

The influence of subjective norms on Bretons' attitudes:

The case of AB fresh foods

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The influence of subjective norms on Bretons' attitudes: the case of AB fresh foods

submitted for the degree of: MSc in International Business Management is the result of the my own work and that where reference is made to the work of others, due acknowledgment is given.

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Dedication

To my partner, Julien

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I would like to thank my entire family, for their support and stimulation to achieve this dissertation.

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Thanks to all of them,

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Abstract

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The aim of this study was to identify subjective norms that shape individuals' decision-making processes, and analyse their power of influence, especially concerning organic fresh foods purchases. In order to understand this social influence, fifteen Breton organic food buyers have been interviewed with intent to collect their personal opinions. Data on their buying habits also have been collected and strongly supported the fact that fresh foods are the most popular products. Three main consumer profiles could have been reached from this qualitative survey, which could be defined as regular consumers, irregular consumers and consumers in conflict, according to their shopping habits and the perceived pressure over their purchases that modify their behaviour. Social status was not deemed to play an important role, but the presence of children could be considered as a crucial factor. While external factors related to product characteristics, such as price, taste, origin or label, have an impact on consumers' perception of organic products, family members and friends could reinforce or, on the contrary, mitigate individuals' beliefs. Peers from furthest referent groups, colleagues, fellow members in associations or sports clubs for instance, did not have the same power on individuals, because their opinion seemed to be less legitimate. However, within the circle of friends and family, a two-way influence was possible, since some individuals were aware of their own power of influence. Generally, this research showed that these consumers have positive beliefs and attitudes toward organic foods as well as the AB label, but their knowledge level about what it implies was not widespread. Only the cluster of consumers in conflict demonstrated distrust and scepticism, as they had to face divergent views from different sources of information.

These new consumption patterns are difficult to analyse, as there are lots of different opinions and ways to behave, which are inherent to accessibility issues. Thus, the main issues resulting from this research was the lack of information easily at the disposal of individuals, and their lack of deeper research on this subject. Besides, financial and geographical accesses also restrain the popularisation of such products.

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Glossary

AB: French label for Agriculture Biologique – Organic Agriculture

Agnotology: science of ignorance

AOC: Appellation d'Origine Contrôlée – Controlled Appellation of Origin

AOP: Appellation d'Origine Protégée – Protected Designation of Origin

Attitudes: individual's beliefs and positive or negative evaluation of his/her own behavioural performance

Fair Trade: international label for products produced in developing countries and bought in developed countries

FAO: Food and Agriculture Organisation

FOOD: Fighting Obesity through Offer and Demand

GMO: Genetically Modified Organism

Label Rouge: French label for products of higher quality than the same regular products

PNNS: Plan National Nutrition Santé – National Program on Nutrition and Health

SIQO: Sign for Identification of Quality and Origin

Social marketing: marketing technics focused on consumers' expectations rather than improvement of products' profitability, which aimed to act for the public good

Subjective norms: individual's perception of social pressures toward his/her behavioural performance

TPB: Theory of Planned Behaviour

TRA: Theory of Reasoned Action

1 Introduction

1.1 Overview

This first part provides an extensive overview of the study, the objectives to achieve, but also and above all a justification for the chosen topic, which is the identification of social influencing factors over Breton consumers for their purchases of fresh organic food labelled as AB.

Furthermore, the introduction gives insight to the whole content of the research, with a brief summary of each section that will be further developed below.

1.2 Research Purpose

Nowadays, consumers adopt eco-friendly behaviours around the world, in response to the depletion of natural resources, by making daily little efforts, such as reducing energy consumption and recycling wastes, using public transport, or consuming fair trade or/and organic products, with an emphasis on purchases of home-country products. (Gerard and Jongmans, 2012).

Thus, it has been observed that there is an increasing demand by the French population for organic and local products, especially fresh organic foods (Agence BIO et CSA, 2014). Therefore, the government and companies set up more and more labels to respond to these current needs, such as the AB label (Appendix 1), which is delivered by the French Department of Agriculture since 1985, to products that have been produced with respect to the environment and animal welfare (Agriculture-gouv, 2015).

Nevertheless, despite there are more and more consumers of organic products, the collective awareness seems to be starting as occasional consumption of organic food is predominating (Kesse-Guyot *et al.*, 2013). In fact, numerous factors come into play, which may come from internal or external stimulus and differ from person to person.

In parallel, the Theory of Planned Behaviour (Ajzen and Fishbein, 1980) has often been used, in order to identify the influencing factors that lead consumers to a certain behaviour in environmental contexts. That is the reason why some components of this theory are used as a basis for this study.

1.3 Significance of the Study

In order to face environmental negative effects of the human activity, some sustainable ways of growth are set up, by both government and companies, but also by citizens.

It is especially the case for the agriculture sector, where more and more exploitations are turning to a reasoned agriculture, more environmentally friendly, with intent to produce organic foods. This trend is particularly observable in Brittany, as there are almost seventy thousand hectares certified as organic or in conversion state in 2013, among one million hectares spread across the country. Thereby Brittany is one of the the most involved French region regarding organic food production (Appendix 2, Agence Bio, 2014; Appendix 3, Agrobio Bretagne, 2014). In order to support those initiatives, the government creates financial aids, and many companies have been created to reduce the number of intermediaries between producers and customers. Simultaneously, the French demand for organic products has increased, which strengthened the necessity to transform the supply of organic food products even more. Indeed, more and more people buy organic foods, in supermarkets, or directly from the producer or on fresh markets.

The primary goal of this study is to determine the main factors that influence organic food consumption in Brittany, because indeed Bretons seem to be sensitive to this kind of product (Oillic, 2014), as it is an agricultural area. This research allows the identification of different behaviours toward this trend, while trying to understand what could motivate or discourage other people to consume organic food.

This topic could be interesting for Breton producers, and more broadly French producers, but also retailers, because it deals with current issues that we, as world-citizens, have to face on a daily basis. The findings could provide a first insight of customers' behaviours, which could itself give an orientation for marketing departments. Indeed, since many years, governments have been trying to set up global regulations, through the G20 or the G7 for instance, in order to reduce global warming. However, it is a very long process, particularly because of countries environmental specificities, as well as the ability to achieve these goals, according to the development stage of the countries.

Thereby, it is noticeable that citizens have to realize the necessity of sustainable development for the current and the next generations (Brundtland, 1987 p.54). In this way, people have to react at their own level, even through little daily eco-friendly

initiatives, such as buying foods produced with sustainable sources, production and distribution methods.

Thus, this research is focused on a particular type of products, which are the fresh foods produced through organic farming process, for the simple reason that it seems to be the organic products mostly bought in France; and the target population surveyed is composed of several Breton organic shoppers.

1.4 Research Objective

As this research is based on psycho-sociologic characteristics, the purpose of the study is the identification of consumption patterns in Brittany, with emphasis on organic foods, which are increasingly popular in consumers' purchases.

The first objective of this research is the identification of the several Bretons' attitudes when they buy organic foods whether or not it is certified with the AB label. In other words, the aim is to answer the question: what kind of attitudes Breton people have when they buy organic foods?

Simultaneously, it is relevant to understand whether or not there is an influence from subjective norms on Breton people attitudes, in that same context. It means that the researcher will try to answer the question: how does social pressure of Breton people's close environment have an influence on their fresh organic food purchases?

Therefore, the final goal is to determine the potential link between these two components, which are parts of the Theory of Planned Behaviour. Thus, the main question is: how individual's perception of social valorisation of behaviour could influence their evaluation and way to behave toward AB fresh food products?

1.5 Structure of the Study

1.5.1 Literature review

The second part of the study outlines the main concepts and trends supporting the research. Indeed, it explains the reason why the Theory of Planned Behaviour has been chosen as a starting point. Then, this chapter details the importance of labels for the food consumption, especially the organic farming label (called AB label). A profile of

organic foods consumers is also provided, as well as an analysis of the link between consumers' attitudes and external pressures from their environment.

At the end of this section, the conceptual framework, outlined from the literature review, has been drafted in order to prepare several key themes for the collection of primary data.

1.5.2 *Research Methodology*

The third chapter includes the different methods used to collect primary data, and the justification for these choices. The sections followed a logical development, with the philosophy and approach chosen which led to a specific strategy. Thereby, the sources of primary and secondary data were selected with intent to provide the best answer to the research question, while taking into account potential access and ethical issues.

In this way, in order to understand consumers' behaviours, attitudes, motivations and inhibitors toward organic foods, the researcher has opted for a qualitative method. Thus, a list of themes has been set up, which gather all the questions needed to understand Bretons' consumption patterns.

1.5.3 *Findings and Analysis*

The fourth section reports the findings of the study, which have been collected through fifteen semi-structured interviews, conducted with Breton people. This study aimed to identify the different behaviours toward organic food in Brittany, by taking into account the age, socio-economic status and knowledge level of information of the interviewees. The main insights revealed by those consumers are detailed in this chapter, in order to answer to research objectives, according to data processed from pre-coded themes.

Accordingly, the findings are discussed to answer the research question, while keeping in mind information obtained from the collection and analysis of secondary data.

1.5.4 *Conclusion and Implications*

Finally, the last chapter provides recommendations for further research, as well as for marketers working in the agro-food sector to handle organic food consumption in the best way, as this trend has played an increasingly important role in consumers' purchasing decisions. Nevertheless, this section outlines the different issues raised by

the research, in terms of knowledge base, but also regarding the limitations associated with interviews questions and responses.

Besides the potential reflections about the research, this final part aims to summarise the knowledge learn from all the data gather for the specific topic chosen by the researcher, and thus allow her, as well as her readers, to design new marketing tehncis that will meet consumers' needs.

2 Literature Review

2.1 Overview

This section provides explanations for the Theory of Planned Behaviour, used to understand sustainable behaviours. In this particular case, the literature has been chosen to demonstrate which social factors can influence purchase decisions, in France but also in a specific French region, which is Brittany. In this way, a general description of consumer patterns toward organic food has been draft.

Furthermore, this chapter is based on previous publications, which allows clearer picture of progress regarding the topic over time, but also according to different scholars' point of view. This reflection leads to the conceptual framework that is a useful basis for the remainder of this research.

2.2 The Theory of Planned Behaviour

One of the theories developed to study behaviours, is the Theory of Reasoned Action (TRA), which has been created by Fishbein and Ajzen (1975). Its aim is to explain and predict individual behaviours. In this way, behaviour is determined by the individual's intention to do the action, and this intention itself depends on the individual's attitude and subjective norms. The first determinant is composed of a set of beliefs as for the consequences of the behaviour realisation. The second one includes a set of beliefs as for referent group opinions and individual's motivation to be conforming to these opinions.

In more details, according to Ajzen (1985), individuals are rational, in other words they have an available set of knowledge, information and preferences that allow them to make the most profitable choice or action to best fit their satisfaction (Simon H.A., 1955). Thereby, they are inclined to act with a volitional control over their behaviours, due to their intention to perform it. Although intentions change all the time, they are dictated both by personal influences (called "attitude toward behaviour" which means that individuals evaluate positively or negatively their behavioural performance), and social environment (also called "subjective norms", defined as individual's perception of social pressures toward his/her behavioural performance, from groups of individuals in

permanent contact with the person). Thus, the TRA allows researchers to predict behaviours, while understanding psychological elements guiding individual's actions.

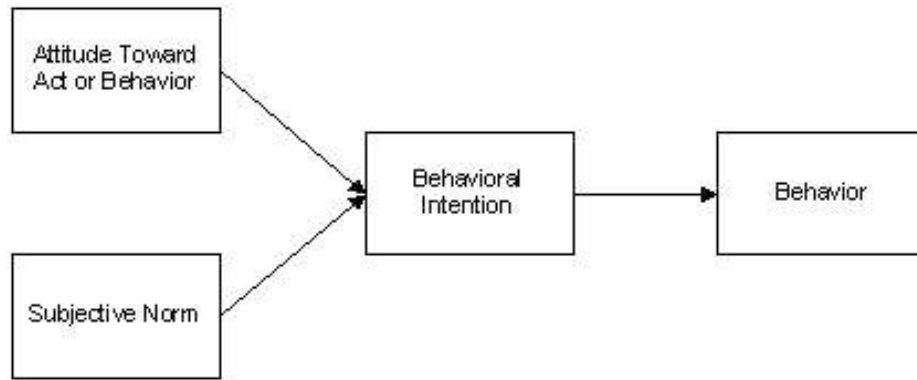


Figure 1 – The framework of the Theory of Reasoned Action (TRA)

In the continuation of the TRA, Ajzen and Fishbein (1980) modify their conclusion, by suggesting that external barriers also influence behaviour performance. And so, individual's intention is determined as to “try performing a certain behaviour”, and the action depends on individual's control over that behaviour. Thus, the Theory of Planned Behaviour, or TPB (Ajzen and Fishbein, 1980), assumes that it is possible to predict intentions to behave but not the reach of the goal that is expected (Ajzen, 1985).

