An analytical assessment of the variance between beliefs and attitudes of farmer's market shopper in Dublin

Research dissertation presented in partial fulfilment of the requirements for the degree of

MSc in International Business Management

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Dissertation Supervisor:

Josh Moran

Alexander Gandji

May 2020

Candidate Declaration

Candidate Name: Alexander Gandji

I certify that the dissertation entitled:

An analytical assessment of the variance between beliefs and attitudes of farmer's market shopper in Dublin

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

Candidate signature:

Date: May 2020

Supervisor Name: Josh Moran

Supervisor signature:

Date: May 2020

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I would like to thank my friends and family for the constant emotional support through a very stressful time.

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Abstract

An analytical assessment of the variance between beliefs and attitudes of farmer's market shopper in Dublin

Alexander Gandji

The dissertation has shown that higher quality of organic food predicts the strongest variance towards the attitude of farmer's market shoppers in Dublin. The purpose of this study was to establish the strongest belief of farmer's market shoppers towards organic food in Dublin, therefore five beliefs were tested. Furthermore, current data of farmer's market shopper were gathered and the combination between willingness to pay, purchase frequency and consumer loyalty with attitude was analysed.

For achieving these objectives the dissertation adopted an analytical and descriptive approach, which is positivistic by nature. The deductive and survey strategy was used in form of face-to-face questionnaires and online questionnaires. The questionnaires were planned to be done at ten different farmer's markets in Dublin, due to the COVID-19 outbreak the author had to switch to an online questionnaire and was only able to visit one farmer's market (Green door market).

The end-result indicated that higher quality of organic food predicts the highest variance towards the attitude of the farmer's market shopper. The study has shown that attitude and willingness to pay, purchase frequency and consumer loyalty are positively correlated. The author was able to observe that the farmer's market shoppers have become younger and they prefer to buy vegetables and fruits but no change regarding the sex and purchase frequency was observable. The result contributed to the understanding of the consumer behaviour of organic food consumers.

The weakness of the dissertation was that the author was collecting data only at one market and used two types of questionnaires. The desired sample size of 240 was not accomplished which would have led to a more accurate outcome of the dissertation.
Regarding the certainty and generalization, all aspects were met by having a clearly stated target group with an acceptable sample size of 153, furthermore, the provided data showed an acceptable level of reliability and contributed to the overall understanding of the consumer behaviour of organic food consumers. Future studies might investigate which particular aspect of higher quality of organic food (food safety, taste and freshness) is valued the most by the organic food consumers/farmer's market shoppers.

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List of abbreviations

AT-Animal treatment

CB-Consumer behaviour

CF-Conceptual framework

EC-Environment concern

FM(s)-Farmer’s Market(s)

FM-Shopper(s)-Farmer’s market shopper(s)

FM Operator(s)-Farmer’s market operator(s)

HB-Health benefits

HQ-Higher quality of organic food

LR-Literature review

OF-Consumer(s)-Organic food consumer(s)

OF-Market(s)-Organic food market(s)

PI-Purchase intention

SI-Social impact

WTP-Willingness to pay

1. Introduction

1.1 Overview

The dissertation attempts to predict, which beliefs has the strongest variance with the attitude of farmer's market shoppers (FM-Shoppers) towards organic food (OF). The research is performed in Ireland, to be more specific at farmer's markets (FM) in the Dublin area. The dissertation intends to predict which of the stated beliefs have the strongest variance/impact on the attitude, which is an essential part regarding the purchase behaviour of OF. Additionally, the dissertation gathers consumer information and analyse which variable (willingness to pay, purchase frequency and consumer loyalty) has a correlation with the attitude.

Collecting data at FM's and analysing the data, helps to accomplish the research objectives of the dissertation, this provides a clear picture regarding the strongest belief of FM-Shopper, consumer information and the correlation between attitude and willingness to pay, purchase frequency and consumer loyalty.

1.2 Research Purpose

Over the last decade, environmental consciousness has become more and more critical for consumers all around the world. Out of this trend emerged the preference of consuming OF. The European market is considered as one of the biggest growing markets (Maher, 2017; Willis, 2018; FiBL, 2018).

The research topic of the dissertation is "an analytical assessment of the variance between beliefs and attitudes of farmer's market shopper in Dublin". Several studies have analysed the interaction of beliefs and attitudes and how they affected the purchase intention/decision of the organic food consumers (OF-Consumers) (Michaelidou and Hassan, 2008; Pino *et al.*, 2012; Çabuk *et al.*, 2014; Singhal, 2017). Previous studies have analysed consumer profiles of farmer's markets shopper (FM-Shopper) in English-speaking countries. The outcome of the research showed that more likely older people and mainly females are buying OF at FMs (Wolf *et al.*, 2005; Moore, 2006; Lyon *et al.*, 2009; Carey *et al.*, 2011). However, the OF market seems to be changing regarding its demographics, therefore the author collects data about FM-Shoppers to see if this trend is observable at FMs in Dublin (Willis, 2018). Furthermore, the dissertation gathers data about the purchase frequency and preferred products. The primary focus of the

dissertation is to find out which belief predicts the strongest positive impact on the attitude of FM-Shoppers in Dublin towards OF. Through analysing previous studies, it has become apparent that strong positive beliefs of consumers led to a positive attitude towards OF. These studies showed that attitudes and beliefs are an important aspect regarding the motivation and actual purchase of OF, which indicates that the combination of beliefs and attitudes might be valuable for the prediction of the strongest belief (Michaelidou and Hassan, 2008; Zepeda and Deal, 2009; Carey *et al.*, 2011; Çabuk *et al.*, 2014). However, it appears no researcher tried to figure out which belief has the most significant impact on FM-Shoppers attitude.

Several studies have stated that the combination of beliefs and attitudes affected the willingness to pay, purchase frequency and consumer loyalty. Therefore the author wants to figure out if these three variables correlate with the attitude of the FM-Shoppers (Williams and Hammitt, 2000; Gifford and Bernard, 2006; Peterson and Li, 2011; Shafi and Madhavaiah, 2013; Liu-Thompkins and Tam, 2013), to get a better idea if the variables are positively/negatively correlated with the attitude. The dissertation is supported by already written literature, primary data and a conceptual framework. The primary data is collected through analytical questionnaires, and is analysed with statistical tools.

1.3 Significance of the Study

The dissertation is an analytical and descriptive study which investigates, which belief is the most important for FM-Shoppers in Dublin, by measuring the variance between the beliefs and the attitude towards OF. Measuring the correlation between the variables willingness to pay, purchase frequency, consumer loyalty and attitude (analytical approach), and is gathering recent consumer information of FM-Shoppers (descriptive approach).

The dissertation is shining light on the motivation of FM-Shoppers; several studies have shown that attitude and beliefs are an essential combination regarding the consumer behaviour and motivation of OF-Consumers. The dissertation attempts to get a better understanding which variance out of the tested beliefs and attitude is the strongest for the FM-Shoppers in Dublin. Another aspect of the study is a new participant group, which might show a different outcome regarding the variance between attitude and beliefs. Furthermore, different beliefs are tested, social impact which has not been tested in the

context of attitude. Animal treatment which was only tested in previous studies as one aspect of the belief ethical self-identity. Higher quality of organic food that includes the food safety aspect, which has been already tested, and the new aspects taste and freshness. The correlation between attitude and willingness to pay, purchase frequency and consumer loyalty is done to get a better understanding if variables are correlated with the attitude and if the correlation is negative or positive. The FM-Shopper information is gathered to get an overall idea about the age, sex, purchase frequency and preferred products.

1.4 Research Objective

1.4.1. Consumer information of the farmer's market shoppers in Dublin

The studies by Moore (2006), Lyon et al. (2009) and Carey *et al.* (2011) analysed the demographics of FM-Shoppers, in which they stated that the majority of the shoppers were in their 50's-60's and they were women (Wolf *et al.*, 2005; Moore, 2006; Lyon *et al.*, 2009; Carey *et al.*, 2011). A recent German study has shown that a change is going on in the OF market, the study stated that the OF-Consumers were getting younger, and more men started consuming OF (Hempel and Hamm, 2016; Willis, 2018).

Kranjac *et al.* (2017) was observing the same regarding the demographics for OF-Consumer/FM-Shopper; they stated that the shoppers were in their 20's-40's. Regarding the sexes Wolf *et al.* (2005) and Kranjac *et al.* (2017) stated the majority of FM-Shoppers were female. The dissertation gathers information about age, sex, purchase frequency and preferred products. The more recent information of FM-Shoppers in Dublin is supposed to better promote products at FMs, by understanding which age group and sex is shopping there, how often they go and what they buy (Lyon *et al.*, 2009). The author intends to see if the statement of Willis (2018), Hempel and Hamm (2016), Kranjac *et al.* (2017) is observable at FMs in Dublin, regarding age and sex, or will the author observe the same picture as in the studies of the early 2000s.

1.4.2. Which of the stated beliefs has the most significant impact on a positive attitude for farmer's markets in Dublin?

A Positive attitude is an essential aspect when it comes to the consumer behaviour of OF-Consumer. Several studies confirmed that attitude and beliefs have a significant impact on the purchase intention (PI). Attitude plays a mediating role between beliefs and PI

(Pino *et al.*, 2012; Çabuk *et al.*, 2014). A positive attitude will be accomplished through strong beliefs which are valued by the consumers, therefore the combination of attitude and beliefs give a great indication how strong/important a belief for consumers is (Zepeda and Deal, 2009; Çabuk *et al.*, 2014). Previous studies which have investigated the relationship between beliefs, attitude and PI mainly focused on different participant group of OF-Consumers (Çabuk *et al.*, 2014; Basha *et al.*, 2015; Singhal, 2017). The studies of Michaelidou and Hassan (2008) and Pino *et al.* (2012) used supermarkets, the study of Marangoz *et al.* (2014) focused on a 12-19-year olds. The outcome of these studies were different, apparently because of a different target group, therefore the author chooses a new target group in the form of FMs (Zepeda and Deal, 2009).

The beliefs; health benefit, environmental concern, animal treatment, higher quality of organic food and social impact are analysed. Animal treatment, social impact and higher quality of organic food are new beliefs, which provide a new and important aspect to the dissertation. In the past animal treatment was an aspect of the belief of ethical self-identity (fair trade, environment and animal treatment), the research has shown that animal treatment and environment were important aspects about the ethical self-identity belief; therefore the author wants to find out the weighting of the two beliefs (Michaelidou and Hassan, 2008; Pino *et al.*, 2012). Social impact is analysed in the context of attitude. The social aspects were previously done under the framework of PI (Basha *et al.*, 2015). Higher quality of organic food includes the food safety aspect, which has been already tested in previous studies, the new aspects of the belief higher quality of organic food are taste and freshness. All beliefs are tested to see which of them predict the strongest variance towards the attitude of FM-Shoppers regarding OF.

