00
	Part time	46	1.2422	.45263	.06674	1.1078	1.3766	.29	2.00
	Currently unemployed	2	1.7143	.40406	.28571	-1.9161	5.3446	1.43	2.00
	Student	36	1.0317	.53136	.08856	.8520	1.2115	.29	2.00
	Total	259	1.1401	.47803	.02970	1.0816	1.1986	.29	2.00
Actual Purchase	Home worker	4	3.1429	3.30121	1.65060	-2.1101	8.3958	.29	6.14
	Full time	171	4.0952	2.37418	.18156	3.7368	4.4536	.14	12.43
	Part time	46	3.4224	2.15288	.31742	2.7830	4.0617	.14	6.71
	Currently unemployed	2	12.0000	.00000	.00000	12.0000	12.0000	12.00	12.00
	Student	36	3.2817	3.08943	.51491	2.2364	4.3271	.14	9.43
	Total	259	3.9090	2.56530	.15940	3.5951	4.2229	.14	12.43

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Attitude toward Buy organic food	Between Groups	2.043	4	.511	1.295	.272
	Within Groups	100.177	254	.394		
	Total	102.221	258			
Subjective Norm	Between Groups	2.168	4	.542	2.126	.078
	Within Groups	64.745	254	.255		
	Total	66.913	258			
Availability	Between Groups	1.330	4	.333	.977	.421
	Within Groups	86.488	254	.341		
	Total	87.819	258			
Knowledge	Between Groups	2.773	4	.693	2.093	.082
	Within Groups	84.127	254	.331		
	Total	86.900	258			
Price	Between Groups	6.105	4	1.526	3.482	.009
	Within Groups	111.338	254	.438		
	Total	117.443	258			
Health	Between Groups	3.213	4	.803	1.367	.246
	Within Groups	149.183	254	.587		
	Total	152.396	258			
Intention to buy organic food	Between Groups	1.585	4	.396	1.755	.138
	Within Groups	57.372	254	.226		
	Total	58.957	258			
Actual Purchase	Between Groups	164.265	4	41.066	6.802	.000
	Within Groups	1533.569	254	6.038		
	Total	1697.834	258			

Appendix B (9)

Hierarchical Multiple regression of Actual purchase:

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Intention to buy organic food	.	Enter
2	Perceived Price, Knowledge, Subjective Norm, Perceived Availability, Health consciousness, Attitude towards buying organic food	.	Enter

a. All requested variables entered.

b. Dependent Variable: Actual Purchase

Correlations

		Actual Purchase	Intention to buy organic food	Attitude towards buying organic food	Subjective Norm	Perceived Availability	Knowledge	Perceived Price	Health conscious ness
Pearson Correlation	Actual Purchase	1,000	,619	,437	,499	,291	,286	,088	,420
	Intention to buy organic food	,619	1,000	,660	,453	,429	,323	,291	,576
	Attitude towards buying organic food	,437	,660	1,000	,422	,518	,362	,414	,619
	Subjective Norm	,499	,453	,422	1,000	,346	,237	,210	,415
	Perceived Availability	,291	,429	,518	,346	1,000	,244	,391	,447
	Knowledge	,286	,323	,362	,237	,244	1,000	,160	,312
	Perceived Price	,088	,291	,414	,210	,391	,160	1,000	,376
	Health consciousness	,420	,576	,619	,415	,447	,312	,376	1,000
Sig. (1-tailed)	Actual Purchase	.	,000	,000	,000	,000	,000	,079	,000
	Intention to buy organic food	,000	.	,000	,000	,000	,000	,000	,000
	Attitude towards buying organic food	,000	,000	.	,000	,000	,000	,000	,000
	Subjective Norm	,000	,000	,000	.	,000	,000	,000	,000

	Perceived Availability	,000	,000	,000	,000	.	,000	,000	,000
	Knowledge	,000	,000	,000	,000	,000	.	,005	,000
	Perceived Price	,079	,000	,000	,000	,000	,005	.	,000
	Health consciousness	,000	,000	,000	,000	,000	,000	,000	.
N	Actual Purchase	259	259	259	259	259	259	259	259
	Intention to buy organic food	259	259	259	259	259	259	259	259
	Attitude towards buying organic food	259	259	259	259	259	259	259	259
	Subjective Norm	259	259	259	259	259	259	259	259
	Perceived Availability	259	259	259	259	259	259	259	259
	Knowledge	259	259	259	259	259	259	259	259
	Perceived Price	259	259	259	259	259	259	259	259
	Health consciousness	259	259	259	259	259	259	259	259