Above all, it is important to distinguish the terms behaviour and attitudes. The first one is the individual's action that can be observed from an external point of view, whereas the second one is all the factors that could explain the behaviour. Thereby, attitudes are composed of three dimensions: **cognitive**, which include individual's beliefs and knowledge about this thing; **affective**, with positive or negative evaluation of something; and **conative**, which is the individual's way to behave toward the given product or situation (Filser, 1994).

Besides, the subjective norms could be defined as the individual's perception of judgment or opinion that people who are important to him/her could have about his/her behaviour.

Thus, individual's perceived control on behaviour is determined by the willingness of the individual to perform or adopt behaviour, and it also influence individual's intention to act, and so his/her final behaviour.

Therefore, the TPB framework has been applied to many researches, to understand environmental behaviours (Saleem and Gopinath, 2013; Oreg and Katz-Gerro, 2006;

Chan K., 1996; Schwab *et al.*, 2012; Aertsens *et al.*, 2009), through quantitative methods to validate or reject the theory in various different contexts.

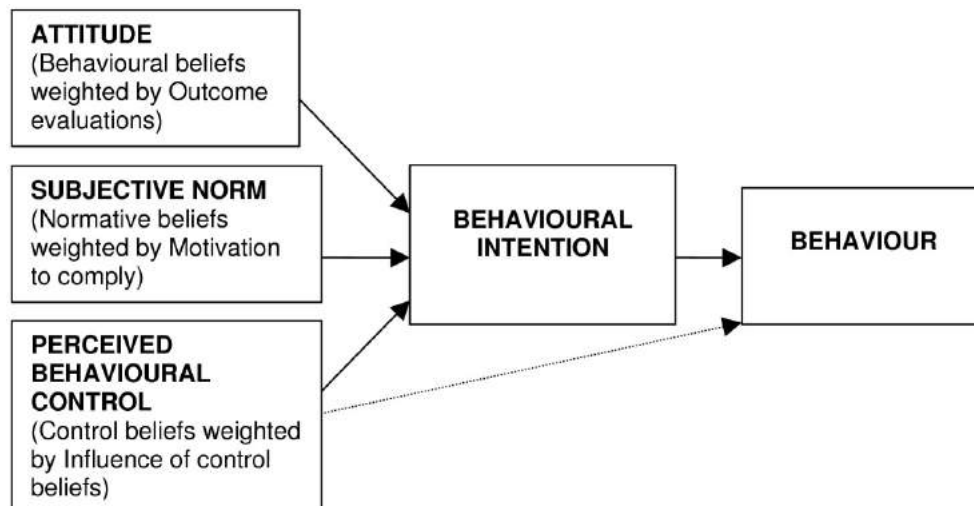


Figure 2 – The framework of the Theory of Planned Behaviour (TPB)

Nevertheless, food consumption is a very complex process as there could be a paradox between consumers' intention and their actual behaviour. Although 90% of French consumers have planned to rise, or at least to maintain, their consumption of organic food for the next six months, those statements cannot be considered as a definite proof, for the reason that the price of these goods are still perceived as higher than regular products for 87% of consumers, and also because a majority of them (55%) do not instinctively buy this kind of product more than conventional foods (Agence BIO et CSA, 2015).

In fact, according to Thøgersen J. (2011), European consumers buy organic products, and more broadly "green" products, with unselfish intentions but once the act of buying is done, it seems that the deeper reason is to comply to certain social models, in order to be seen as a rational decision maker. In other words, products are strongly connoted, and thus consumers buy a product to reflect a certain image of them to the society, although it depends on the purchase context (Padilla *et al.*, 2001, De Ferran and Grunert., 2007). Moreover, intentions about purchasing decision for organic food can be based on self-centred motivations as the final behaviour is often driven by the importance given to the price and the associated projected image, but also as benefits of those goods can respond to negative stimuli, such as concerns about quality or health safety (Bergès and Monier-Dilhan, 2013). However, altruistic volition plays a role in consumers' behaviour by adding environmental and societal dimensions, which gives the impression to contribute to the welfare of society (Kareklas *et al.*, 2014).

Ultimately, despite personal conscious motivations, there are also unconscious factors that create a favourable or unfavourable base for individual's consumption. Accordingly, consumers' final behaviour depends on socio economic factors, but their attitudes are also based on intrinsic stimulus (Mayrhofer, 2014).

Therefore, purchasing behaviour is a complex process even though customers' way to behave can be similar and thus are often gather into clusters. That is why the TPB framework has been used as a basis for the research, in order to link the results obtained together.

2.3 Consumption of organic foods

According to Bourdieu (1979), nutrition could be considered as a communicational mean revealing the personality traits of individuals, and thus allowing their integration or exclusion into groups within the society.

Furthermore, the growing trend of sustainable development increases consumption of eco-friendly products, such as organic foods that are "ecological, natural, without pesticides and produce with environmental respect" (Verhoog *et al.*, 2003; Magnusson *et al.*, 2003).

Indeed, nowadays people around the world are increasingly concerned about the environment they are living in, because of the visible changes on earth. Moreover, in light of the figures about civilisation diseases (cancers, diabetes, respiratory and cardiovascular diseases), scientists, governments and citizens seek explanations.

In fact, some journalists and academics try to denounce industrial practices, which go against the needs and expectations of consumers, especially in terms of health. For instance, Proctor R. (1992) has developed the agnotology, which is the science of ignorance, to describe how companies define the frame of what is known and what is unknown, according to their own interests at the expense of science. Thus, some of the biggest companies in the world control national or international authority bodies, as shown for instance in the report "Conflicts on the menu – A decade of Industry influence at the European Food Safety Authority" (Corporate European Observatory, 2012).

Nevertheless, today's consumers are more likely to request products made with reasoned production methods and with respect for the environment, as pollution and

nutrition are considered as the main explicating factors of non-communicable diseases. However, even during the previous century, although industrial agriculture was not developed as much as nowadays, some medical practitioners were already interested in the cause and effect of the environment on health. For instance, doctor Carton had denounced medical treatments that seek to remove disease effects without totally avoiding it. Thus, he had developed the naturopathy by changing food consumption and removing several foods, such as meat, fish, sweets, or wine, to come back to traditional therapy through dietetic (Carton P., 1937 in Vasey C. 1992).

In the same way, in 2015, the ILV Swedish Environmental Research Institute analysed pesticides residue of a family who ate conventional food and then only organic food during one week. This experience commissioned by Coop Sverige AB, a Swedish retailer, aimed to demonstrate that pesticides are present in regular products, and it is possible to restrict their consumption by eating organic food (Magnér *et al.*, 2015).

Accordingly, like a return to the roots, the development of purchases via short distribution channels is another current trend; it has been defined as a direct sale from producer to consumer, or indirect sale with only one intermediary (Ministère de l'Agriculture, 2009). Indeed, there are more and more customers who privileged products sold in geographically restricted scope, such as the "locavore" community (Merle and Piotrowski, 2011), because of the limited environmental impact. Moreover, purchasing groups like La Ruche qui dit oui, or the AMAP (Association for Maintaining Peasant Agriculture), and closer relationships with producers, through WWOOF (World Wide Operation on Organic Farming) for instance, provide a feeling of security to consumers (Degroote and Jauneau, 2014). Simultaneously, it is important to note that online fresh food sales are more difficult and require more logistics, due to the limited time to consume those products, indicated through specific "use-by-date" (Consoglobe, 2009).

At the same time, the French culture is very strong, especially concerning food, according to the large variety of products, which are specific to each regions of the country. It is also crucial to highlight that food expenditures are the third biggest spending area for the French population, after accommodation and transport expenses (Arnold-Gaulhiac M. *et al.*, 2012).

Thus, there are several types of food consumers: those who like food for the gustative pleasure; those who think that eating is essential to survive; some people like "easy" food (easy to cook and easy to eat); some "traditional" eaters prefer typical French food

(bread, meat, potatoes, wine); and others pay attention to their consumption for health reasons (Escalon H. *et al.*, 2008).

Indeed, as ethical consumption, defined as “a key way in which individuals understand and find solution to social and ecological problems”, is highly depending on the level of education and the buying power of individuals (Johnston *et al.*, 2011 p.293), there are also different kinds of organic food consumers. Usually, the “purists” or regular consumers, mainly represented by executives and liberal professions (Agence BIO et CSA 2015), who based their decision on labels, can be distinguished from the “occasional” or irregular consumers, who buy certain type of organic food as for a solution for sanitary security or environmental issues (Lamine C., 2005).

Therefore, it has been observed that 75% of the French population stated that they had consumed organic food in 2013 (Agence BIO and CSA, 2014). Although there is an increasing demand for local product (19% of French people bought their organic food at the farm and 33% on fresh markets in 2013, Agence BIO, 2014; especially fruits for 46%, vegetables 55% and eggs 44%, Gallay A.L., 2014), as well as home-country products (Gerard and Jongmans, 2012). Thereby in 2013, 55% of French people based their organic food purchases on information about product's origin (Agence BIO, 2014).

However, as the price is still one of the first criterions of arbitration, working classes are consequently disinterested in organic food consumption, all the more so they tend to prefer products present in abundance, which provide them pleasure and satisfaction, as they have no assurance of the long term impact of organic food on health (Molenat X., 2013).

Accordingly, the researcher has tried to identify several profiles of organic food consumers among the Brittany population, and compare those surveys with the interviews results.

2.4 Importance of labels and Signs for Identification of Quality and Origin (SIQO)

French people are increasingly concerned about the impact that their alimentation could have on their health (Vacas F. and Trocheris A., 2014), and hence they consider that there are not enough information about how food products are grown and transformed, and if they contain any pesticides or GMO (Marcé C., Vautrin-Dumain E.,

2014). For instance, more and more French consumers require clear information displayed on packaging, about the use of dangerous pesticides, or the use of battery farming (FNE-CSA, 2014).

To face this trust crisis, governments, health authorities and companies develop some outreach plans, as well as labels or signs of quality, which have different meanings. For instance, the European FOOD program (Fighting Obesity through Offer and Demand), tend to prevent well-balanced diets from companies and their employees since 2009, while in France the National Program on Nutrition and Health (PNNS or Plan National Nutrition Santé), has been launch in 2001 to raise consumers' awareness, especially younger audiences, about food.

However simultaneously, regarding the abundance of food products and the multiplication of those labels, from International or European scale to regional and local scope, through "reward labels" (such as "Saveur de l'année" – Flavor of the Year – or "Meilleur produit de l'année" – Best Product of the year – which are delivered by private companies), it can create confusion in people's minds.

This is all the more noticeable as while food labels are mostly known and recognized by the population, it delivers implicit information to consumers (Ilbery *et al.*, 2005), but then they are free to inquire the detailed signification of each one. On the other hand, it allows producers to enhance their know-how, according to the respect of specifications from the certifying body. Thus, the term label could be broadly defined as a symbolic sign, which certified the evaluation by a third party (certifying body), of one characteristic of a product or a service delivers by a brand (Chameroy and Chandon, 2011).

Therefore, at an international scale, the Fair Trade label, which is "*focused on the creation of a direct link between small producers in developing countries and shops where consumers buy the product in developed countries*" (Codron *et al.*, 2005 p.6), or Max Havelaar, are known by a majority of French consumers but there is a fewer number of them who know the concept and the definition of fair trade (Borel P., 2007). However, those labels provide a halo effect to the product, thus positive attitudes toward those labels lead consumers to multiply positive unrelated attributes to the product (Schuldt *et al.*, 2012).