Additionally, the author investigates the correlation between attitude and the three variables willingness to pay, purchase frequency and consumer loyalty. Several studies have indicated that these variables were affected by the combination of attitude and beliefs, but in previous empirical-studies only beliefs were tested for a relationship but did not empirically test if the variables are correlated with the attitude (Williams and Hammitt, 2000; Gifford and Bernard, 2006; Peterson and Li, 2011; Shafi and Madhavaiah, 2013; Liu-Thompkins and Tam, 2013). The idea of the author is to find out if the variables correlate with the FM-Shoppers attitudes and which direction are they going.

1.5. Structure of the Dissertation

The dissertation was divided into five chapters, each of these chapters contributed to the previously stated research objectives.

The first chapter, gave an overview of the dissertation, what it was about, introducing the research objectives and was showing the reader why the thesis was essential and what the contribution of the dissertation was.

The second chapter was about the literature review (LR) of the dissertation. The LR is very vital because it helps the reader to better understand why stated research objectives were selected and helps to understand the conceptual framework (CF).

The third chapter gave an overview about which methodology, research design and research strategy was used for collecting primary data. The primary data was collected through a quantitative approach.

The fourth chapter illustrated how the collected quantitative data was analysed. This data was analysed through analytical tools, the outcome of the analysis showed the results, reliability, validity, power, effect size and generalisation of the study.

The final chapter showed what the limitations of the study furthermore, it showed implications, conclusions and the author provided a recommendation for future studies.

2. Literature review

2.1 Overview

The purpose of creating a literature review (LR) is to present and acknowledge previous studies which are related to the dissertation. The LR helps to create a conceptual framework (CF) for the thesis, which allows to visualise the intension of the author's dissertation.

The LR focuses on the consumer behaviour (CB), to be more specific, on the relationship between attitudes and beliefs and how it affects the CB of the organic food (OF) consumption, this knowledge is applied to the situation of the dissertation and to answer all research objectives.

There are plenty of existing studies regarding the consumer/purchase behaviour of OF. These studies are on EBSCO and SAGE and supports the research and analysation of the research objectives.

2.2 Overview organic food market

The organic food (OF) trend has moved away from being considered as just as a small movement and has turned into the mainstream. All around the world people are becoming more conscious about what they are consuming and moving towards organic options (Maher, 2017). The OF market in Ireland is continuously growing and has an estimated value of 160 million € (Maher, 2018). The Board Bia report mentioned that people in Ireland think that organic is better than non-organic, they prefer to consume organic yoghurt, fruits and vegetables, farmer's markets (FM) are one of the primary distribution channel in Ireland (Willis, 2018; Maher, 2018), people in Ireland moved towards FMs to buy OF based on the beliefs of health, environment, better quality, animal treatment, only to mention a few (Moore, 2006). Several studies have stated that the combination of attitudes and beliefs work as a motivator and will influence the purchase decision of organic food consumers (OF-Consumers). But no study tried to establish the strongest belief of farmer's market shopper (FM-Shoppers) (Michaelidou and Hassan, 2008; Zepeda and Deal, 2009; Pino *et al.*, 2012; Çabuk *et al.*, 2014). Regarding the demographics the organic market seems to be in a transition, OF-Consumers are becoming younger, and not just women are buying OF, men do too. The same trend was observable a FM in different countries (Wolf *et al.*, 2005; Hempel and Hamm, 2016;

Kranjac *et al.*, 2017). Several studies have focused on the OF-Consumers in general or just OF-Consumers at supermarkets (Michaelidou and Hassan, 2008; Pino *et al.*, 2012; Çabuk *et al.*, 2014; Basha *et al.*, 2015; Singhal, 2017), but no study has put their major focus on the FM-Shoppers as the participant group for predicting the strongest variance between beliefs and the attitudes towards OF. Whenever a more specific or different target group was used, the studies tend to show a different outcome, therefore the dissertation analyses which belief predicts the strongest variance on the attitude of FM-Shoppers towards OF. First of all, it is crucial to understand how beliefs are formed.

2.3 How beliefs are build

2.3.1 How attributes form beliefs

The first question which needs to be answered is how beliefs are formed. To get a better understanding of how beliefs are formed and how the process contributed to the dissertation, the author uses the means-end theory and the Stimulus-Organism Response Model of Consumer Behaviour Model.

Means-end theory

The Means-end theory analyses how consumers perceive attributes of a product, what consequences (belief) does the product or service bring for the consumer and the own view about the product or service (Zagata, 2014). This theory can help to design how attributes turn into beliefs. Zagata (2014) used the means-end theory to analyse why people in the Czech Republic consume OF therefore, the author came up with the following framework:

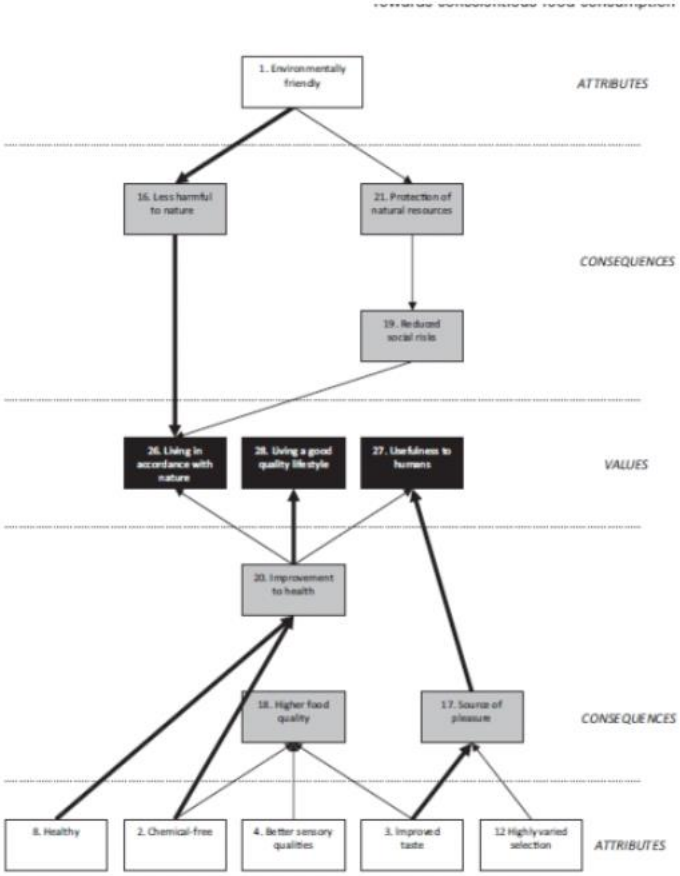

Figure 1 Conceptual Framework of Zagata (Zagata, 2014, p.247)

The data for the study was collected through a combination of a quantitative and qualitative approach. First people were interviewed to see if they fit in the needed target group of the study. After the interview, the participants completed a questionnaire to see which attributes do consumer value about OF (Zagata, 2014).

The outcome of the analysis showed that people value the most the attributes of health, environmentally friendly and chemical-free when it comes to OF (Zagata, 2014). These attributes were associated with beliefs, for example, the attribute environmentally friendly was strongly associated with the belief less impact on nature, chemical-free and health were strongly relate to the belief of improvement of health (Zagata, 2014).

Attributes help to form beliefs but not just that, they contribute to the whole process, attributes become a belief, which affects the attitude, and this leads to a purchase decision/intention (Hempel and Hamm, 2016). This process is observable through Stimulus-Organism Response Model of Consumer Behaviour (SOR-Model).

2.3.2 How beliefs lead to purchase decisions

Stimulus-Organism Response Model of Consumer Behaviour

The SOR-Model brings together observable and unobservable variables and shows how the organism uses this information (attributes/beliefs) to build a purchase decision and shows the development of motivation and attitude (Hempel and Hamm, 2016). The decision-making process of consumers are based on observable (e.g. communication of attributes) and unobservable (attitude) variables, this leads to a specific behaviour (Hempel and Hamm, 2016).

Studies have shown that the SOR Model is a valuable framework to analyse consumer behaviour, in the past consumer behaviour models, just focused on the Input (Economical, Financial) and Output (Purchase Behaviour), but with the emerging of the SOR Model, it was possible to understand the formation of preferences/attitudes and how it affects the purchase behaviour (Jacoby, 2002; Hempel and Hamm, 2016).

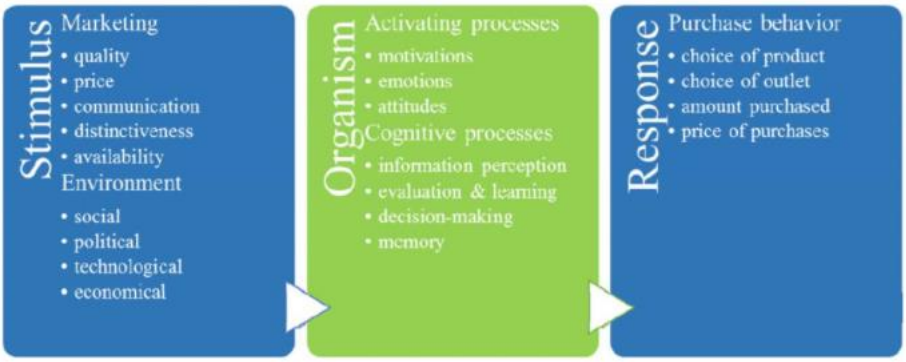

Figure 2 SOR Model (Foscht, Swoboda, 2011: as cited in Hempel and Hamm, 2016, p. 734)

Hempel and Hamm (2016) used this model for their theoretical and research-driven study to analyse the purchase behaviour and attitude for organic and local food. They used a mixed logit model to get a better understanding of the preference regarding attributes. One aspect of the study was to determine if shoppers have different preferences/attitudes towards local and organic. The outcome of the study was that their preference/attitude was depending on the attributes local and organic, these attributes are associated with food quality (belief), which led to the purchase of local and organic food.