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,619[a]	,384	,381	2,018	,384	159,939	1	257	,000
2	,682[b]	,466	,451	1,901	,082	6,436	6	251	,000

a. Predictors: (Constant), Intention to buy organic food

b. Predictors: (Constant), Intention to buy organic food, Perceived Price, Knowledge, Subjective Norm, Perceived Availability, Health consciousness, Attitude towards buying organic food

c. Dependent Variable: Actual Purchase

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	651,295	1	651,295	159,939	,000[a]
	Residual	1046,540	257	4,072		
	Total	1697,834	258			
2	Regression	790,837	7	112,977	31,265	,000[b]
	Residual	906,997	251	3,614		
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Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Correlations Zero-order	Partial	Part	Collinearity Statistics Tolerance	VIF
1	(Constant)	,120	,325		,368	,713					
	Intention to buy organic food	,950	,075	,619	12,647	,000	,619	,619	,619	1,000	1,000
2	(Constant)	-,679	,663		-1,025	,306					
	Intention to buy organic food	,733	,101	,478	7,261	,000	,619	,417	,335	,491	2,039
	Attitude towards buying organic food	,003	,172	,001	,018	,986	,437	,001	,001	,419	2,386
	Subjective Norm	,509	,102	,268	4,994	,000	,499	,301	,230	,738	1,356
	Perceived Availability	,008	,161	,003	,053	,958	,291	,003	,002	,662	1,512
	Knowledge	,132	,095	,070	1,393	,165	,286	,088	,064	,845	1,183
	Perceived Price	-,236	,086	-,145	-2,755	,006	,088	-,171	-,127	,771	1,297
	Health consciousness	,122	,121	,064	1,010	,313	,420	,064	,047	,530	1,887

a. Dependent Variable: Actual Purchase

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance	VIF	Minimum Tolerance
1	Attitude towards buying organic food	,049[a]	,755	,451	,047	,564	1,773	,564
	Subjective Norm	,275[a]	5,260	,000	,312	,794	1,259	,794
	Perceived Availability	,031[a]	,562	,575	,035	,816	1,225	,816
	Knowledge	,096[a]	1,863	,064	,116	,896	1,117	,896

| | | Perceived Price | -,101[a] | -1,984 | ,048 | | -,123 | ,915 | 1,092 | ,915 |
| Health consciousness | ,095[a] | 1,591 | ,113 | ,099 | ,668 | 1,497 | ,668 |

a. Predictors in the Model: (Constant), Intention to buy organic food

b. Dependent Variable: Actual Purchase

Collinearity Diagnostics[a]

Mo del	Dimen sion	Eigen value	Conditio n Index	(Cons tant)	Intentio n to buy organic food	Attitude towards buying organic food	Subjecti ve Norm	Perceiv ed Availabil ity	Knowl edge	Perceiv ed Price	Health conscio usness
						Variance Proportions					
1	1	1,922	1,000	,04	,04						
	2	,078	4,980	,96	,96						
2	1	7,598	1,000	,00	,00	,00	,00	,00	,00	,00	,00
	2	,121	7,939	,02	,10	,00	,52	,01	,03	,08	,00
	3	,086	9,418	,01	,48	,01	,45	,00	,01	,01	,01
	4	,075	10,033	,00	,00	,00	,00	,00	,55	,39	,00
	5	,046	12,920	,11	,03	,01	,02	,10	,35	,50	,07
	6	,033	15,176	,07	,16	,00	,00	,14	,01	,00	,80
	7	,021	19,075	,73	,17	,24	,00	,37	,03	,01	,01
	8	,021	19,218	,06	,06	,74	,00	,38	,03	,00	,11

a. Dependent Variable: Actual Purchase

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	,08	8,62	3,91	1,751	259
Std. Predicted Value	-2,188	2,692	,000	1,000	259
Standard Error of Predicted Value	,147	,705	,323	,084	259
Adjusted Predicted Value	,07	8,74	3,91	1,754	259
Residual	-4,631	7,228	,000	1,875	259
Std. Residual	-2,436	3,802	,000	,986	259
Stud. Residual	-2,496	3,864	,001	1,005	259
Deleted Residual	-4,859	7,464	,003	1,945	259
Stud. Deleted Residual	-2,522	3,976	,002	1,011	259
Mahal. Distance	,543	34,519	6,973	4,476	259
Cook's Distance	,000	,160	,005	,013	259
Centered Leverage Value	,002	,134	,027	,017	259

a. Dependent Variable: Actual Purchase