Besides, at a smaller scale, in order to respond to local food demand, signs like controlled appellation of origin (Appellation d'Origine Contrôlée in French) and protected designation of origin (Appellation d'Origine Protégée), which are a French

and a European regulations, respectively created in 1935 and 1992, refer to foods “*produced, transformed and elaborated in a geographically restricted scope, with a recognised expertise*” (Ministère de l'agriculture, 2015). However, even if consumers have a positive perception of products with those labels, for them it not always implies quality (Tavoularis *et al.*, 2007).

In the same way, another Sign for Identification of Quality and Origin (SIQO) managed by the National Institute for Origin and Quality (INAO, Institut National de l'Origine et de la Qualité), called the Label Rouge, is defined as the “*official sign of higher quality than the same mainstream product*” since 1965 (Label Rouge, 2014). Thus, among the four hundreds certifications Label Rouge registered in 2014 (INAO, 2014), some are dedicated to meat, seafood and others to poultry, eggs or Foie Gras. Thus, products labelled Label Rouge are more considered as safe haven in food crisis period, whereas in a normal context, it has essentially more influence on shoppers at supermarkets (Giraud G. and Amblard C., 2003).

Last but not least, to face the growing ecological involvement from consumers, as well as producers, the AB label (Agriculture Biologique, or organic farming) has been created in 1985 by the French department of agriculture, to assert natural production methods. Nowadays, it represents four per cent of the agricultural area (SAU) in France (Agence Bio, 2015); in parallel, Breton people consumed around eighty euros per person in 2013 on average (Agence Bio, 2014).

Moreover, when several labels are present on packaging, consumers' purchasing intention is more important due to the valorisation of the product (Tagbata and Sirieix, 2007, Chameroy and Chandon, 2010). For instance, according to the research of Dufeu *et al.* (2012), the complementarity of three labels (Max Havelaar, Label Rouge and Agriculture Biologique) increases French purchasers' willingness to buy honey.

Nevertheless, it can be confusing for others (Filser M., 2001; Mallette E.L., 2014), particularly due to the notoriety of the brand and the signification of labels that are completely different (Filser M., 2006). In fact, the purchasing context also has a strong impact on final behaviour, because people are more confident about their local butcher, fishmonger or small-specialised retailers rather than supermarkets (Giraud G., 2007; Sirieix and Schaer, 2005).

One goal of this research was thus to verify the knowledge and understanding of labels by the individuals interviewed, as well as identifying the use they can make of it for their purchasing decisions.

2.5 AB Certification process

Forecasts notified by the FAO (Food and Agriculture Organisation) shown that until 2050 the food production have to rise by 70%, in order to meet the needs of more than nine billion of human beings, which will probably be a majority of urban-dwellers (FAO, 2009). The agro-food industry is one of the most important activities in the world, with sixty per cent of working people on earth who have a work associated with agriculture (Charvet J.P., 2012). In order to respond to the global food demand, the “green revolution” has continued to evolve since the sixties, by developing an agriculture assisted by scientific methods, which aims to avoid crops failure (FAO, 1996). However, after decades of powerful upswing from agribusiness giants, who have used food production as a geopolitical instrument, nowadays the trend has reversed (Benhammou F. 2009). Indeed, this mass consumerism, present in developed countries and reproduced in developing and emergent countries, is not considered as a progress any more according to the bad consequences that can be observed (Fumey G., 2012).

Therefore, numerous economists and scientists seek environmentally friendly solutions, such as precision farming with a fair system of remuneration for farmers (Brunel S., 2013); foster biodynamic methods rather than have recourse to chemical treatments; redesign the European Common Agricultural Policy (Jaud J.P., 2009); or modify consumers’ principle of arbitration (Molenat X., 2013), by creating a multi-criteria indicator on packaging that can provide resources consumption and environmental impact of the product production for example (ACN-FNE, 2012).

On the other hand, despite consumers’ willingness to adopt eco-friendly behaviours, their actions essentially cover water and energy savings, as well as waste sorting and recycling, rather than purchases of organic products (TNS Opinion & Social, 2008). This phenomenon is partly due to the relationship between the quantity and quality of information about sustainable development and everything involved around the topic, and the education level of people (Rousseau C., 2004; EOS Gallup Europe, 2002). Indeed, increased awareness about labels entails consciousness of the intrinsic value of the product and enhances confidence, which brings purchasers to be more inclined to pay attention of those signs (Dufeu *et al.*, 2012).

According to the Agence BIO and CSA quantitative surveys (2015), conducted with 506 French people, 99% of the respondents have asserted that they knew the AB label, however it does not mean that all of them understand its meanings and principles.

In fact, the AB French label was created in 1985, and recognised by a European regulation in 1991. Therefore, the French Department of Agriculture is the institutional organisation which could certify that products are grown with organic farming methods, in other words products are produced with respect to the environment as well as animal welfare. Moreover, the certification process includes control systems concerning production, transformation, labelling, composition and import of products.

Although French consumers visually know the AB label, they might not be aware of its meanings, which are: the development of products in a sustainable way with respect of the environment; the control of producers once a year; the well-treatment and free-range breeding of animals; the avoiding of GMOs and applying of strict rules about chemical pesticides, fertilizer and antibiotics (Agriculture-gouv, 2015).

Therefore, since 1995 the number of French producers identified as involved in organic farming has hugely increased, from 3,602 in 1995 to 25,467 in 2013 (Agence Bio, 2014). Thereby, the same year, more than one thousand hectares were certified as organic farming, and thirty hundred thousands hectares were in “conversion state”. More specifically in Brittany, there were around sixty thousands hectares identified as organic farming in 2014, with almost seven thousands hectares in “conversion state” (Agence BIO, 2015). Thus, it is the French region with the largest amount of organic vegetables crops (Despeghel M., 2014), among the forty hundred thousand hectares of fruits and vegetables crops in France (which represents 42% of farms using organic methods in 2011, Vernin X., 2013). Nonetheless, despite the increasing number of new farms launched with organic methods in Brittany (sixty-seven in 2013), some farms certified as organic did not renew their certification in 2013. This is essentially due to the cessation of farmers’ activity, because of retirement or economic difficulties (Despeghel, 2014).

In order to emphasise this trend, the French Department of Agriculture has set up a plan, called “The organic ambition 2017” (Le Foll S., 2013), which is based on six dimensions:

“Developing production, assisting and maintaining organic farming

Structuring and supporting the sectors to ensure balanced development of organic farming

Winning new markets, promoting organic farm products and reaching new consumers

Strengthening research and development programmes for and by organic farming

Strengthening the place of organic farming in training

Nevertheless, according to the plan “Agrifood 2030” (Bardin F., 2014), the French agro-food sectors have to face some competitive issues, such as the inadequate offer compare to the national and international demand of foods, the lack of cohesion within several sectors, or the modernisation lateness of production and transformation tools.

Thereby, some interview questions have been designed to determine if interviewees could define exactly what is the AB label, while collecting their potential awareness of sustainable agriculture, according to their birth and living place.

2.6 Influence of subjective norms on individual's purchasing choice

Eating is one of the human being's primary needs as it implies survival, but it is also a cultural activity, which depends on other factors such as religion or the history and social structure of the country. In fact, it is a symbolic action as food that someone ingests defined a part of his identity (Fischer C., 2013; Poulain J.P., 2013).

For instance, it has been observed that people who choose to buy organic products through short distribution channels feel like they belong to a community, or even to a family (Zepeda and Deal, 2009). However, according to the research of Schultz P.L. and Zelezny L. (1999), eco friendly motivation and attitudes are very different from one person to another as it is based on individual, collective or environmental interest.

In fact, all kinds of motivation are part of an egocentric process, for the reason that individuals weighted the potential impact of their decision according to their own vision of well-being. Thus, through their consumption, consumers try to make the balance between whom they truly are and how they want to be seen by their peers (Darpy and Volle, 2002). However, those consumers are usually seen as a community with a particular lifestyle, which is sometimes considered as an “exclusive circle” (Costa *et al.*, 2014).

On the other hand, according to regular investigations, companies know perfectly consumers' decision process. Thanks to this knowledge, every advertising, packaging or brand universe is created to influence consumers' behaviours. The food product itself is imagined to stimulate each senses, particularly taste with industrial methods like flavour enhancer (Fumey G., 2013).

Nevertheless, a collective awareness is emerging, which modify population's expectations toward more natural and healthier products, as well as transparency. This current trend has led companies to use new forms of marketing. Indeed, according to the Hertzberg's theory of motivation, a marketing strategy must integrate consumers' factors of satisfaction, while avoiding dissatisfaction barriers (Mayrhofer U., 2013).

In this way, some technics such as the social marketing, which aims to lead consumers to act for public good (French and Blair Stevens, 2006), or the sustainable marketing that is composed of green marketing, critical marketing and social marketing (Gordon *et al.*, 2011), take into account new environmental and societal issues.

Besides, as conventional foods are less natural, the number of food crisis increases, and thus authority bodies draft recommendations for companies, and preventive campaigns for consumers. Indeed, these last years one of the main concerns of the French government is the education of the youngest population about nutrition. Regarding the evolution of obesity trend and lifestyles evolution, the government has understood the necessity to prevent children from junk food. Moreover, children and adolescents have a strong power of prescription on their parents, especially concerning food, from an early age (Chantry C., 2002). In this way, among others, a school canteen in the south of France has raised children awareness by choosing a conversion from industrial to organic food. Then, the results have shown that those children ask their parents to consume organic foods at home (Jaud J.P., 2009). Simultaneously, it has been observed that young parents are more likely to buy organic food, regarding the link between nutrition and health for their children, but their motivation is also based on the educative construction starting at earlier stage (Albertini T. *et al.*, 2010). In fact, numerous scientific studies have been conducted on babies, because of the increasing number of childhood cancers: it rose by 1,1% in thirty years in Europe (Steliarova-Foucher E. *et al.*, 2004).

Furthermore, in a purchasing context, consumers' attitudes are influenced by positive or negative feelings and emotions, which are specifically related to personal and social norms (Aertsens, 2009). Indeed, personal norms are individual's own definition of normal and deviant behaviour (Schwartz, 1973), and it permanently interacts with social norms, which are behaviours accepted by a group or a community to which the individual belongs. Therefore, as primary socialisation starts from birth (with family and friends) it creates the set of values and norms of each individual; and then secondary socialisation (school, media, workplace, associations, etc.) contributes to develop individual's knowledge, and thus it has an influence on personal and social norms.

According to this socio-cultural aspect, children are more likely to buy organic products in the future if they have been used to consume this kind of goods within the household (Gotschi *et al.*, 2007). Moreover, several sources of information, such as health professional, family and friends, media or consumer associations, reassure European people about risks associated with food products (EFSA, 2010).

Thus, it generates positive attitudes toward organic food, or at least healthy food, which lead to strengthen buying intentions (Thøgersen, 2007). However, the opposite is also probable as a lack of information, socio-economic barriers, or bad comments from peers could lead to a weaker commitment, ignorance or negative attitude from consumers (Roberston and Barling, 2015). Thereby, the researcher wanted to analyse what socially influenced the respondents, and if it had a stronger impact than products characteristics.

2.7 Conceptual Framework

The goal of this research is to evaluate the importance given to the interview's social groups for consumption habits of organic foods, which could provide information for marketers on how to reach their target.

The literature shows that peers can influence consumption, particularly food consumption, but despite the importance given to primary and secondary socialisation, it does not reveal exactly the referent groups that could influence consumers, neither why nor how. Moreover, it does not reveal consumers' own perception of their power of influence over their relatives. Indeed, informal communication between individuals, also called 'word of mouth', is an increasingly important communicational mean, especially since the rise of social networks, because people described their good or bad purchasing experiences to their relatives (Anderson, 1998).

Therefore, in order to understand Bretons' consumption patterns, the researcher has decided to start semi-structured interviews by identifying the product typology mainly consumed in Brittany and the distribution channels chosen by consumers. Indeed, capturing the factors driving and hampering organic food consumption in Brittany allows measuring the significance of local foods demand, and the degree of involvement from respondents.