These two models/theories show how attributes form beliefs and how they contribute to stimulate the attitude and purchase decision of OF-Consumer. These two models/theories introduce the aspect of how beliefs, attitudes and purchase intention interact with each other and stimulate the consumer behaviour of OF-Consumers. Several studies have

shown how these variables interact with each other and helped to get an overall idea which combination of variables should be used to determine which belief has the most definite impact on the attitude of FM-Shoppers.

2.4 Factors for determining the strongest beliefs for farmer's market shoppers

2.4.1 Relationship between beliefs, attitude and purchase intention

How beliefs and attitudes interact with the purchase intention

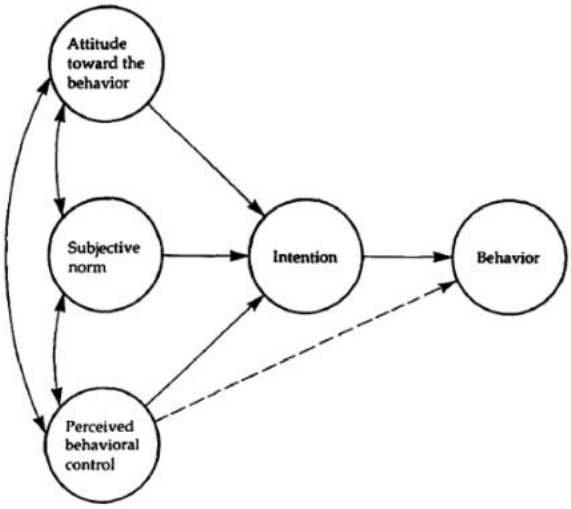

Figure 3 Theory of Planned Behaviour (Ajzen, 1991, p.182)

Carey et al. (2011) used the Theory of Planned Behaviour in their theoretical and research-driven study to get an understanding of which components affect the purchase intention (PI) and consumer behaviour of Scottish FM-Shoppers. The Theory of planned behaviour consists out of three parts Attitude, Subjective Norms and Perceived Behavioural Control and how they impact the PI of consumers. In the study the three components were applied in the context of analysing which factor drives the PI of FM-Shoppers in Scotland (Ajzen, 1991; Carey *et al.*, 2011);

Attitude towards behaviour: Do the people have a positive or negative attitude towards OF at FMs?

Subjective norms: Do FM-Shoppers face any pressure of their social group by buying or not buying OF?

Perceived behavioural control: The consumers ability to consume at a FM, in terms of availability.

Carey *et al.* (2011) had 159 usable surveys, which consisted out of 14 questions regarding the intention of purchasing at a FM and 19 questions regarding their motivation why they are shopping at FM. The data was analysed with a multiple regression to predict which factors have the strongest correlation towards PI. The research shows that the significant impact regarding the PI is coming from the customers perceptions, in terms of a positive or negative attitude towards OF and FM. It was stated that beliefs like health, environmental protection and social aspects led to a positive attitude of FM-Shoppers. Still, the study ignores the variance of the beliefs with attitude or with the PI. The analysis if beliefs impact the PI was done by the study of Basha *et al.* (2015), which investigated the beliefs, environment, quality, health and social norms (influence of reference group) to predict which of these beliefs affected the PI of OF-Consumers in Bangalore and Chennai.

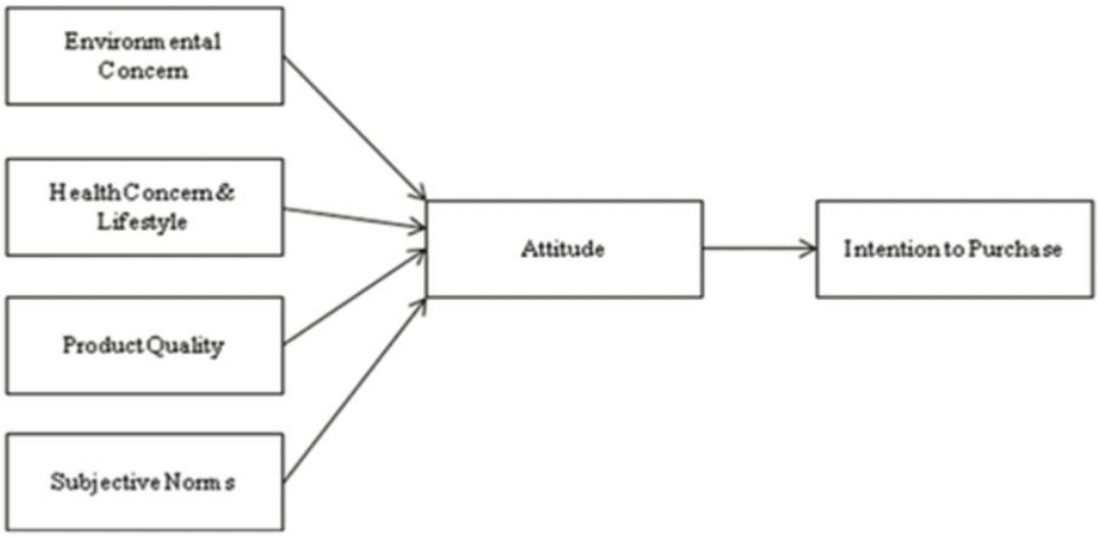

Figure 4 Conceptual Framework Basha (Basha *et al.*, 2015, p.445)

The study was trying to predict if beliefs impact the PI of OF-Consumers by doing a linear regression for each interdependent variable, but ignored the aspect of attitudes in the analysis even when the attitude was included in the conceptual framework. The outcome of the study was that all beliefs predicted a significant positive correlation towards PI.

The studies of Carey *et al.* (2011) and Basha *et al.* (2015) are focusing on how beliefs and attitude interact with the PI of consumers. Still, both of these studies did not focus on how beliefs, attitudes and PI of the OF-Consumer interact with each other. This aspect was analysed in the study of Michaelidou and Hassan (2008).

Measurement of beliefs, attitude and purchase intention

The theoretical and research-driven study of Michaelidou and Hassan (2008), created a framework to find out which belief impact the strongest the attitude and purchase intention (PI) of OF-Consumers. The beliefs which were used for their study were health awareness, ethical concerns and food safety (Michaelidou and Hassan, 2008b).

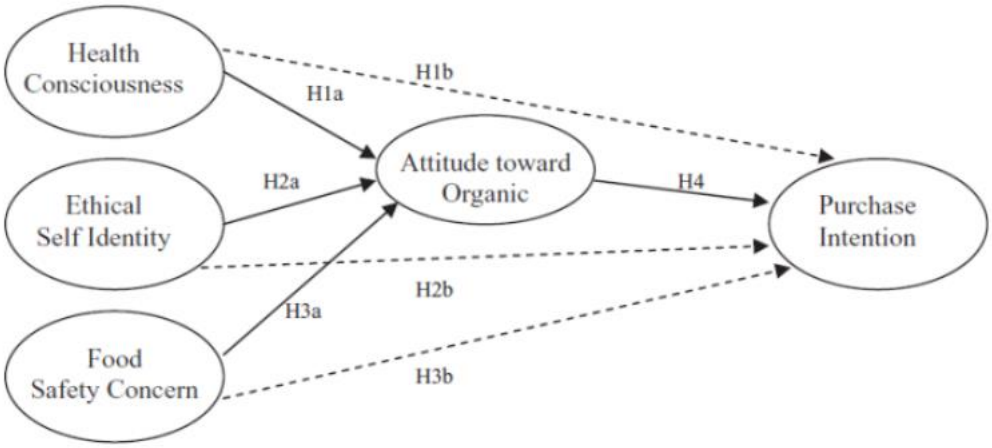

Figure 5 Michaelidou and Hassan's Conceptual Framework (Michaelidou and Hassan, 2008b, p.165)

The authors used a quantitative approach for their research study, by letting 222 participants complete questionnaires, these participants where only supermarket shoppers. The data was analysed through a multiple regression for attitude and purchase intention (PI), to see if the stated beliefs predict a significant impact on the attitude of consumers and if the beliefs and attitude impact the PI (Michaelidou and Hassan, 2008). The result was that all beliefs predict a positive correlation towards attitude, but the most reliable predictors for attitude were food safety and ethical self-identity, both had the same β-value (0.31). However, the study showed that ethical self-identity was the only belief which was able to predict a positive variance towards PI. This sent a confusing message, because the study showed that the most reliable overall predictor for PI was attitude, which makes the connection between ethical self-identity and PI questionable regarding its significance. The research helps to get a better understanding of which steps are needed to determine the strongest belief of OF-Consumer. Analysing attitude and PI separately regarding the determination of which belief creates the most essential correlation for OF-Consumers might not be the best way and might send a confusing message. It is important to determine which variables are the most important for measuring the most influential belief. The study of Singhal was analysing the role of beliefs and how it interacted with the attitudes and PI.

Beliefs as mediator

The theoretical and research-driven study of Singhal (2017) used Hong's health consciousness dimension to explain how health aspects affect the consumer behaviour. Hong came up with the five different dimensions of Health; "Healthy Lifestyle, Health Knowledge, Health Concern, Work Schedule and Medication & Healthcare" (Hong, 2009: as cited in Singhal, 2017, p. 52-54).

Singhal came up with the following Framework:

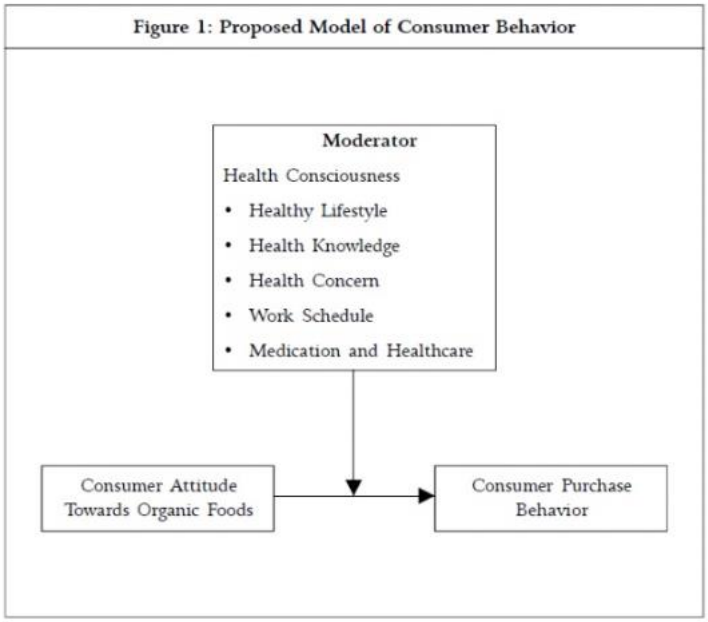

Figure 6 Singhal Framework (Singhal, 2017, p. 54)

This framework/model was supposed to analyse if health consciousness influenced the relationship between consumer attitude and consumer behaviour (CB) therefore, a questionnaire was designed, which 631 people completed (Singhal, 2017). The data was analysed with a hierarchal regression, to see if health concussions moderated the relationship between attitude and CB towards OF. The analysis was divided into different steps, first to see if CB was affected by the attitude of consumers, second which health aspects moderated the relationship. The outcome of the study indicated that health knowledge and work schedule had predicted a positive variance towards attitude and CB. The study includes vital aspects for the dissertation, because it shows that beliefs are necessary for a positive attitude and the positive attitude will lead to a purchase intention (PI). It is stated that beliefs work as a moderator for the relationship between attitude and CB, which means if consumers value a belief they were more likely to have a positive attitude which leads to a PI. By stating that beliefs have a mediating effect on attitudes and knowing that the combination of beliefs and attitudes create a PI (Zepeda and Deal,

2009), helps the author to decide to further research the role of attitude. The studies of Pino *et al.* (2012) and Çabuk *et al.* (2014) analysed the mediating role of the attitudes between beliefs and PI.