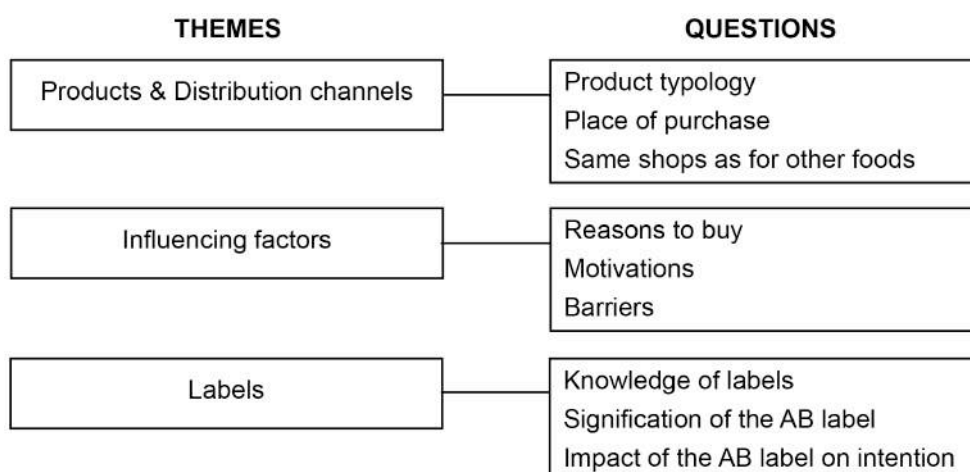
Moreover, considering that there is a link between education level, income level, the amount of information given, and the willingness to buy labelled products, it is

interesting to ask questions about individual's knowledge of the different existing labels, while looking at his or her profession. Thus, it leads to focus the interview on the AB label, whether it is given as a spontaneous answer or not, its definition and its potential influence on buying decision.

On the other hand, there is a lack of research to explain the impact of the social environment on consumers' attitudes, in other words how the social environment could lead an individual to buy this kind of product? Does it have a strong or weak impact on individual's decision? Does a negative advice is stronger than a positive one in this context? Some scholars assert that organic food consumption is driven by selfish reasons (self-image, social integration, valorisation of eco-citizen behaviour), but to go further it could be interesting to know if individual's family, friends, or someone else, can play a role in this egocentric process.

In this way, the final interview questions are based on those interrogations, which could provide indications about individual's perceived control over peer pressure. Then, when the survey reached saturation, the researcher's goals are to identify the potential clusters of consumption behaviour, by being careful of consumers' status and buying habits, but also to understand the perceived power of prescription exercised or felt by the consumer. In fact, as there are a large variety of consumers' typologies (Van Dam D., 2005), it is important to capture key motivations and inhibitors, which evolved quickly facing different buying situations.

Therefore, the identification process of interviewees includes their profession, age, as well as their place of living and number of members within the household as it might be external influencing factors. However, the chosen questions would also reveal the frequency of organic food consumption and interviewees' commitment to this current trend. In order to provide a clearer view, all those questionings are gathered into themes, as shown in table 1, which enable easier data processing and analysis.



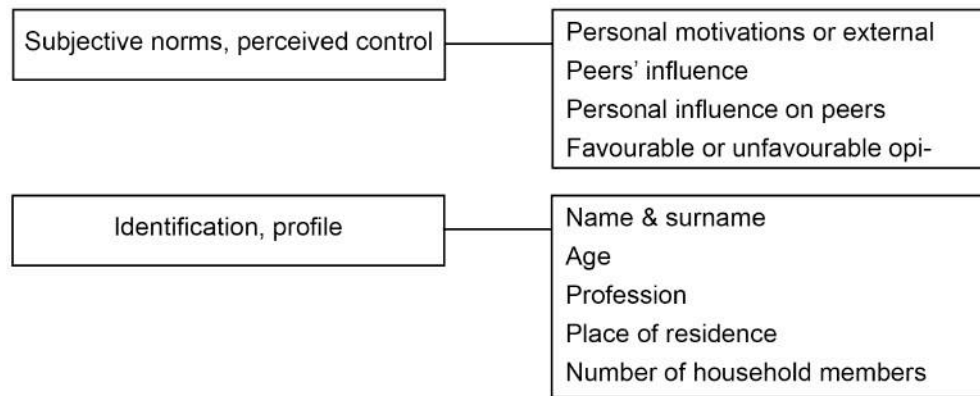


Figure 3. Questions listed by themes

2.8 Conclusion

The literature review has provided a set of information about the context of organic food consumption, from an international point of view to a closer one, focused on Breton people. In fact, as environmentally friendly behaviours are a burning issue, many research have been conducted in order to identify the urgency of the situation, and thus to suggest solutions on a variety of topics, centred on sustainable development. This abundance of data allows the researcher to identify several themes that need to be study in-depth through interviews.

3 Methodology and Research Design

3.1 Overview

This chapter outlines the technics used to collect primary data, and the reasons that have led to choose these methods. Thereby, the resulting strategy based on an explanatory qualitative research, aims to respond to the research question. According to the key themes that emerged from secondary data collected, questions are related to the understanding of Bretons' consumption. However, the potential access and ethical issues are also raised within the following parts.

3.2 Research Philosophy and Approach

As this research dealt with the observation and understanding of specific human beings' attitudes, thus it was based on a constructivist paradigm. Indeed, one of the main objectives was to identify the potential interaction between consumers and their environment, more particularly their social environment, and also the consequences that it could have on their actions (Guest *et al.*, 2013).

Therefore, according to its subjectivity, this topic was supported an interpretivism philosophy, which means that everyone has its own interpretation of the world, opinions, experiences, that is why it was not possible to generalise behaviours (Guest *et al.*, 2013). Moreover, as the study was conducted in a geographically restricted scope with a small sample of interviewees, the researcher had planned to provide insights rather than extrapolate the findings, which would have been based on untested assumptions.

Furthermore, in order to identify a phenomenon, which is the Breton people's attitudes toward AB fresh food products' purchases, an inductive approach has been adopted. Thereby, the expected results from this research were the identification of the main factors influencing targets respondents' decision-making process. Several patterns were found, according to interviews' outcomes.

3.3 Research Strategy

The aim of this research was not the validation or rejection of the TPB, nevertheless it was to try to understand individuals' attitude toward AB fresh food products, through the understanding of the interaction between two components of the TPB (subjective norms and attitudes). Indeed, the topic dealt with consumers' socio- psychology, with the understanding of psychological factors (individual's reasoning that influenced their attitudes) and social factors (related to individual's links with social groups).

Therefore, the researcher stated that it was not relevant to apply a quantitative research method to this study. In fact, an explanatory qualitative research has been used to describe individuals' attitudes, their intrinsic motivations and interpretation of their purchasing choices, its meaning and how all of these components were more or less consciously working together (Saunders *et al.*, 2012). Thereby, the researcher neutrality and objectivity were the key for the project success.

As for the perceived control over behaviour, it seemed difficult to collect answers without bias, because people might not be able to recognise that they had control over their intention to purchase organic food, as it was more unconscious. Nevertheless one part of the research was focused on extrinsic factors, such as purchasing power, proximity, time, etc., to determine if it had a real impact on individuals' attitudes.

The only restriction about those findings was associated with the potential difference between individuals' intention to behave and their actual behaviour.

3.4 Collection of Primary Data

Brittany is one of the most eco-friendly regions of France. Therefore, it seemed relevant to interview several Breton consumers to record their views about the topic.

However, according to the researcher's point of view, each individual has different reactions within a given context. Thus, an explanatory qualitative survey has been conducted, as the purpose of this research was not to generalise the findings to the whole Breton or even French population, but rather to understand the relationships between several psychosocial variables, which depend on individuals' proper personality (Collis and Hussey, 2009).

According to the several key themes that emerged from the literature review, each list of questions have been divided into five categories (Table 1). Therefore, the first one

dealt with the identification of products frequently bought by the interviewees, as well as their usual place of purchase, whereas the second one was focused on the reasons that lead consumers to buy or not organic products. Then, the third theme was related to the different labels present on products' packaging in order to explore which ones were the most known by Bretons' consumers, and if it could have a direct impact on purchasing decisions. In parallel, according to the research objective, the next interview questions were dedicated to influences from social environment, with questions that refer to social situations. Finally, the last section would allow an overview of each interviewee's profile, on the one hand to facilitate their agreement after having built confidence, and on the other hand to shape their socio-economic status.

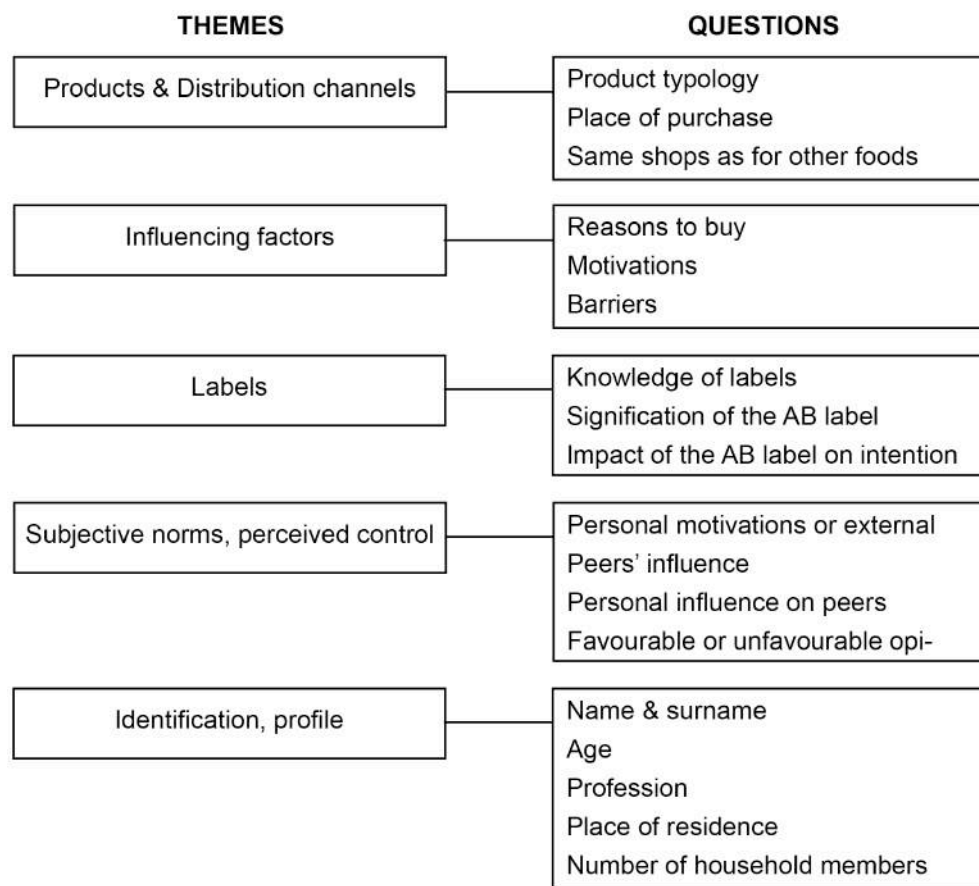


Figure 3. Questions listed by themes

Regarding the studied variables, a wide panel of individuals could be asked to answer the interview: men and women, with or without children in the household, working or not, with low or high level of incomes. In fact, as ascertaining the influence of extrinsic factors was one part of the research, it was relevant to understand which of those were important during interviewees' lifecycle. Thereby, semi-structured interviews were

conducted with a quite broad spectrum composed of thirteen women and two men from Brittany, over twenty years of age, working or still studying.

However, none of the individuals had access to the researcher's questionnaire (Appendix 4), neither before nor during the interview, as it could bias their answers.

Moreover, using a purposive sampling method, the researcher had planned to stop interviews when data collection has been saturated, according to the analysis of data throughout the project (Mack N. *et al.*, 2005).