Attitude as a mediator

The study of Pino *et al.* (2012) was using a structural equation model to analyse the fundamental relationship between the different variables (beliefs, attitude and PI) and attempted to predict which ethical belief (health, ethical self-identity, food safety) would have the strongest variance on the attitude and purchase intention (PI) between two tested groups of OF-Consumers (regulars and occasional) (Lim *et al.*, 2020). The outcome of the study showed that ethical self-identity was the only belief for regular OF-Consumers, which was able to predict a statistically significant connection between attitude and PI. For occasional OF-Consumers food safety was able to predict a connection with attitude and PI. Another interesting facet of the study was that the authors were able to observe that attitude mediated the relationship between beliefs and PI, which means if the attitudes are out of the equation the relationship between belief and PI was not as strong or not even statistically relevant. This means when beliefs have a strong connection to the attitude of OF-Consumers, they will be more likely buy organic food.

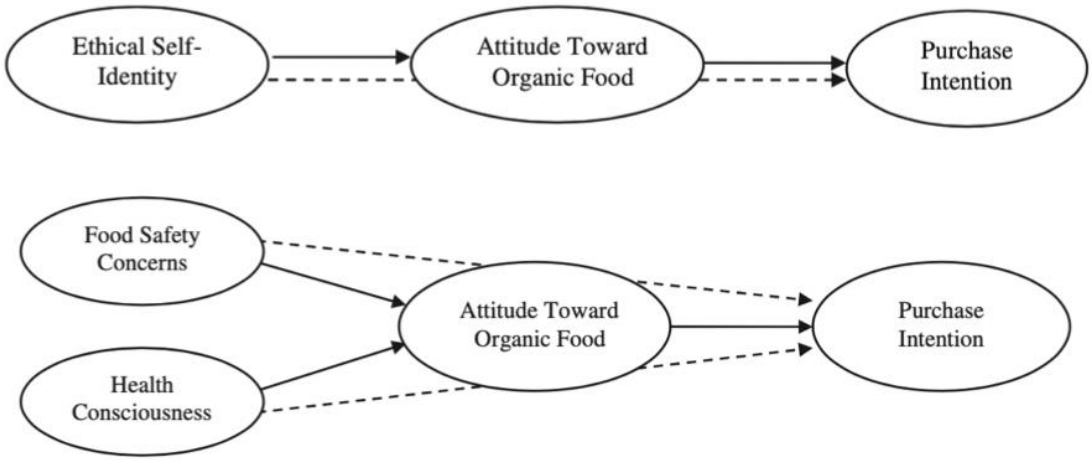

Figure 7 Pino et al. Framework regular Consumers (Pino *et al.*, 2012, pp.160 & 161)

The same was done in the study of Çabuk *et al.* (2014), the authors wanted to see if the beliefs health, environment and food safety have an effect on the attitude towards OF and on the PI. Additionally, they wanted to see if attitude mediates between beliefs and PI. This was done with a linear regression for each variable and a mediation analysis. The empirical research study, in which 385 Turkish OF-Consumer participated, showed that all of the stated beliefs predicted a statistically significant impact on the attitude towards

OF and PI. It was demonstrated through the mediation analysis that attitudes work as a mediator between beliefs and PI. This means attitudes play a crucial role regarding the motivation of OF-Consumers. A strong belief will lead to a positive attitude; this positive attitude will lead to a PI.

These studies indicate that attitude is an essential aspect regarding the consumer behaviour of OF and is a valuable variable in determining the most valued belief for FM-Shoppers. Furthermore the aspect of Singhal (2017) that beliefs are a mediator, supports the authors decision to choose beliefs and attitudes as factors to determine the strongest belief for the FM-Shoppers in Dublin. These studies state that beliefs and attitudes have a strong relationship with each other and are important variables in the prediction of the strongest variance between beliefs and attitudes regarding OF. The study of Marangoz *et al.* (2014), used a structural equation model to measure the variance between beliefs and attitude towards OF to see which belief was valued the most by 12-19-year olds in Turkey.

Beliefs and attitude

The study of Marangoz *et al.* (2014) tested three beliefs; health, food safety and ethical self-identity. The health belief and food safety belief were from the study of Michaelidou and Hassan (2008) only ethical self-identity (fair trade and environment) was slightly different from the Michaelidou and Hassan (2008) study. The outcome of the study showed a different picture than the study of Michaelidou and Hassan (2008) and Pino *et al.* (2012), the most important belief for the 12-19-year olds in Turkey were the health belief.

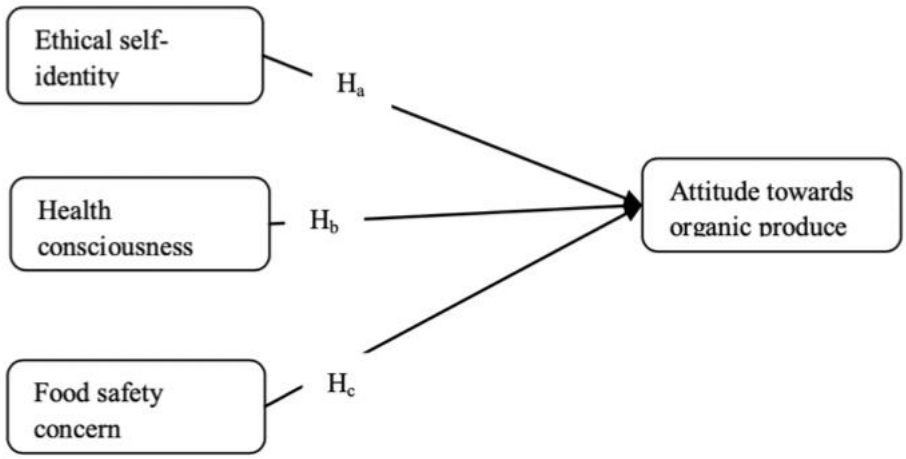

Figure 8 Marangoz's Model (Marangoz *et al.*, 2014, p.46)

2.4.1.1. Justification

What is different between the dissertation and the study of Marangoz *et al.* (2014)? First of all, the dissertation uses different beliefs; health benefit, environmental concern and the novel beliefs social impact, animal treatment and higher quality of organic food. Higher quality of organic food includes the aspect of food safety, which has already been tested, but freshness and taste are added to create the belief of higher quality of organic food, to see the if the variance towards the attitude and the beliefs is statistically significant (Michaelidou and Hassan, 2008). The belief animal treatment is selected, because the study of Marangoz *et al.* (2014) did not include animal treatment in the ethical self-identity belief (fair trade and environment) and the outcome regarding ethical self-identity was different to Michaelidou and Hassan (2008) and Pino *et al.* (2012) studies, which included animal treatment aspects. This indicates that animal treatment might have a significant impact on the attitude of the OF-Consumers. Environment, which is an aspect of ethical self-identity too, has been confirmed to have an effect on the attitude of OF-Consumers (Çabuk *et al.*, 2014). The separate analysation of environment and animal treatment is supposed to provide a better understanding of the weighting of each belief. Social impact analyses if the shopper's social group influence the shopping behaviour and if people are concerned to be excluded from their social groups. Another different aspect of the thesis is the participant group. As already stated the participant group of the dissertation are FM-Shoppers in Dublin. By examining previous studies which analysed the relationship between beliefs and attitudes, it has become evident that demographics (age), context (personality, life-situation) and shopping habits (distribution channel) were able to influence the attitude of OF-Consumers (Michaelidou and Hassan, 2008; Zepeda and Deal, 2009; Pino *et al.*, 2012; Marangoz *et al.*, 2014).

2.4.2. Farmer's market shopper as a participant group

Alphabet theory

The Value-Belief-Norm Theory (VBN) explains the impact of values on the customer from an environmentalist perspective. This theory provides an outline as to how values, norms and beliefs interact with each other and create a particular belief of a person (Ghazali *et al.*, 2019). The Attitude-Behaviour Context Theory (ABC) is used to understand the practice of people better. This theory measures the impact of the attitude on the behaviour of consumers when the context is neutral (Zepeda and Deal, 2009). Zepeda and Deal (2009), in their theoretical and research-driven study, utilised both

theories in a semi-structured interview in which there were 25 participants. Based on the results, they developed a framework which illustrates how the attitudes are formed, affected by other aspects, and how they lead to a purchase decision. The outcome of the VBN-Theory provides that value and beliefs (health aspect, environment, quality, freshness) shape people's attitude for OF. Moreover, the ABC-Theory identified that information seeking, knowledge, demographics, habits, and context affect attitude.

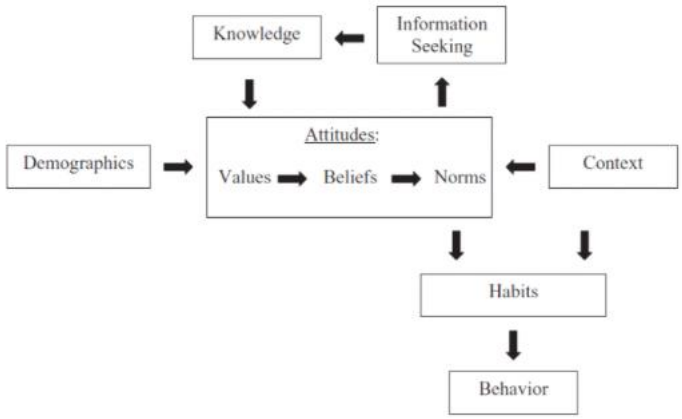

Figure 9 Alphabet Theory (Deal and Zepeda, 2009, p. 703)

The Alphabet Theory shows how beliefs, attitudes and purchase decisions interact with each other. Besides that, the theory identified additional factors which are involved in the purchase decision, for example, attitude and context, which leads to shopping habits (distribution channel). The combination of context and attitude, and how it affects the shopping habits are important aspects about the consumer behaviour. Therefore the author choose FM-Shoppers at farmer's markets as the participant group for the dissertation. The different participant group may lead to a different result regarding the overall prediction of the beliefs regarding the attitude towards organic food. This might be due to different shopping habits (distribution channel) and contexts (personality, life-situation). The aspect of demographics (age) was stated in the study of Marangoz *et al.* (2014), because the outcome of the study predicted a different outcome as in previous studies. Different shopping habits seem to have shown a different outcome based on the study of Pino *et al.* (2012), which has shown a different result for occasional and regular OF-Consumers.

Identifying how beliefs are formed, and how they interact with the attitude of OF-Consumers, it is crucial to state which beliefs are used for the dissertation. As already stated attributes turn into beliefs, the following beliefs consist out of aspects/attributes which are associated with certain beliefs about organic food and can stimulate the attitude

of OF-Consumers. The dissertation is not just testing beliefs which have been already tested (health and environment) but also new beliefs get tested. Selecting additional beliefs is supposed to provide a better understanding what OF-Consumers/FM-Shoppers value and provides a more accurate representation of the preference of the beliefs by selecting more than three beliefs.

2.5. Consumer beliefs regarding organic food

Health benefit

Many studies have analysed the health aspects of organic food (OF), Singhal (2017) stated that one of the most important elements for consumers is personal responsibility, which influences the attitudes and purchase intention (PI) of the consumers. The definition of personal responsibility was for the participants that they are self-responsible for eating healthy/healthy diet, to do so people consume OF (Singhal, 2017).

The health benefit of OF is associated with the improvement of the overall health by consuming OF, which stimulates the attitude and PI of OF-Consumers (Michaelidou and Hassan, 2008). Another vital attribute/aspect about health is nutrition, the study of Chakrabarti and Baisya (2007) stated that the health and nutrition factors (vitamin c, omega 3, protein) (Dolgopolova and Teuber, 2018), have a strong positive relationship. Singhal (2017) confirmed that health and nutrition have an impact on a positive attitude towards OF. People do not just value health aspects they also value aspects of quality.

Higher quality of organic food

In previous studies, it was stated that people buy OF, because they consider it to have a better quality than non-organic food, this was based on their positive attitude of the OF-Consumers. They value aspects of taste, freshness and food safety in regards to the higher quality belief of organic food (Williams and Hammitt, 2000; Trobe, 2001). Studies have shown that people value the aspect of freshness, because they know the products are local and travelled a shorter distance (freshness), this is linked to the attitude of the OF-Consumers (Trobe, 2001; Howard and Allen, 2010). The same for the aspect of taste, people buy it because it tastes better than non-organic food, which stimulates their attitude (Trobe, 2001; Aschemann-Witzel and Niebuhr Aagaard, 2014).

It was stated that people associated with OF a certain standard of food safety, in terms of avoiding pesticides, which gives them some sense of security and leads to a positive attitude (Williams and Hammitt, 2000; Trobe, 2001). OF-Consumers do not just value

egoistic beliefs; they also value altruistic beliefs like environment and animal treatment (Kareklas *et al.*, 2014).

Environmental concern

The study of Gwira Baumblatt *et al.* (2017) stated that one of the most common associated attributes for OF are that less to none pesticides are used, which reduces the impact on the environment, the same picture was stated in the study of Zagata (2014). Additionally, Zepeda and Deal (2009) noted that the avoidance of pesticides affect the purchase decision of OF-Consumers, by generating a positive attitude through the environmental belief (soil and water will not be damaged). OF-Consumer value about farmer's markets (FM) that they create less waste in the form of using less packing for the organic products, which had a positive impact on the attitude towards OF and FMs (Trobe, 2001; Kareklas *et al.*, 2014). OF-Consumers buy OF, because they consider it as environmentally friendly, which creates a positive attitude and leads to a purchase decision (Çabuk *et al.*, 2014), for example in the study of Schrank and Running (2018) was stated that OF-Consumers are more likely to buy OF, because of the reduced carbon footprint of OF.

It was already stated environmental aspects predict a positive impact on the attitude (Çabuk *et al.*, 2014), but the dissertation analysed the points about the environment with a different target group (FM-Shoppers). In previous studies environment and better animal treatment were aspects of the belief ethical self-identity (Michaelidou and Hassan, 2008; Pino *et al.*, 2012), the dissertation separates these beliefs to get a better understanding of their weighting.

Animal treatment

The belief ethical self-identity consists out of three aspects environment, animal treatment and fair trade, but the study of Marangoz *et al.* (2014) did not include the animal treatment aspect, and ethical self-identity had the weakest positive correlation with the attitude but in the study of Michaelidou and Hassan (2008), where animal treatment was included, the ethical self-identity had one of the strongest variance with the attitude. The aspects environment and animal treatment seem to be highly valued by OF-Consumers. Therefore, both aspects get separately analysed to get an idea of the weighting of the beliefs.

In the study of Gifford and Bernard (2006) was stated that better animal treatment, in the form of access to outdoors for the animals and reasonable flock sizes, creates a positive

attitude and increased the purchase likelihood of OF-Consumers. Animal treatment is stimulating people's attitude and purchase decision, which includes the aspect of less to no use of pesticides, antibiotics and hormones and access to better food than non-organic farm animals (McEachern and McClean, 2002; Mie *et al.*, 2017).
People do not just purchase OF because of the previously stated beliefs, another critical aspect could be social aspects.

Social Impact

Previous studies have just focused on the aspect of how social groups influence the decision making of OF-Consumers and how it affects the PI (Basha *et al.*, 2015). The element of social groups is kept, because the study of Gotschi *et al.* (2010) stated that the social groups (mother, father, friends) are strongly correlated with the attitude towards OF. The study of Moore (2006) mentioned that people like to meet like-minded people by talking to them and exchanging information at farmer's markets (FMs), which stimulated the consumers attitude positively towards buying OF at FMs. The collective identity states that lifestyle is based on the influence of other people (Moore, 2006). The author wants to see how much the fear of exclusion (being excluded from like-minded people) affects the motivation of FM-Shoppers by predicting the variance between the attitude and the belief of social impact.

The selected aspects and beliefs stimulated the attitudes in previous studies, but these beliefs were not tested all together to predict the strongest variance between the beliefs and the attitude of OF-Consumers/FM-Shoppers for OF. As mentioned in the previous paragraph the connection between beliefs and attitudes are essential to predict the strongest variance between beliefs and the OF-Consumers/FM-Shoppers attitude for OF, but attitudes and beliefs are not the only combination which is investigated, as already mentioned in the introduction the dissertation tries to determine which of the variables (willingness to pay, purchase frequency and consumer loyalty) are correlated with attitude and which direction does the correlation go. The following paragraph introduces each of the variables and justifies the authors decision for choosing attitude to be tested for a correlation with the variables.

2.6. How attitude affects willingness to pay, purchase frequency and consumer loyalty of organic food

Willingness to pay

The willingness to pay (WTP), is the maximum amount that a customer/person is willing to pay for a product/service, this indicates that WTP has a strong relationship with the price of the products and services (Wertenbroch and Skiera, 2002). Throughout the research, it was identified that other factors influence the WTP of OF-Consumers.

In the study of Peterson and Li (2011) which they tried to determine if people buy OF based on origin or the size of the Supply Chain operation regarding organic baby food. They were collecting data through questionnaires which included attributes like price, production and processing, the data was analysed with a logit model. A critical aspect of the study was that specific attributes, less GMO and less pesticides would affect the willingness to pay more for organic baby food.

A familiar picture was provided in the study of Williams and Hammitt (2000), it was stated that OF-Consumers, who highly value food safety about OF, are willing to pay more for OF, than non-organic shoppers. The data was collected through questionnaires and was analysed with a Chi-square and two-sided t-test. The combination of attribute, belief and attitudes affect the WTP. Another variable which is analysed is the purchase frequency, the author wants to determine in which direction the relationship goes and how strong the relationship is. Purchase frequency seems to be influenced by price, the study of Kim and Rossi (1994) stated that the purchase frequency is stimulated by price, which means the price sensitivity determines how often people buy things. Still, several studies have indicated that the purchase frequency is stimulated by beliefs and attitudes, as well.

Purchase frequency

The study of Gifford and Bernard (2006) was researching if the purchase frequency/likelihood of OF is affected by the positive aspects of Organic Farming or negative information about conventional Farming. The data was collected through a questionnaire and evaluated with a Tobit regression. The outcome of that study was that Organic Farming has a significant impact on the purchase frequency/likelihood. Existing positive beliefs about OF, in the form of positive aspects about Organic Farming, are more influential than negative beliefs about conventional farming. The study indicated that positive beliefs/aspects and a positive attitude have an impact on the purchase

frequency/likelihood. The study of Moore (2006) stated that FM-Shoppers are considered as OF-Consumers with a high purchase frequency which value the beliefs health, environment and socialising, these very beliefs create a positive attitude for the FM-Shoppers and the combination of attitudes and beliefs influence the purchase decision. Another variable which is analysed is the consumer loyalty. Consumer loyalty is strongly related to consumer satisfaction (Yu and Dean, 2001). Consumer loyalty is also applied in the context of brands which includes beliefs about the products, which creates a positive attitude (Liu-Thompkins and Tam, 2013).

Consumer Loyalty

The study of Shafi and Madhavaiah (2013) analysed how brand equity influences the consumer behaviour of OF-Consumers, it was already stated that brand equity is an essential part in building/increasing loyalty (Shafi and Madhavaiah, 2013). The equity consists out of different elements which help to create a positive attitude which is accomplished through attributes and beliefs (Shafi and Madhavaiah, 2013). The outcome of the multiple regression showed that brand loyalty has the most significant impact on the consumer behaviour of OF-Consumers (Shafi and Madhavaiah, 2013).