3.4.1 Sources

The first part of the research included secondary data, collected continuously throughout the project, which would help the researcher to draw an overview of the context studied. These data have been found into books, such as "Un Empoisonnement Universel" (Nicolino F., 2014); academic journals, like the *Journal of Macromarketing* or the *Journal of Agricultural and Environmental Ethics*; films (e.g. "Nos enfants nous accuseront", Jaud J.P., 2009); and Internet websites dealing more or less with the topic (newspaper, research agencies, government departments, etc.). The knowledge base acquired through the researcher's reflexions and her interpretation of scholars' articles, allowed a better understanding of issues as well as key points related to organic food consumption. Therefore, the researcher outlined what was important to collect for the next part of the study.

Thereby, the main source of information needed to answer the research objective was primary data, collected via semi-structured interviews, even though the literature review was a starting point. Indeed, once the general topic of sustainable behaviour and organic food examined deeper, the topic has been narrowed to the aspects that were interesting, and thus the interviews could be started. The researcher used her contacts, who themselves have spread information in their surroundings, without forgetting the profile required (people from Brittany and buying organic food).

3.4.2 Access and Ethical Issues

The collection of data is often carried out through familiar environment or within an interesting context for the researcher.

Thus, as the topic was chosen by the researcher and so was appealing her, she had some existing useful contacts, and her interest also gave her the willingness to go further to create new ones.

However, the researcher had to take into account the potential reluctance of respondents. Thereby, it was important to well inform the participants of the meaning and outcome of the study, to be able to collect their verbal or written consent. Therefore, a brief description has been given to each interviewee, assuming that they would capture the purpose of the interview, and be prepared to provide answers (Appendix 5).

Moreover, the question of possible identification of the person within the research had to be discussed before the interview. In any case, whether the answer about identification was positive or negative, the rights of individuals had to be respected, which included confidentiality, and so the researcher had to pledge to protect all of the data collected (Quinn Patton M., 2002). In addition, the researcher requested individuals' consent for recording interviews and their approval to disseminate the results in the dissertation study.

On the other hand, there were some potential bias that could impact the outcomes, resulting from the way that the researcher led the interviews (non-verbal behaviour, formulation of questions); from the interviewee state of mind and behaviour toward the interview situation; or from the researcher's interpretation of answers (Saunders *et al.* 2012). That was the reason why the researcher tried to stay neutral during interviews by asking the same questions, and tried to gain interviewees' confidence by preparing them and make them feel at ease. Nonetheless, interpretation of responses remained a challenge, although the researcher did her best to keep her objectivity.

Ultimately, as saturation had to be reached, it entailed to determine the point where no other information would be found if more interviews were conducted (Bowen, 2008), because otherwise it could alter the accuracy of findings. However, interpretiviste qualitative research aimed to study individuals' opinions, which are necessarily very different according to their own interpretation of things.

3.5 Approach to Data Analysis

Given that the research was based on a qualitative survey, through individuals' interviews, the analysis of data has been done through a template method, which could

be defined as a list of codes that represent the themes revealed from the data collected (Collis and Hussey, 2009). In fact, the answers of the respondents have been recorded on an audio file, while notes have been taken at the same time by the researcher. Thus, everything was incorporated into written documents as shown in appendix 6, and then, the data were classified within the different pre-coded themes. In this way, it assumed that the researcher might find some similarities into respondents' answers, all the more so interviews were stopped when saturation has been reached.

One potential issue of the technic used for data collection and analysis was that the context in which the answer has been given was lost; thereby there might be a little bias with the initial meaning.

Moreover, the generalizability of findings with qualitative surveys could be an issue, but as the research was related to an existing theory, the significance of findings has been demonstrated according to the relationships between variables of the TPB (Marshall and Rossman, 2006), while expressing reserves about the fact that other variables did not studied in this research could interfere and thus modify the results if the whole theory has been applied. Therefore, the results were relevant only for this research, broader topics or deepening of those conclusions by including other variables were some of the opportunities for future research.

3.6 Conclusion

The research methodology allowed the researcher to conduct her study successfully, by understanding the whys and wherefores of the strategy. Accordingly, the logical development set up highlighted the key points that need to be studied and the limitations rose by the chosen approach. Therefore, the researcher was well prepared to complete the project, until the discussion part.

Although the methodological process was settled throughout this chapter, the researcher need to go further by using deduction skills to analyse the findings.

4 Presentation and Discussion of the Findings

4.1 Overview

This chapter reflects the different information collected through the fifteen interviews conducted with individuals from Brittany. In fact, the data processed have been analysed in order to respond to the objectives, with regard to acknowledgment from the literature review. Therefore, the end of this section provides a general conclusion for the findings, compared to the previously published research.

4.2 Findings

Only fifteen interviews were needed for the reason that similarities have been observed in responses to the point of saturation; thereby the researcher could assume that additional answers would be close to these findings. Moreover, the sample was composed of very different profiles, which enabled to distinguish several lifestyles through stages of life.

All the interviewees, composed of thirteen women and two men, were natives of Brittany although some of them reside in other parts of France, such as Normandy (in the North West), Pays de la Loire (West), Isère (East) or Ile-de-France. This choice has been made to figure out if the fact that interviewees grew up in Brittany has reinforced their sensitivity to agriculture and the issues associated.

However, despite a large scale in terms of age (from twenty one to eighty four), all the persons recruited were part of higher and middle professional classes, or had grown up in affluent households. In fact, predominantly female respondents can be explained by the fact that French women are regular shoppers of food products for the household, especially if there are children (Mathe and Hebel, 2013). Moreover, four interviewees live alone, which did not prevent them to be predisposed to organic food.

THEMES	ANSWERS	
Products & Distribution channels	<i>Product typology:</i>	<i>Place of purchase:</i>
	Fruits & vegetables 14/15	Supermarkets 14/15
	Crops & grains 8/15	Specialised shops 12/15
	Dairy 7/15	Open markets 4/15
	Cereals 5/15	
	Eggs 4/15	<i>Not the same distribution</i>
	Prepared meals 4/15	<i>channel 13/15</i>

Labels	<i>Knowledge of labels:</i> AB 9/15 Label Rouge 4/15 AOC & AOP 3/15 Others 5/15 None 2/15 <i>Full name of AB</i> 12/15	<i>Signification of the AB label</i> Involved norms 12/15 Not at all 2/15 <i>Impact on intention:</i> Yes 13/15 No 2/15
Subjective norms, perceived control	<i>Motivation drivers:</i> Personnal 13/15 Info / media 11/15 Studies / work 1/15 <i>Discussion 'organic food':</i> Yes 12/15 No 3/15 <i>Influence on perception:</i> Yes 8/12 No 3/12 Did not know 1/12	<i>Personal influence on peers</i> Yes 10/15 No 2/15 Did not know 2/15 <i>Favourable opinion impact:</i> Yes 12/14 No 2/14 <i>Unfavourable opinion:</i> Yes 1/14 It depends 13/14
Identification, profile	<i>Age:</i> 18-24 2/15 25-34 3/15 35-49 3/15 50-59 5/15 60 and more 2/15 <i>Profession:</i> Executives 3/15 Intermediate prof. 4/15 Employees 3/15 Retirees 3/15 Students 2/15	<i>Place of residence:</i> Brittany 8/15 Pays de la Loire 3/15 Ile-de-France 2/15 Normandy 1/15 Isère 1/15 <i>Household members:</i> One 4/15 Two 7/15 Three 2/15 Four 1/15 Six 1/15

Figure 4. Interviews' results according to pre-coded themes

Responses collected through pre-coded themes (Table 2), aimed to answer to the research objectives, which were the identification of Breton people attitudes toward organic food; understanding the potential social pressure from relatives; and thus shaping the different ways to behave of individuals in their social environment. These goals divided the dissertation into three parts: the first two sections must establish a profile of Breton people interviewed, by understanding the material, psychological and social factors that influence their shopping habits, while the third part was dedicated to the cross-checking of those findings. The whole process aimed to answer to the research question through a logical reasoning.

4.2.1 *Breton people's attitudes toward organic food purchases*

First of all, as for all kinds of buying situations, consumers prioritised their purchases according to several criteria. It has been observed that, in terms of food products, French people pay attention to the price and the place of production (Ziegler M., 2015).

In fact, for the Breton people interviewed, the price was mainly perceived as a barrier to access to organic products, even though several women asserted that they were conscious of their high purchasing capacity “Je considère qu'on est dans une tranche de personnes relativement privilégiées” (‘I consider that we are relatively privileged people’). Nevertheless, consumers adapted their behaviour and consumption, depending on the perceived purchasing cost. Moreover, arbitration was also based on other variables, which can confirm or reverse the buying decision.

Indeed, as thirteen out of fifteen interviewees bought organic foods in different places, and sometimes they moved especially to specialised shops or fresh markets: “des fois je me déplace spécialement dans des magasins qui ne vendent que du Bio” (‘sometimes I moved especially to shops that sell only organic products’), they were not always regular customers of supermarkets. In fact, fresh food products, such as fruits, vegetables and dairy, were the main kinds of organic products required by the respondents, just before dried products (cereals, condiments). The reason for this volatility was the perceived quality of organic shop and its range of products. However, this distribution channel was privileged for day-to-day and basic products, due to financial reasons, whereas supermarkets offered more practicality by having shelves dedicated to organic products nearby other specific products, with a large choice of rates. On the other hand, the fact of going to different stores did not allow customers to compare directly the price differential.

Therefore, some interviewees tended to be more inclined to buy the organic version of a product if the price differential was low, as well as for quality reasons, which could refer to taste, appearance or origin: “je trouve que les produits Bio sont plus mûrs, ils ont plus de goût, la qualité est vraiment supérieure” (‘I believe that organic products are riper, they are tastier, the quality is really better’). Furthermore, despite a willingness to buy an organic product in order to try it, some respondents privileged brands and channel distribution that they knew.

However, proximity did not seem to be as important as price tags, although some respondents have evoked fruits and vegetables’ origin, with emphasis on the importance of home-country provenance. In this way, a hypothesis could be raised about the confusion or the potential halo effect on consumers about products from

France, as they were perceived as having a better quality than foreign ones. All the more so, French production does not imply reasoned production, without pesticides (Hutter-Lardeau, 2013); just like organic foods that are not necessarily locally produced or ecological regarding the journey effected for the supply.

Furthermore, in terms of labels, only few persons were able to name different food labels. For instance, AOC and AOP have been cited three times, while four people knew the Label Rouge. The most common label was AB, which has been mentioned spontaneously nine times. Then, through aided awareness, twelve people were able to give the full name of the AB label, which is Agriculture Biologique. Nevertheless, although no one provided the entire signification of it, most of them known or guessed that this sign involved production controls, especially about pesticides and other chemical products: “c’est la production sans produits tels que les pesticides je suppose” (‘it is the production without products such as pesticides I guess’), and thus they assumed that farmers had to comply to a charter of good practices. That was the reason why, among the fifteen interviewees, thirteen asserted that their intention to buy a product could be influenced by the AB label, even though they did not know its meaning, as it is perceived as quality guarantee, “ça va avoir plus d’impact que juste marqué ‘Bio’” (‘it will have more impact than just written ‘Bio’).

Paradoxically, if they considered the AB label as a sign of quality, individuals still expressed a reservation on the rigour of controls of farms certified as organic, “les labels se sont assouplis [...] maintenant on relativise la qualité des produits Bio” (‘labels have been softened [...] now we relativize the quality of organic products’). Others did not even pay attention to it during their shopping.

Indeed, answers were consistent because the main reasons evoked for the consumption of organic food were firstly the fact that there were less pesticides and dangerous products for human beings, which are typically necessary for intensive agriculture; thus the second reason was the health aspect, organic products were considered as healthier and safer; and the third one was the quality, which combine the two previous reasons. In fact, only three persons talked about environment issues, as selfish interests mainly drove their decisions. One of the oldest respondents, who consumed organic foods since decades, assumed this egoism: “On est peut-être un petit peu égoïstes, mais on espère que pour notre santé ce sera peut-être un peu mieux” (‘It might be egoist, but we hope that for our health it will be better than consuming chemicals’).

Thus, consumers were aware of the bad consequences that food could have on health, and the diseases that could appear when people get older. One woman tried to draw attention of her three children regarding the fact that it was not well known now, as it was eluded by the media, but there were more and more people, around fifty of age, who died of cancers because of chemical products ingested: “c’est des bombes à retardement” (‘this is time bombs’).