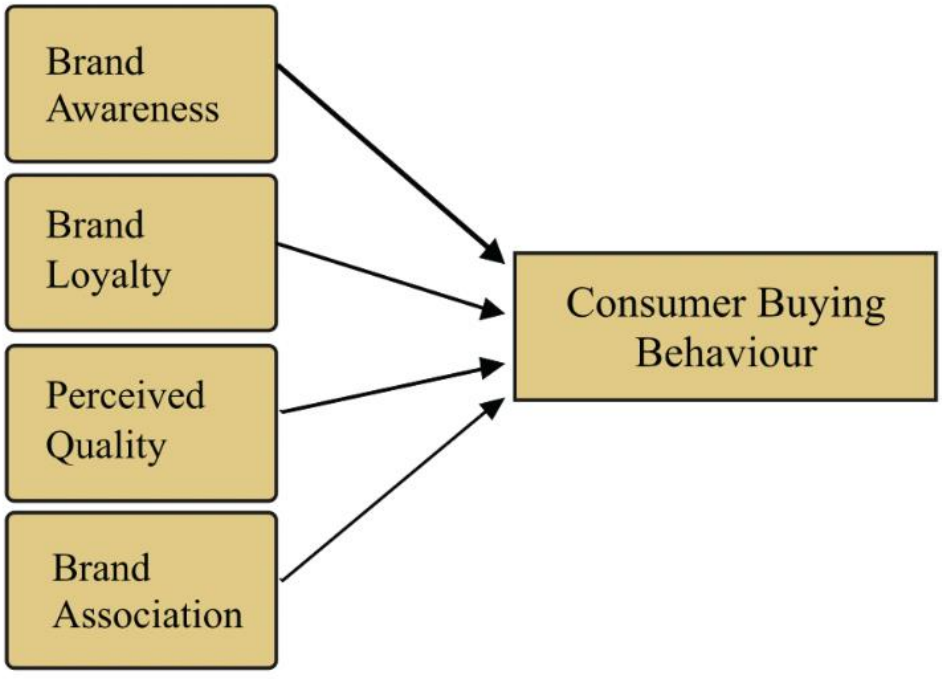

Figure 10 Research framework of Shafi and Madhavaiah (Shafi and Madhavaiah, 2013, p.48)

Loyalty is an important aspect when it comes to the (re)purchase decision/consumer behaviour of products. When consumers have a strong positive connection to the product or service, they are more likely to (re)buy the product. The study of Liu-Thompkins and

Tam (2013) stated that a positive attitude and preferences/beliefs could affect the loyalty towards brands. One aspect of the study was to measure the impact of loyalty and habits on the purchase decision of consumers, which was done with a hierarchical linear modelling. The outcome of the study shows that loyalty and habits have a strong impact on the shopping/consumer behaviour. The author investigates the relationship between attitude towards OF and the consumer loyalty of FM-Shoppers.

The author choose attitude to measure the correlation with the willingness to pay, purchase frequency and consumer loyalty, because as already stated in the previous paragraph strong beliefs lead to a positive attitude, which impacted these variables, as well. Previous studies have analysed if a particular belief impacts the willingness to pay, purchase frequency and consumer loyalty. Still, no study has tried to establish which of these variables has a correlation with the attitude in regards to OF-Consumers/FM-Shoppers. Based on that information attitude is used to measure the correlation with willingness to pay, purchase frequency and consumer loyalty and determining which direction the correlation goes.

2.7. Conceptual framework

Creation of beliefs

Attributes and beliefs

The conceptual framework (CF) starts with how attributes turn into beliefs of consumers, to support this aspect the author uses the framework of Zagata, Means End-Theory and the Stimulus-Organism Response Model of Consumer Behaviour (SOR-Model). All these models illustrate how attributes will turn into beliefs, the SOR-Model goes even further and shows how the developed beliefs will affect the attitude (Jacoby, 2002; Zagata, 2014).

This approach is implemented by using all the attributes/aspects which are associated with the chosen beliefs for the dissertation. These theories help to design the part of the CF, which deals with how beliefs are created and how they impact the attitude.

The belief with the strongest variance regarding the attitude of FM-Shoppers in Dublin towards organic food

Tested beliefs

Pino *et al.* (2012) and Çabuk *et al.* (2014) came up with their frameworks to see how beliefs and purchase intention were moderated by the attitude. One of the research objectives is to predict the strongest variance between beliefs and the attitude of FM-Shoppers towards OF. The CF of dissertation used a familiar approach, but different beliefs are used to predict which one has the strongest impact on the attitude of FM-Shoppers. The CF includes five beliefs, the author chose two beliefs which were proven to be essential for OF-Consumers in previous studies (health benefit and environmental concern) and three new beliefs which have not been tested (animal treatment, higher quality of organic food and social impact), all these beliefs were tested with the participant group FM-Shoppers.

- Health benefit
- Environment concern
- Animal treatment
- Higher quality of organic food
- Social impact

The studies of Michaelidou and Hassan (2008), Pino *et al.* (2012) and Marangoz *et al.* (2014) have tried to understand which belief is valued by OF-Consumers. Still, these studies just focused on the overall population of cities or just OF-Consumers at supermarkets but there was no study regarding the strongest belief of FM-Shoppers. As already stated when the participant group was changed to another one (like age group or shopping habits) the outcome of the studies tended to be different, therefore the author analyses the data with a multiple regression to determine the most influential belief, to see if there is a different outcome compared to previous studies.

Positive attitude of farmer's market shoppers

As already stated, a positive attitude is a mediator between beliefs and PI. This was confirmed by several studies (Pino *et al.*, 2012; Çabuk *et al.*, 2014). These studies indicated that people need to have beliefs which lead to a positive attitude, which leads to a purchase intention. The attitude of FM-Shoppers is in the CF the dependent variable, all the independent variables (beliefs) are tested with the dependent variable, to see which belief predicts the strongest positive variance towards the attitude of FM-Shoppers regarding OF.

Another important aspects which need to be considered regarding the attitude of FM-Shoppers are willingness to pay, purchase frequency and consumer loyalty. These aspects are analysed to see which of these three variables have a correlation with the attitude and which direction does the correlation go. In previous studies were mentioned that usually the combination of beliefs and attitudes stimulate willingness to pay, purchase frequency and consumer loyalty, but there was empirical data provided regarding the attitude and the variables.

The CF allows the author to gather data for the research objectives, this is done through a quantitative approach, by letting participants complete a series of questionnaires. These questionnaires provide data about age, sex, how people rate their attitude towards OF, how vital the stated beliefs are for them. The collected data is evaluated with statistical tools, the outcome is used to prove hypotheses right or wrong.

Hypotheses

Table 1 Hypotheses Multiple Regression

Multiple Regression	
H0a	All of the stated beliefs (Health benefit, environmental concern, animal treatment, higher quality of organic food, social impact) will not predict any positive variance for the attitude of farmer's market shoppers towards organic food
H1a	Health benefit will predict the strongest variance for the attitude of farmer's market shoppers towards organic food
H2a	Environmental concern predicts the strongest variance for the attitude of farmer's market shoppers towards organic food
H3a	Animal treatment predicts the strongest variance for the attitude of farmer's market shoppers towards organic food
H4a	Higher quality of organic food predicts the strongest variance for the attitude of farmer's market shoppers towards organic food
H5a	Social impact predicts the strongest variance for the attitude of farmer's market shoppers towards organic food

Table 2 Hypotheses Pearson correlation

Pearson correlation	
H0b	Willingness to pay, purchase frequency, consumer loyalty are not correlated with the attitude of farmer's market shoppers
H1b	Willingness to pay has a negative/positive correlation with the attitude of farmer's market shoppers
H2b	Purchase frequency has a negative/positive correlation with the attitude of farmer's market shoppers
H3b	Consumer loyalty has a negative/positive correlation with the attitude of farmer's market shoppers

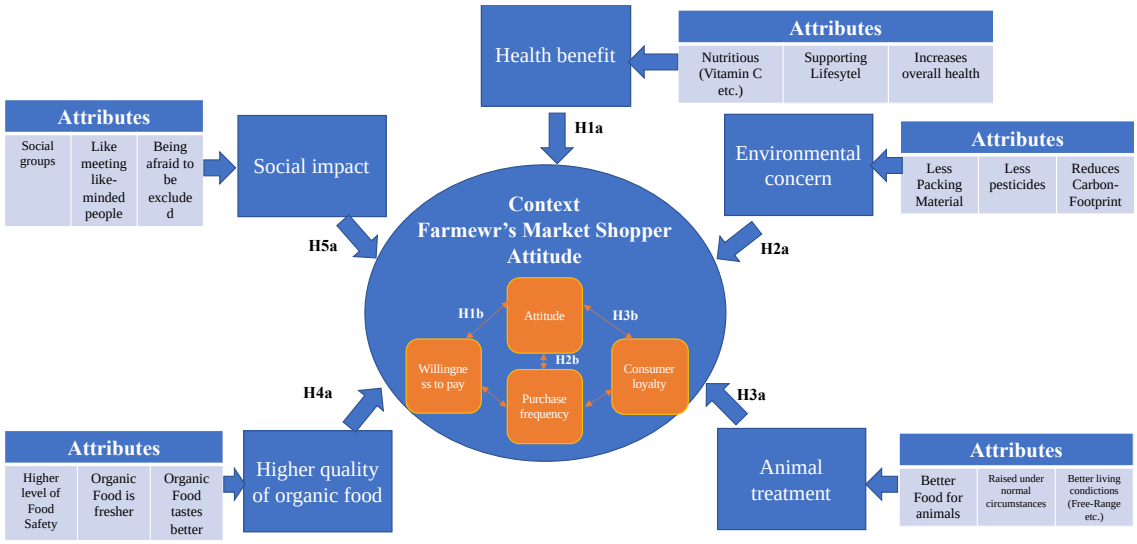

Figure 11 Conceptual Framework of the dissertation

2.8. Conclusion

This chapter was supposed to show how the literature has affected the research objectives and the conceptual framework of the dissertation. The following chapter will give an overview on which research design and methodology was used.

3. Methodology and Research Design

3.1 Overview

This chapter outlines what methodology, research philosophy, research strategy, data collection method and analysation method was used for the dissertation's research objectives.

The research objectives of the dissertation were to identify which of the stated beliefs predicted the strongest variance on the attitude towards farmer's market shoppers (FM-Shoppers), which variable (willingness to pay, purchase frequency and consumer loyalty) has a correlation with the attitude and providing the most recent consumer information of FM-Shoppers in Dublin.

For answering the stated research objectives, the author adopted an analytical and descriptive approach. For supporting the analytical and descriptive approach, the dissertation had a quantitative characteristic, to be more specific, the study was a mono method study. This included a series of questionnaires and statistical analysis. The data collection strategy was a survey strategy (face-to-face), this strategy required the author to approach FM-Shoppers in Dublin and complete a series of questionnaires with them together (Saunders *et al.*, 2015). The collected data was analysed with a multiple regression, Pearson correlation and percentage frequency.

3.2 Research Philosophy and Approach

The dissertation's research objectives were; which of the stated beliefs predicted the strongest positive variance on the attitude of FM-Shoppers towards organic food (OF) in Dublin, providing a more recent consumer information and testing for the correlation between attitude and willingness to pay (WTP), purchase frequency and consumer loyalty. This required the right sample size to make a valid, reliable and generalisable outcome, these stated factors were the first indicator for a positivism philosophy for the dissertation.

The positivism philosophy believes that reality is not impacted by the researcher, which means the outcome of the study is objective. This aspect was met through questionnaires, which just collected the opinion/understanding of the phenomena, which the author wanted to analyse. The author was not required to interpret the results, just the facts and figures of the questionnaires and analysation was provided. Every phenomena can be

explained by empirical data, therefore most positivism studies use a quantitative approach because this approach facilitates the collecting of a big amount of data which can be statistically analysed and allows to generalise the outcome to the sample frame/population of the study (Collis and Hussey, 2014). The phenomena which were analysed were consumer information about FM-Shoppers in Dublin (descriptive data), the variance between beliefs and attitude of FM-Shoppers regarding OF (analytical data) and how the attitude of FM-Shoppers affect the WTP, purchase frequency and consumer loyalty (analytical data), this data collection process and analysation provided important insight how the analytical data interact with each other (Positivism-Philosophy, 2019). The outcome of the analysation was empirical which means the provided numbers stand as a result and were not interpreted by the author. Another important aspect of the positivism philosophy is the validity, reliability and generalization. Validity is supposed to give an idea if the right measures were used to answer the research objectives, which was addressed with content and face validity. These aspects of validity were met, due to the fact that the author chose the right measures to measure the phenomena, by using beliefs which were considered by previous researchers and participants as relevant and contribute to the research purpose/research objectives (Connell *et al.*, 2018; Morrison, 2019). Reliability was addressed by using beliefs which were able to create a connection with attitude in previous studies, later on in the dissertation, the author tested the internal consistency to assure the right level of reliability with the Cronbach alpha (Heale and Twycross, 2015). Generalisation allowed the author to apply the findings on the population which were chosen as the sample frame/population, the bigger the sample, the stronger the generalisation (Polit and Beck, 2010; Generalizability and Transferability, 2020). A deductive approach was chosen because enough literature and theories were existing, and variables were easy to define. In the case of the dissertation the existing theories and models were mentioned in the literature review, the variable attitude was the dependent variable, and the beliefs/attributes and variables (WTP, purchase frequency, consumer loyalty) were the independent variables (Collis and Hussey, 2014; Saunders *et al.*, 2015). Collis and Hussey (2014) and Saunders *et al.* (2015) mentioned that the deductive approach is very common for studies with a positivism philosophy, the deductive approach attempts to explain the relationships between variables, which was the prediction of the strongest variance between beliefs and the attitude of FM-Shoppers towards OF and the correlation between attitude and WTP, purchase frequency and consumer loyalty (Saunders *et al.*, 2015). In the deductive approach hypotheses get

developed and tested, the author created hypotheses which were tested through statistical analysation.

The limitation of the positivism philosophy and deductive approach is that the outcome tends to be descriptive, that means just the relationship between variables were explained but not an in-depth view regarding why the outcome occurs, as an exploratory study would do.

The analytical approach supported the attempt to answer the research objective of establishing the belief with the strongest positive variance between beliefs and the attitude towards OF of FM-Shoppers in the Dublin area and the correlation between attitude and different variables (WTP, purchase frequency and consumer loyalty) (Saunders *et al.*, 2015). The descriptive approach was used for analysing the data for the consumer information.

3.3 Research Strategy

As already mentioned the study used a positivism philosophy approach, this was supported by an analytical and descriptive approach. The author selected a quantitative approach, therefore the Survey Strategy (analytical questionnaires) was used to collect primary data.

3.3.1 Survey Strategy

The study used a mono method which indicated that one method of data collection was used and one data analysation approach, in the case of the dissertation the data collection approach was a series of questionnaires and the data analysation was statistical.

The dissertation used a series of analytical questionnaires, these questionnaires allowed the author to get reliable data regarding the consumer's decision making, this kind of questionnaires are very common to analyse consumers motivation regarding products and services and give an idea how different variables interact with each other, this aspect about a survey/questionnaire helped to collect data which were needed to answer the research objectives (Collis and Hussey, 2014; Saunders *et al.*, 2015). The disadvantage of this approach was that questionnaires have only a limited amount of questions. Therefore, the author had to make sure to use the right questions. The survey strategy facilitated the quantitative approach of the dissertation, but to do so, the right sample frame/population had to be selected. The research sample frame for the planned dissertation was the FM-Shoppers in Dublin, therefore the author chose cluster sampling

for the dissertation, which belongs to the group of probability sampling (Saunders *et al.*, 2015). Having the right sampling frame, size and power facilitated the survey strategy and allowed the questionnaires to be the right approach for the thesis, because it allowed the author to gather a big amount of information in a short time. The author created questions, which were supposed to answer the research objectives, therefore it was important to make sure that the questions in the questionnaire were precise and contributed to the research topic and objectives (Saunders *et al.*, 2015).

3.3.1.1 Sampling Method

Probability sampling is used when a sampling frame is available (population). When the probability sampling is used it is important to fulfil specific criteria (Saunders *et al.*, 2015);

- Having a sampling frame based on the research objectives
- Deciding the sampling size
- Selecting the most suitable sampling technique
- Making sure the sample is representative to the population

The cluster sampling allows the researcher to divide the research frame/population into different groups. In the case of the dissertation the clusters were different farmer's markets (FM) in the Dublin area (Saunders *et al.*, 2015);

Table 3 Farmer's Markets

Dublin Food Coop	**0**
The Fumbally Stables	**1**
Green Door Market	**2**
Fayre in the Square	**3**
Temple Bar Food Market	**4**
Honest2Godness	**5**
St. Anne's Park Rahen	**6**
Herbert Park	**7**
World Food Market	**8**
Thomas Street	**9**

Table 1 includes the FMs which gave the author their permission to approach people at their markets. The original idea was to use simple random sampling to select form

different clusters which represent all FMs in Dublin, but due to the lack of FMs responding to the author's e-mails, the decision was made to use all the FMs, which gave the author their permission to approach shoppers at their markets. This decision was made to assure enough participants would participate, and a wide variety of FMs were included in the sample frame (Saunders *et al.*, 2015).

The cluster sampling was chosen because the author had no detailed information how many people buy OF at FMs, but as stated in the literature review, all FM-Shoppers have the knowledge and experience which was needed to provide reliable data for the dissertation. At the markets the author used convenience sampling for approaching the shoppers, because serval studies have indicated that FM-Shoppers do have the knowledge to answer the research objectives (Moore, 2006; Carey *et al.*, 2011; Saunders *et al.*, 2015).

In the industry report of Wilson (2018) was mentioned that every fifth in Ireland shopped at least every three months at a FM, the author chose the population of Dublin which is around 1,347,000 (CSO Population, 2016; Dublin Chamber, 2018; WorldPopulation, 2019). The population for the questionnaire will be $\frac{1{,}347{,}000}{5} = 269{,}400$.

Based on the population, it was important to determine how big the sampling size has to be. The bigger the sample size the higher the power of the study and the lower the estimation error of studies (Wilson Van Voorhis and Morgan, 2007). A high level of power in statistics reduces the risk of making a Type II error, which means the higher the power the lower the chances to accept a null hypothesis which might be false (Wilson Van Voorhis and Morgan, 2007). The effect size of the study determines how big the significance of the study was, which means the higher the better (Wilson Van Voorhis and Morgan, 2007; Cleophas and Zwinderman, 2018; Effect Size, 2019). To determine the appropriate sample size the author selected two sample size calculator, the G-power calculator suggested 111 participants for the study, in which a power of 95% and an alpha of 0,05 was used to avoid a type I error (rejecting a null hypothesis which is correct) (Wilson Van Voorhis and Morgan, 2007; NCSS, 2020). The survey system was used to get the margin of error for the sample size. For 111 participants the margin of error was too high, therefore the margin of error of 6% was selected which created a sample size of 240, which is acceptable for a survey research study (Margin-of-Error, 2020).

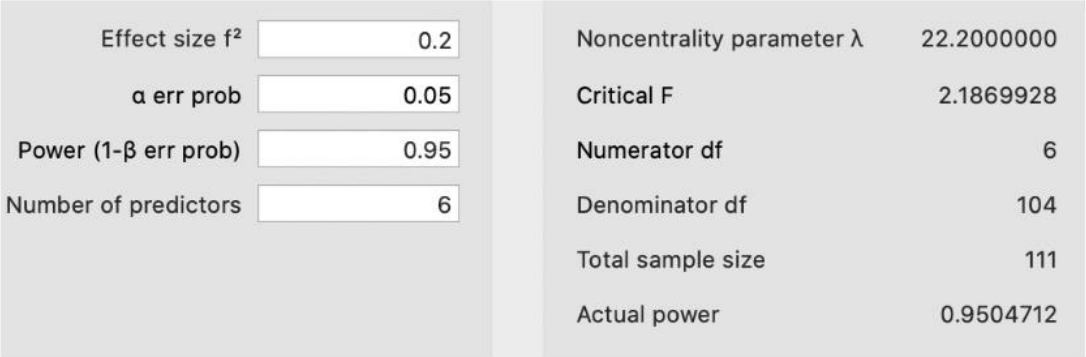

Figure 12 G-power calculator

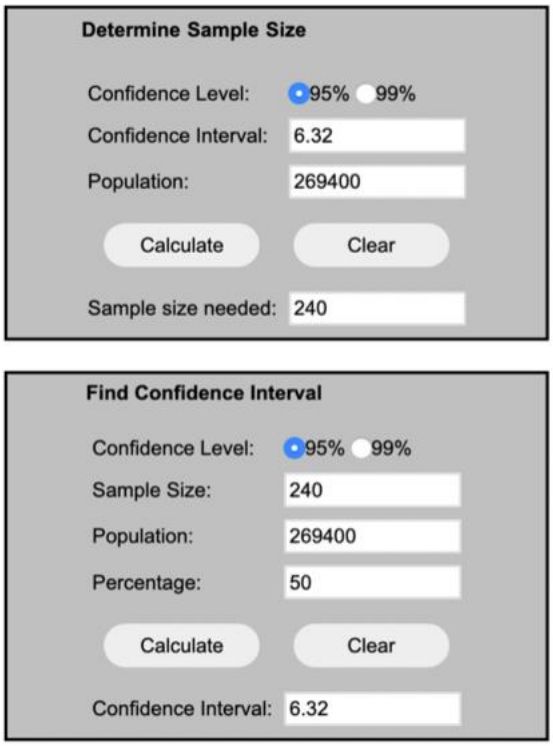

Figure 13 Sample size (Survey System, 2019)

Having the right sampling frame/population and an appropriate margin of error for the dissertation allowed the author to generalised the outcome of the dissertation (Pham, 2018; Margin-of-Error, 2020).