Therefore, individuals stated that consumption of organic food was mostly driven by personal motivations. Besides, they thought that external drivers influenced their purchases, particularly information given through the media, “ça nous dit qu’il faut qu’on fasse attention” (‘it says that we have to be careful’). For some of them, the place of living, the type of studies and work could modify their perception. For instance, two Breton people living in Brittany and working in the agro-food sector assumed that it was important to downplay ‘organic’ statements on products: “dans le milieu où on habite, l’agriculture Bio il y en a qui disent que ce n’est pas forcément très suivi” (‘where we live, some said that the organic agriculture is not always tracked’), although it could be reassuring.

Thereby, people interviewed seemed to adopt positive attitudes toward organic foods, as well as products labelled AB, according to positive beliefs about the products and the socially acceptable buying behaviour.

Nonetheless, their consumption was limited by the price, perceived as higher than conventional food. That could be the reason why people did not buy all of their products in organic version. Moreover, the level of information available easily to the public was not sufficient to help them to distinguish what was essential or not about this topic, all the more so the media and government did not diffuse some news. For instance, at the beginning of 2015, a major European regulation has been adopted concerning the agro-food sector. Since European members did not reach an agreement, a decision has been taken about the free flow of nineteen GMO (Genetically Modified Organisms), to which national governments in Europe could not be opposed (Renault F., 2015). But this important information was not well covered by the French media, as citizens’ boycott and opposition could increase.

4.2.2 Social pressure from Breton’s people close environment

Among the different responses about the potential influence of people’s close environment, the majority of them have demonstrated that interviewees do not

perceived a strong social pressure. Indeed, as the act of buying organic food was mainly considered as a personal motivation, they thought that they had control over their intention to perform organic food purchases. Thus, individuals' influence from their relatives seemed to have a weak impact on purchasing choices.

Simultaneously, respondents believed that their behaviours could influence their peers, particularly members of their family. Therefore, discussions with people's surrounding led individuals to reflexion or testing, but consumption habits were likely to be prevailing.

Paradoxically, most of them (twelve out of fifteen) talked about organic food with their friends, colleagues or family sometimes, and had a tendency to take into account favourable opinion about a specific product for their future purchases. In fact, it seemed obvious for interviewees that a favourable opinion would trigger a purchase, because it provided one more reason to buy or try organic products, which strengthened their beliefs and intention to behave.

However, in the case of an unfavourable opinion, all the interviewed persons, excepted one, were less clear. In fact, many answers began with "it depends", and some respondents go further by indicating that they would conduct their own research, while others said that a bad a priori about unknown products could modify their intention to buy the product, particularly if it concerns the taste or the quality. Nevertheless, several interviewees explained that if they knew the product, their habits would not have changed, but even though they did not already try the product, they still preferred to form their own opinion by testing: "Je suis du genre à me faire ma propre opinion donc j'essayerais" ('I'm the type to formulate my own opinion so I would try').

Moreover, the researcher asked the interviewees if there were specific situations, which led them to buy organic food, such as a diner with friends. Only three answers were positives, with explanations that good products were necessary for cooking and organic ones were of better quality. Otherwise, one person assumed that she tried to find restaurants that cooked organic foods; and another one explained that she bought organic products, such as cosmetics for her daughter, thus it was not always for her own benefits but for members of her family. Whereas others, who answered that there were no specific situations to buy organic products, asserted that they did not change their habits as their organic purchases were more specifically day-to-day items, but at least they could increase quantities.

In fact, it appeared difficult to show that products are organic, whether they have been cooked, “je ne sais pas si tout le monde s’en rend compte quand on fait des produits Bio” (‘I don’t know if everyone is aware when we cook organic foods’), except if someone indicated its provenance. Thus, consumers were not looking for social valorisation of their behaviour, which underlined the personal drivers for organic food consumption. In fact, according to several respondents, this increasing demand of natural products was based on habits of consumers and was part of a lifestyle, “c’est comme le tri sélectif, c’est une façon de penser” (‘It’s like the selective waste sorting, it’s a way of thinking’), explained one interviewee.

Some people older than thirty with children considered that it was important to limit their pesticides consumption despite the fact that they could be mocked within their households, “je me fais parfois passer pour une hurluberlue” (‘sometimes I’m considered as a fool’). Besides, some of those parents also had been educated to eat fruits and vegetables from the kitchen garden. That could be the reason why they paid more attention to taste, “j’ai toujours mangé des fruits et légumes du jardin donc le goût se rapproche plus des produits Bio” (‘I always ate fruits and vegetables from the garden so the taste is similar to organic foods’), seasonality or proximity.

Ultimately, several Breton people interviewed seemed to perceived an influence from their parents, by the way in which they have been raised; but above all, individuals were conscious of their influencing power on their children: “si on consomme Bio chez soi, quand on a des enfants ils vont peut-être plus s’orienter vers le Bio” (‘when we consume organic foods at home, if we have children they may move toward organic foods’), also through education. Indeed, two mothers and their children (who are living alone) responded to the interview separately and their consumption practices tended to converge. In fact, as it has been show by Gotschi *et al.* (2007), if organic products have been consumed within the household, children are more likely to buy the same organic products in the future.

The closer the relations are, the greater is the potential influence on individuals and from individuals. Thus, according to responses, it could be assumed that family members’ habits or point of view have a stronger impact rather than friends, while colleagues’ opinion was significantly weaker, considering that it has not been frequently cited. Nonetheless, although interviewees’ relatives provided a negative feedback on a particular organic product, individuals’ attitudes would remain positive. Indeed, consumers privileged personal experiences to rely on their own knowledge.

However, it could be possible that the media were also an important source of information for consumers. Therefore, negative criticisms heard on mass media, such as TV or radio for instance, would have been accepted by consumers because it appeared as more legitimate. Thus, the concern generated could probably lead consumers to remove the product from their usual purchases.

On the other hand, despite supermarkets' willingness to develop their own shops specialised in organic foods (Harel C., 2015), mass-market retailing technics appeared to be increasingly collectively rejected. In fact, consumers continued to choose those distribution channels for practical and financial reasons, even though they knew that they had to pay attention to products sold in those shops. Particularly, several interviewees underlined fruits and vegetables freshness, as well as origin and chemical products used for mass production.

In parallel, one woman who was very involved in organic food consumption explained that, although she tried to buy local food in specialised shops, she always looked at the place of production for fresh foods, for the simple reason that in Normandy, where she lived, there were a nuclear station and a station for the treatment of nuclear wastes, which polluted the soil. Therefore, she relativized and modified her consumption depending on what was available according to origin criterion: "il y a des super légumes qui sont cultivés dans la Manche, je ne les achète jamais" ('there are great vegetables that are grown in the Channel, I never buy them'), whereas many others have confidence in 'organic' statements.

In this way, closest referent groups could influence organic buyers, through discussions, exchange of views, and sometimes cookery practices. Above all, the education seemed to be the most relevant and sustainable solution over time to adopt habits of consumption. Although purchasing decisions were still depending on several variables, the word of mouth could be considered as a communicational mean that would be in line with reasoned consumption.

4.2.3 Attitudes and Subjective Norms of Breton people

Regarding the main trends that emerged from interviews, conclusions has been made by being based on the link between individuals' social environment and their attitude, and thus three consumers profiles have been identified.

One would think that Bretons people, natives and living in Brittany, would have been more sensitive to agriculture concerns, as it is the first French agro-food area, with the

highest production of livestock and dairy, but also with more than fifty thousands salaries from production to transformation process (DRAAF, 2013). However, interviewees were mostly urban residents, who were not necessarily in contact with farmers and did not necessarily look for further information. Thereby, for seven individuals who lived in cities outside Brittany, their origin did not seemed to impact their purchasing practices. The fact that they buy organic food sound like it was more related to the increasing accessibility of those products.

Therefore, according to Lamine (2005), regular consumers of organic food can be distinguished from irregular ones. In this research, regular consumers were mainly composed of parents, between thirty and sixty years of age. As they bought a large variety of products, through specialised shops or short distribution circuits, they seemed to be very implicated in organic food consumption. Furthermore, they tried to find information on this topic regularly, to ensure that it was safe, to be aware of new European or French regulations and to pay attention to seasonality.

For some of these persons, this kind of habits was pre-determined by the way in which their own parents educated them, whereas others considered that they have chosen to adopt this lifestyle.

On the other hand, those consumers tended to be more concerned about the link between food and health as they had children, whether young or independent. For that reason they tried to educate children in order to provide them a good basis for their dietetic education, and might be more inclined to talk about their consumption habits with peers. In this way, they might seek recognition from members of their households, while listening to friends and colleagues' advices even though their own opinion and experiences were prevailing.

In fact, parents' involvement could imply a greater awareness of children about issues related to food. It has been observed that young people around the world seemed to be more and more concerned about healthcare as well as nutrition, as it has been cited respectively as the second and fifth main current issues, according to more than one million teenagers questioned for a World Economic Forum survey (Thomson S., 2015).

Thereby, on their side, irregular consumers were mostly younger, from twenty to thirty, and carrying out intermediate profession, and thus they were more volatile in their buying decisions. Although they could punctually go to a specialised shop to buy organic products, it was less systematic as they essentially bought basic foods, which

could be also found at supermarkets. Their consumption habits were influenced by contextual criteria, such as time, proximity and practicality.

Besides, they were less informed than regular consumers, but however concerned about their health and also more influenced by their close environment. Thus, they had frequently expressed the possibility to modify their consumption habits by following peers' advices, all the more so their organic purchases were limited to few day-to-day items. Therefore, relatives had a high power of prescription on irregular consumers, but it seemed that these individuals did not seek approval from peers.

Moreover, between those profiles, the researcher has identified a third cluster of Breton consumers, which could be named 'consumers in conflict'. Indeed, they had similarities with both regular and irregular consumers, but their point of view was different.

Represented by persons of all generations (from twenty five to fifty and even seventy years of age), this kind of consumers was well informed, not especially about labels, but at least about the potential abuses of organic farming. Thus, they were aware of key issues and limits, but remained flexible, as they have learned to balance their choices. In fact, in the context of buying organic food, social valorisation did not apply, because according to their knowledge level, they did not considered relatives' opinion as truthful, neither authority bodies' certifications. In fact, interviewees evoked doubts about labels, especially the control and respect of norms. This suspicion could be influenced by individuals' lifestyle: the place of living for instance, if the person lived in the countryside, he or she would have better chance to talk with farmers or food industrialists, likewise for people who chose short circuits, they would be more confident if they bought products from small local producers.

Therefore, this kind of consumers based their purchasing decisions on trust and confidence in small stores and producers, while making research about the product labelling, its characteristics and how it has been produced.

In fact, it has been observed that eighty per cent of French people would like to see more information about products' conditions of manufacturing, although they do not trust brands and companies commitment to sustainable development (Degroote, 2013). Thereby, customers try to stop the agnotology phenomenon (Proctor, 1992) on which big retailers based their strategy. Moreover, according to Sirieix and Schaer (2005), organic food consumption is mostly done through small stores, for the simple reason

that consumers seek means of distribution that are in line with sustainable attitudes, and thus which do not reproduce the schema of hyper and supermarkets.

Furthermore, considering that interviewees were essentially part of quite higher socio-professional categories, and were conscious of their purchasing power, it was possible to consider that the fact of going to specialised places could be done in order to belong to the 'community' of organic buyers (Costa *et al.*, 2014), or to develop a better self-image. Especially given that respondents revealed their selfish motivations.

Paradoxically, if parents were motivated to protect health of their children with healthier products, it showed that they paid attention to others, even though it concerned their own family; and simultaneously it revealed self-interest, as those parents would take advantage of the benefits as well.

4.3 Discussion

As the offer of organic product increases year after year, thanks to the development of farms certifications, specialised stores and supermarkets' specialised shelves, the demand from consumers grows in line. Nevertheless, some barriers hinder customers' full commitment, which were mainly psychological, and especially illustrated by the price. In terms of socio-economic factors, the places of living or the buying power did not seemed to have a significant impact on organic buyers. Indeed, as all the respondents bought organic foods but had different living standards, no direct link between those two elements have been established. Some individuals from higher professional category were less involved than people from intermediate category. As well for dwelling places, some persons living in Brittany bought less organic products than other Breton natives.

However, the distribution channel chosen may affect shopping habits, as most people moved to different places to be able to buy everything they need, by weighting the quality-price relationship, without thinking to additional trips. Nonetheless, proximity of specialised stores was privileged for its dual functionality: it could be more practical in terms of accessibility, but it also involved proximity with the producer, with intent to enhance the efforts made for the local economy (Bigot *et al.*, 2014). This last element could demonstrate both altruistic and egoistic motivations, as consumers behave for

the well being of the economic environment, which is a social acceptable behaviour, and in parallel they might look for social valorisation of this same behaviour.

In fact, such reasoning reflected the rise of mass individualism, through personal concerns that led individuals to think about benefits they could gain from each action, even though the action dealt with environmental or societal issues. Thereby, even if interviewees did not try to consciously find approbation from peers for their purchases; the social valorisation expected might be to a larger scale, as organic food consumption is appreciated by the whole society, not only referent groups.

Moreover, the findings proved that organic food consumption was mainly a self-centred process, which has been highlighted by individuals' tendency to believe that their influence power on others was stronger than the reverse statement. This was particularly true for households with one child or more.

Accordingly to selfish motivations, quality and especially health were key consumption drivers, which meant that organic shoppers had a long-term vision. Therefore, as rational people, consumers had to assess the benefits resulting from their purchasing decisions, while weighting the constraints. All the more so parents also thought to their children future, even though they were still young, by accustoming them to consume organic food.

In this way, if the younger generations were aware of challenges related to sustainable development while they were growing, it can be assumed that organic food purchases would continue to increase.

From a general point of view, although respondents had positive beliefs about consequences of organic food consumption, they did not actually know its meanings (cognitive attitudes). That did not prevent them from having a positive perception of organic foods (affective attitudes), and thus to have intentions to buy those products (conative attitudes).

However, this process (Filser, 1994), which led to know, to like and then to act toward organic foods, was necessarily affected by external pressures. Indeed, several sources of information could interfere at each stage and in this way change the result of this mechanism. Therefore, people from close referent group, such as family and friends, had a greater influence on the individual, because their favourable or unfavourable opinions influenced individual's values. That was also the reason why opinions of

referent groups that were less close appear as less legitimate for the individual, as they did not necessarily share the same values.

4.4 Conclusion

Ultimately, organic food consumers are very different, as each attitude is depending on a multitude of internal and external elements. Some hypothetical customers insights have been drafted according to the fifteen interviews conducted on Breton persons. However the researcher kept in mind that her research was based on psycho sociological explicating factors, which could not prove consumers' final behaviour but rather their intentions.

Indeed, this qualitative survey was composed of questions related to individuals' opinion and feelings about organic foods as well as their perception of influence over their behaviour. The findings revealed that interviewees' answers demonstrated similarities with different previous research on similar topics.

5 Concluding Thoughts on the Contribution of this Research, its Limitations and Suggestions for Further Research

5.1 Overview

This final chapter concludes the study by summarising information learned throughout the research. It also clarifies the different limitations and the main points to develop in order to improve the knowledge about French people behaviours. The outcomes provide several ideas for its practical use in the area of marketing, as well as for other broader and deeper research.

5.2 Implications of Findings for the Research Question

Organic food consumption is a very broad issue that concerns every country, every company, as globalisation has facilitated international trading, and every citizen. Although interests are still diverging between retailers, who benefit all the more from big lobbies, and consumers, who begin to claim their rights to eat healthy and quality products for a decent price; a global awareness emerge quietly.

On the other hand, differing from the findings of Thøgersen (2011), the results did not show that organic food purchases were driven by unselfish values, as only three respondents pointed out the problem of environmental issues as a motivating factor.

According to the elements studied in this research, relatives' positive opinions were taken into account in individuals' purchasing process: "que ce soit Bio moi ça me paraît plutôt bien, si en plus j'ai un avis supplémentaire positif je vais avoir tendance à l'acheter plutôt qu'un autre" ('if it's organic it seems great, if I have an additional favourable opinion I would tend to buy this product rather than an other'); whereas negative opinions were relativized regarding its reliability.

It could be assumed that the same conclusion apply for AB fresh foods, firstly because fresh foods were the main products cited by respondents in terms of organic shopping, and also because interviewees had positive beliefs about the AB label. Even though answers revealed that AB label was associated with quality guarantee, French people trust neither governmental institutions nor companies (Bigot *et al.*, 2014). In fact, consumers are aware of green-washing technics used by brands to make it look as

they have been committed to sustainable development approach, by using the green colour on packaging or by creating their own labels (Benoit-Moreau *et al.*, 2012).

Thus, it raised the question of individuals' knowledge of labels and their willingness to find information about it. Moreover, some interviewees were aware that controls for AB certification were not strict; thereby these negative views of the AB label might discourage peers.

Simultaneously, occasional consumers thought that it was not necessary to buy all kinds of product in organic version, because they considered that some products were not made of chemicals products, and thus were not dangerous. In addition, as for the majority of French consumers, the price was an important issue, especially for meat and fish.

Besides, children who have grown in a household where there were organic products seemed to have conditioned behaviours, or at least preferences, toward organic foods. Therefore, education through primary socialisation tended to be a fundamental pillar to become a potential regular organic buyer.

5.3 Contributions and Limitations of the Research

This research provides a first insight of Breton consumers' behaviour. In fact, this topic was important for the researcher, as she has planned to work into marketing department within a company of the French agro-food sector. Thus, it was a starting point to master the subject, although deeper research would develop this knowledge further. Nevertheless, it was interesting to design consumer profiles by crosschecking the results. Moreover, every outcome from the study allowed the researcher to know the work of various scholars, which opened her mind and point of view toward associated topics.

More broadly, the research question was a narrow focus on a specific region and on specific variables, but organic food is such a vast topic that a complete survey about consumers' behaviour would be unfeasible, or would be extremely long.

Therefore, in terms of limitations, the researcher assumed that questions selection and phrasing could narrow the scope of responses. However, as this research was an individual work, all the sources were found according to the knowledge of the researcher and her perception of the topic, as well as the materials she has created, which were

based on the elements that she expected to understand. Furthermore, the limited sample of interviewees did not allow the generalisation of findings, even if the saturation has been reached, which still raised the possibility of several similar answers if the sample size was increased in Brittany.

5.4 Recommendations for Practice

A better understanding of consumers' expectations concerning organic food would allow marketers within the agro-food sector to adapt their strategies.

Since the fresh organic products have been identified as the most bought by interviewees, it should be interesting to change the price strategy. In fact, if big retailers choose short supply chains, by supporting local economy, the purchase price would be lower. More broadly, retailers and specialised shops could try to reappraise products' margin, by reducing prices of fruits and vegetables (especially if the number of intermediaries between the producer and the distribution channel decrease), and earn more money with other products' margin in the first instance.

Therefore, if basic organic foods are more affordable, the trend would grow and after a while, the democratisation process would allow the reduction of all products' prices, as the margin could be volume-based.

Nonetheless, in order to achieve a great sales volume, the distribution channels have to enhance organic products, with a better shelf placement, or sales animation with emphasis on products benefits and origin. Some clear explanations and information on packaging, but also on other promotional supports, would reassure and develop consumers' confidence.

In this way, the promotional message must evolve and demonstrate credibility. The main goal here is to meet customers' expectations, which means fundamentally changed standards that make bad impression and begin to be rejected by citizens. By choosing a social marketing approach (Kotler and Zaltman, 1971), marketers and advertisers would reach their targets by being focused only on consumers, not on sales. Furthermore, the communication means should change toward social media to strengthen the relationships between sellers and consumers, to meet the needs of proximity and involvement, while remaining affordable for specialised shops (Fernandez S., 2010). Thereby, as social media are used by sixty-two per cent of the French population from fifteen to more than fifty-five (IPSOS Steria, 2014), it would be

easier to provide information to users, who could also easily comment and transfer it to his or her friends and family.

In a nutshell, there are lots of challenges to face in order to improve the supply of organic products.

5.5 Recommendations for Future Research

Even if major efforts must be made to develop organic food consumption, this research is not sufficient to provide forecasts for the entire French market.

Indeed, the restricted application scope did not provide a general overview of the national consumption of organic food. Moreover, only two variables of the Theory of Planned behaviour have been studied. Therefore, it should be interesting to consider the influence of other variables on the present results.

Nevertheless, every French region has its specificity, and thus there are lots of different lifestyle and eating habits. Thereby, the researcher thinks that it should be more relevant to observe relations between attitudes, subjective norms and perceived control in each region as a first step, and then examine the differences between intentions and final behaviours. By applying the whole theory on significant samples in different part of France, a global research could distinguish the differences and similarities from one region to another. Thus, recommendations could be made to enable marketers to modify their national strategy, while taking into account regional specificities.

If fact, big retailers seems to have forgotten that sales are mainly based on customers' desires, as their purchases are dictated by retailers' willingness to earn even more money. On the other hand, specialised shops tried to take the opposing view, by not using the same arguments, because of limited resources for small ones or to offer a balanced alternative. Still, sales models are efficient; accordingly if the supply does not change it might arise from the demand, if a collective awareness emerges.

5.6 Final Conclusion and Reflections

The citizens' lack of awareness about solutions for the sustainable development, such as reasoned and organic farming, limited proportionately the spreading of good practices, all the more so the government delayed to set up actions, such as efficient public awareness campaign or the democratisation of organic food.

Furthermore, as children are the next generation of consumers, it could be interesting to educate them through secondary socialisation, especially school, in order to develop or reinforce consciousness of environmental matters, and thus raised the necessity to enhance organic products shopping. By offering a knowledge basis to all of the pupils and students, which are the future economic actors, it could enable to sustain eco-friendly food habits.

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Appendices

Appendix 1 – The AB Label

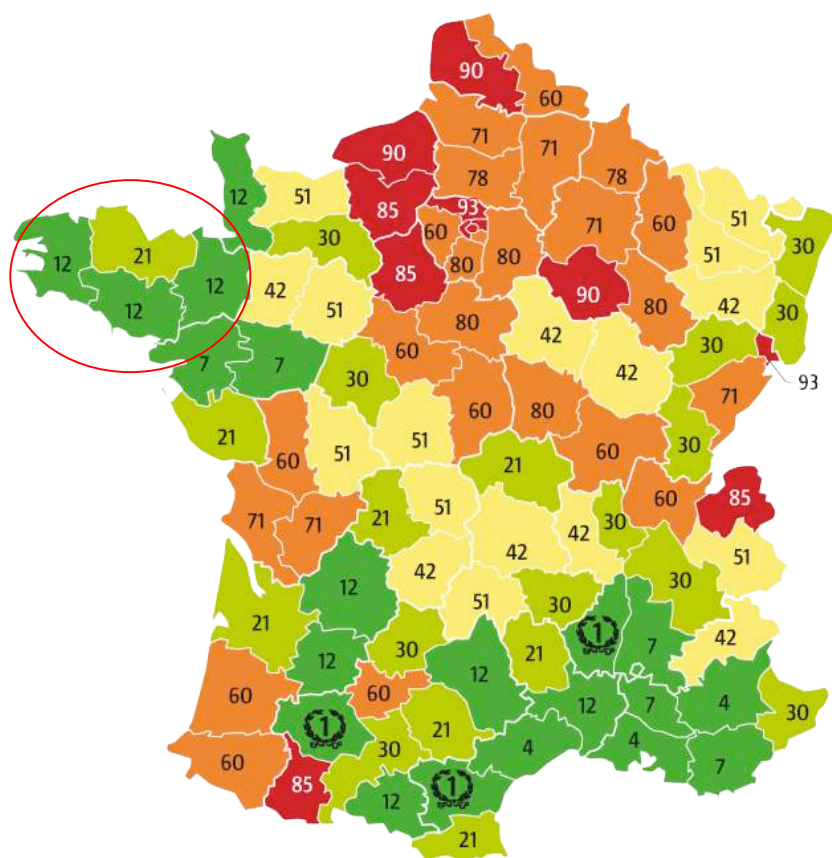


Appendix 2 – 'Palmarès régional 2013'

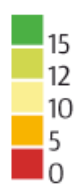
Surfaces bio + conversion 2013	
MIDI-PYRENEES	130 935
PAYS DE LA LOIRE	108 437
LANGUEDOC-ROUSSILLON	98 343
RHONE-ALPES	94 217
PROVENCE-ALPES-COTE D'AZUR	91 959
BRETAGNE	66 752
AQUITAINE	60 367
AUVERGNE	49 145
BOURGOGNE	47 579
BASSE-NORMANDIE	47 568
POITOU-CHARENTES	40 566
CENTRE	39 068
LORRAINE	36 262
FRANCHE-COMTE	34 645
LIMOUSIN	28 953
CHAMPAGNE-ARDENNE	19 599
ALSACE	18 636
CORSE	10 260
PICARDIE	9 889
ILE-DE-FRANCE	8 939
HAUTE-NORMANDIE	7 569
NORD-PAS-DE-CALAIS	7 303
OUTRE-MER	3 766
TOTAL France	1 060 756

Agence BIO (2014)

Appendix 3 – Ranking of French Regions according to its involvement in organic farming in 2014



Notes out of twenty



Ranking from 1 (*laureate, lots of organic farms*) to 95 (*few organic farms*)

Agrobio Bretagne (2014)

Appendix 4 – Interview guide

- Circuits de distribution

1. Généralement, quels types de produits BIO achetez-vous ?
2. Pouvez-vous me citer des raisons pour lesquelles vous achetez des produits BIO ?
3. Généralement, où achetez-vous vos produits BIO ?
4. Les achetez-vous dans les mêmes magasins que vos autres produits alimentaires ?

- Facteurs d'influence

5. Y a-t-il des situations ou événements particuliers qui vous amènent à acheter des produits BIO ?
6. Lorsque vous faites vos courses, qu'est-ce qui pourrait vous influencer à choisir la version BIO d'un produit ?

- Labels

7. Connaissez-vous des labels pour les produits alimentaires ?
8. Pouvez-vous citer ceux que vous connaissez ?
9. Connaissez-vous la signification du label AB ?
10. Est-ce que ce label en particulier vous pousse à acheter un produit ? Pourquoi ?

- Normes subjectives et contrôle perçu

11. Pour quelle(s) raison(s) pourriez-vous choisir de ne pas acheter un produit BIO ?
12. Pensez-vous que votre volonté d'acheter des produits BIO provient de vos motivations personnelles ou que vous êtes influencé par des facteurs externes ? Lesquels ?
13. Vous arrive-t-il d'évoquer ce sujet avec votre entourage ? Est-ce que vous pensez que cela a une influence sur votre perception des produits Bio ?
14. Quand vous achetez des produits BIO, pensez-vous que cela a une influence, directe ou indirecte, sur votre entourage (amis, famille, collègues) ?
15. Si une personne de ton entourage vous donne un avis positif sur un produit BIO en particulier, pensez-vous que cela aura un impact sur votre intention d'achat ?
16. Et s'il s'agit d'un avis négatif, quelle influence pensez-vous que cela aura ?

- Identification

Nom & Prénom :

Age :

Profession / CSP :

Ville :

Nombre de personnes au sein du foyer :

- **Distribution channel**

1. Generally, what kind of organic food do you buy?
2. Can you cite some reasons why you buy organic foods?
3. Generally, where do you buy organic foods?
4. Do you buy it in the same stores as for other food products?

- **Influencing factors**

5. Are there specific events that led you to buy organic foods?
6. When shopping, what could influence you to choose the organic version of a product?

- **Labels**

7. Do you know food labels?
8. Can you cite those you know?
9. Do you know the signification of the AB label?
10. Is this label influenced you to buy a product? Why?

- **Subjectives norms and perceived control**

11. For what reason(s) could you choose to not buy an organic product?
12. Do you think that your willingness to buy organic foods comes from personal motivations or you are influenced by external factors? Which ones?
13. Do you talk about organic products with your relatives? Do you think that it has an impact on your perception of those organic products?
14. When you buy organic foods, do you think that it has an influence, direct or indirect, on your peers (friends, family, colleagues)?
15. If someone you know gives you a favourable opinion about an organic product in particular, do you think that it will impact your purchasing intention?
16. And if it is an unfavourable opinion, what kind of influence could it have?

- **Identification**

Name & Surname:

Age:

Profession:

City:

Number of people within the household:

Brève description du sujet

Pour répondre aux impacts négatifs de l'activité humaine sur l'environnement, des démarches de développement durable sont mises en place, à la fois par les gouvernements, mais également par les entreprises et les citoyens.

C'est le cas notamment dans le secteur de l'agriculture, où de plus en plus d'exploitations se tournent vers une agriculture raisonnée, plus respectueuse de l'environnement, dans le but de produire des produits biologiques. Cette tendance est particulièrement observable en Bretagne, puisque chaque année environ un nouveau millier d'hectares est certifié BIO.

Parallèlement, nous sommes de plus en plus nombreux à acheter des produits BIO, dans les grandes surfaces, mais aussi directement sur les marchés ou chez les producteurs.

Le but de cette étude est donc de déterminer les principaux facteurs qui influencent la consommation de produits biologiques en Bretagne, puisqu'en effet, les Bretons semblent sensibles à ce type de produits. Cette recherche permettra donc d'identifier différents comportements face à cette tendance, tout en tentant de comprendre ce qui pourrait motiver ou freiner d'autres personnes à consommer des produits BIO.

Type de questions :

- Quel type de produit BIO consommez-vous ?
- Pour quelle(s) raison(s) choisissez-vous d'acheter des produits BIO ?
- Généralement, où allez-vous pour acheter ce type de produits ?
- Connaissez-vous des labels pour les produits alimentaires et leur signification ?
- Qu'est ce qui pourrait vous amener à ne pas consommer des produits BIO ?

Short description of the research

In order to face environmental negative effects of the human activity, some sustainable ways of growth are set up, by both government and companies, but also by citizens.

It is especially the case for the agriculture sector, where more and more exploitations are turning to a reasoned agriculture, more environmentally friendly, with intent to produce organic foods. This trend is particularly observable in Brittany, as every year around one new thousand hectares are certified as organic.

At the same time, more and more people buy organic foods, in supermarkets, or directly from the producer or on fresh markets.

The primary goal of this study is to determine the main factors that influence organic food consumption in Brittany, because indeed Bretons seem to be sensitive to this kind of product. This research will allow the identification of different behaviour toward this trend, while trying to understand what could motivate or discourage other people to consume organic food.

Kind of questions:

- What kind of organic product do you buy?
- For what reason(s) do you choose to buy organic foods?
- Usually, where do you buy this kind of product?
- Do you know food labels and their signification?
- What could lead you to not buy organic food?

Appendix 6 – Interview analysis

Interview Pierre Magnan

D'abord, est-ce que tu es d'accord pour que les résultats de l'interview soient diffusés dans ma thèse ?

Oui

Quels types de produits BIO achètes-tu généralement ?

Souvent c'est des légumes, des salades préparées, comme je travaille là dedans souvent j'en prends et j'en consomme, et les produits laitiers, c'est généralement les deux grands produits qu'on consomme.

Est-ce que tu peux me citer des raisons pour lesquelles tu achètes des produits BIO ?

Pour l'image, même si c'est un peu obscur, tu ne sais pas trop ce que ça veut dire « BIO », c'est plus pour l'image santé, respectueuse de l'environnement. C'est un gage de qualité.

méfiance relative

Où achètes-tu tes produits BIO ?

En grandes surfaces, et dans la Ruche qui dit Oui, donc via des petits commerçants qui revendent leurs produits via un site coopératif (indication « Circuits courts » - Oui, voilà). On a fait une fois une foire BIO, on a acheté aussi pas mal de choses, et sur les marchés.

Donc tu ne les achètes pas forcément dans les autres enseignes que les produits alimentaires ?

Non, pour moitié oui et pour l'autre moitié non.

Est-ce qu'il y a des situations particulières qui t'amènent à acheter des produits BIO ?

(Indication « Par exemple pour un dîner entre amis, quand tu sors »)

Non, c'est plus pour moi au quotidien

Quand tu fais tes courses, qu'est-ce qui pourrait t'influencer à acheter un produit BIO que tu n'avais pas prévu d'acheter ? Ou, qu'est-ce qui pourrait te pousser à acheter la version BIO d'un produit, plus que la version conventionnelle ?

diff. entre prod crus et prod cuisinés

Là dessus j'ai pas trop de critères, ça dépend surtout de la quantité que j'ai à acheter et de l'usage que j'ai à en faire. Si c'est pour, je prends un exemple, si c'est pour manger cru un jour où on reçoit des personnes à dîner, je prendrais peut-être plus du BIO, par contre si c'est pour mettre dans un plat et pour faire à manger pour dix, je prendrais pas de BIO, parce que je sais qu'il y aura un petit surcoût et que c'est pas forcément l'effet que je recherche, le bénéfice que je recherche.

barrière = prix

Est-ce que tu connais des labels de produits alimentaires ?

Label Rouge, VBF et VPF, et AB, je crois que c'est un label, Agriculture Bio je crois, c'est les principaux qui me viennent.

Justement, est-ce que tu connais la signification du label AB ?

Non

Tu sais que c'est Agriculture Biologique, (Oui, mais je ne sais pas ce que ça implique) est-ce que si tu le vois sur un produit, ça te pousse plus à acheter le produit ?

Oui, ça va avoir plus d'impact que juste marqué « bio » dessus, c'est un gage de qualité

- » Pour quelles raisons tu pourrais choisir de ne pas acheter un produit BIO ?
Si un jour j'apprends par la presse, ou par un autre canal, que c'est mal contrôlé, les producteurs jouent pas le jeu, qu'il y a un autre impact soit sur l'environnement soit sur la santé, qui finalement est complètement hors courant par rapport à l'objectif du BIO, ça pourrait être un critère.

info négative

- » Est-ce que tu penses que ton envie d'acheter des produits BIO ça vient de motivations personnelles ou c'est influencé par d'autres facteurs ?
C'est sûrement influencé par mes études et mon travail, puisque je travail pas mal là dedans, que je suis pas mal au courant de toutes les nouvelles médicales, diététiques sur la malbouffe, l'obésité, sur plein de régimes bons ou mauvais, il y a pas mal de choses. Après oui personnel, parce que si j'achète c'est quand même pour moi et pour ma santé. Mais je pense qu'il faut quand même un petit bagage, une petite formation en amont pour cerner la problématique du BIO, du pas BIO, que ce soit sur l'environnement ou la santé.

veille

égoïste

imp de l'accès à l'info (lié à l'apprentissage)

- » Est-ce que cela t'arrive de parler de produits BIO et de ta consommation alimentaire avec des personnes autour de toi ?
Non, rarement

- » Est-ce que tu penses que le fait que toi tu achètes des produits ça ait une influence directe ou indirecte sur les gens autour de toi ?
Non plus, je ne pense pas.

- » Si, par exemple, une personne de ton entourage te donnait un avis positif sur un produit BIO en particulier, est-ce que ça aurait un impact important sur ton intention d'acheter le produit ?
Non, pour moi le BIO c'est plus les filières que je vois, plutôt que les produits en particulier, donc si quelqu'un me dit 'j'ai mangé des super concombres BIO' je vais juste dire 'OK', j'achète sûrement les mêmes, avant ou pendant qu'on en parle, donc non c'est pas quelque chose qui me déciderait à acheter plus ou moins.

vision large

- » Et si c'était un avis négatif ?
Là ce serait différent, du coup peut-être que je me renseignerais plus sur la source du problème (indication « Tu ferais plus de recherches ? » - Oui peut-être).

langage non-verbal = prend conscience que cela peut avoir un impact & se percept

Nom : Magnan
Prénom : Pierre
Age : 26

Profession : Salarié, agent de maitrise, dans l'agroalimentaire

Composition du foyer : 2 adultes

Ville : Nîmes de Bretagne (22)

← prof interm

(catég 48 PCS 2003 INSEE)