3.4 Collection of Primary Data

3.4.1 Methods

Questionnaires are suited for analytical and descriptive research studies, the dissertation intended to find out which belief predicted the most significant variance on the positive attitude of FM-Shoppers, correlation between attitude and different variables (willingness to pay, purchase frequency and consumer loyalty) and providing a more recent consumer

information of FM-Shoppers (Saunders *et al.*, 2015). As previously mentioned, the appropriate sample size for the dissertation was between 111-240 participants, this number needed to be accomplished to generalise the outcome to the sample frame/population. The questionnaire was a suitable method to collect primary data for the dissertation, because it allowed to collect precise data in a short amount of time from a big sample frame (Collis and Hussey, 2014; Saunders *et al.*, 2015). The author used an interviewer completed/face-to-face questionnaire to approach FM-Shoppers and completed a series of questionnaires with the participants together.

3.4.1.1 Face-to-face questionnaires

Participants at FMs in Dublin were asked to participate in a series of questionnaires, the nature of the questions in the questionnaires were descriptive and analytic and were influenced by previous studies and by the created conceptual framework of the dissertation, which is supposed to assure reliability and validity. The approach of going to the distribution channel and let consumers participate in questionnaires assured that the participants understand the questions, furthermore the author was able to help the participants by explaining questions when they struggled to understand what the purpose/idea of the question was, the author made sure not to influence the participants in the process so that they could just give their opinion, this led to a better quality of the primary data (Saunders *et al.*, 2015). Before going to the FMs the author did a test run, which was satisfying, because the participants did not have any problems to understand the questions. The face-to-face approach was providing the author with the control that people participated in the questionnaires, by approaching the shopper directly (Saunders *et al.*, 2015; Face-to-Face Questionnaires, 2018). Due to the outbreak of the COVID-19 in March 2020, the author was forced to switch to an online questionnaire to continue the data collection. The author created an online questionnaire on google forms, after consulting the supervisor, and joined several Irish organic food groups on Facebook and posted the questionnaire-link into the groups. The only difference between the two questionnaire types was that the online questionnaire included the question if the participant shopped at FMs. The author chose the online questionnaire to get additional data sets, because it was stated that using offline (face-to-face) and online (web) questionnaires together provide findings with an acceptable level of similarity (Saloniki *et al.*, 2019). Regarding the questions, the author left them as they were, because they were straightforward by nature already.

The 1-5/Likert-scale was selected as a measure for the dissertation, because it allowed the author to provide the participant with enough options to choose from and get a clear picture how much they value/agree with the variables/statements (Saunders *et al.*, 2015; Stephanie, 2015). The Likert-scale was used to measure the attitude of FM-Shoppers towards OF, to do so the people rated their beliefs from 1-5 (1-not positive at all; 2-not positive; 3-neutral; 4-positive; 5-very positive). The beliefs, willingness to pay, purchase frequency and consumer loyalty were rated with 1-strongly disagree; 2-disagree; 3-uncertain; 4-agree; 5-strongly agree. The overall questionnaire consisted out of seven different questionnaire sections, the first two sections collected data about the demographics and attitude (attitude, WTP, purchase frequency and consumer loyalty) of the FM-Shoppers. The additional five sections were about the five beliefs which were used to predict the variance between them and the attitude of the FM-Shoppers. The belief sections consisted out of three items, which were aspects of the beliefs to get an overall idea of how people valued the belief/statement, this supported the aspect of content validity. Content validity stats that experts/other researchers agree that the questions in the questionnaire contribute to the concept which is being measured, in the case of the dissertation all aspects of the beliefs were used in previous studies, which have proven to stimulate the attitude (Connell *et al.*, 2018; Morrison, 2019). Face validity assures that measured aspects were important to the participant group, as already stated in the literature review the beliefs were chosen because CF-Consumers/FM-Shoppers value the stated aspect/beliefs, as well (Connell *et al.*, 2018). The author was very aware of the fact that the majority of the participants might score between 4 and 5 for attitude, because the FM-Shoppers tend to have a very positive attitude towards OF. The author was able to collect 153 completed questionnaires, face-to-face (77) and online questionnaires (76) combined.

3.4.2 Ethics

There were not any ethical issues regarding the dissertation, the author assured that only people participated who were at least 18 years old. Every participant received a sample of plain language which they had to read, it included the name of the author, the college of the author and what the study was about and that they can withdraw from the study whenever they want. They signed an informed consent in which they agreed that the author was allowed to use their data for the dissertation. If the participants wished to withdraw from the study, they could have done this at any point, their data would have

been deleted, and they would have been informed as soon as their data was deleted. No participant was named by its name during the dissertation and their data was protected and only the author and his supervisor had access to the collected data.

3.4.3 Access

The dissertation engaged with FM-Shoppers and ask them to participate in a face-to-face questionnaire. The author reached out to multiple FMs and asked for permission to engage with their customers at the markets. Due to the COVID-19 outbreak, the author had to change to online questionnaires by joining several Irish organic food groups on Facebook. The exact schedule of the FMs and the Facebook groups are attached at the Appendix C.

3.5 Nature of the Data

The questions within the questionnaires were mainly closed questions, these kinds of questions allow the researcher to ask for precise answers. In the case of the dissertation list and rating, questions were used (Saunders *et al.*, 2015).

List questions: The questions are designed to receive a clear answer by the participant, this means people can choose from several options which fits them the most (Saunders *et al.*, 2015).

Rating questions: These questions are supposed to show how much participants agree with a certain statement or how likely it is of them to do a certain thing, in the case of the dissertation the author wanted to see how much does the FM-Shopper agree with the stated beliefs (Saunders *et al.*, 2015).

3.6 Approach of Data Analysis

The primary data was analysed with statistic tools; multiple regression, Pearson correlation and percentage frequency.

The objective of predicting which belief had the most substantial variance with the attitude of FM-Shoppers was done by using the multiple regression.

Additionally, the correlation between attitude and willingness to pay, purchase frequency and consumer loyalty was analysed with the Pearson correlation.

Another objective was to provide recent consumer information of FM-Shoppers in Dublin (age, sex, purchase frequency and preferred products), therefore the percentage frequency was used.

Multiple regression

The outcome of the multiple regression helped to proof the stated hypotheses as right or wrong. The multiple regression used a confidence interval of 95%. This means if the significance/p-value is below 0.05, it could be assumed that there was a difference from the stated null hypotheses. The author was looking for the strongest positive predicted variance between the dependent and independent variable (Collis and Hussey, 2014; Laerd-Multiple-Regression, 2019). Therefore, it was the authors responsibility to make sure that the eight assumptions for a multiple regression were met. This included to make sure that all variables were scale, that the author used more than two independent variables etc. (Laerd-Multiple-Regression, 2019).

The multiple regression was supposed to predict the impact of the beliefs on the attitude of FM-Shoppers. The belief with the strongest predicted positive variance towards attitude was considered as the most essential belief for the FM-Shoppers in Dublin. After this was done, the author used power and effect size to justify the quality of the findings, in terms of how likely it was that a different study would find the same outcome (Collis and Hussey, 2014; Saunders *et al.*, 2015; Laerd-Multiple-Regression, 2019).

Pearson correlation

The author analysed the correlation between the attitude, willingness to pay, purchase frequency and consumer loyalty, which was done with the Pearson Correlation. The Pearson correlation showed if there was a correlation between the two variables and how strong and which direction it went (Pearson-Correlation, 2020). The outcome of the test is in the range between -1 to +1, if the correlation is bigger than zero it indicates a positive correlation which means, if the value of one variable goes up so would be the other variable and the same for a correlation below zero (Pearson-Correlation, 2020). This test helped to show if there was a positive or negative correlation between attitude, willingness to pay, purchase frequency and consumer loyalty.

Descriptive Statistics

Age, sex, purchase frequency and preferred products were dichotomous data, because they were divided into several groups, like female/male (Saunders *et al.*, 2015). The coding method was used in the analysis of the data, because SPSS could only understand numbers therefore, each variable in each category received a number (Saunders *et al.*, 2015):

Table 4 Age group

Age groups of Farmer's Markets in Dublin						
18-20 years	21-29 years	30-39 years	40-49 years	50-59 years	60-69 years	70-+70 years
1	2	3	4	5	6	7

Table 5 Sex

Sex	
Male	Female
1	2

Table 6 Purchase Frequency

Purchase Frequency of Farmer's Market Shoppers			
Once a month	Twice a month	Three times a month	Four times a month
1	2	3	4

Table 7 Preferred Products

Preferred Products				
Meet (Beef, Chicken, Pork)	Fish	Vegetables	Fruits	Dairy
1	2	3	4	5

Percentage frequency

The percentage for age, sex, purchase frequency and preferred products were analysed/calculated by dividing the amount of categories through the overall number of participants. This provided the percentage for each group (Collis and Hussey, 2014).

3.7 Conclusion

The chapter was supposed to show why mentioned designs, strategies and different approaches were considered as most useful for the dissertation's research objectives. As stated in the chapter, the author followed a positivism philosophy which was supported with an analytical and descriptive approach. These approaches tend to provide statistical outcomes; therefore a survey strategy was chosen to collect the primary data, which was gathered at FMs in Dublin. The research frame for the data collection were determined with the cluster sampling. The evaluation of the data was done with the multiple regression, Pearson correlation and percentage frequency.

4. Presentation and Discussion of the findings

4.1. Overview

This chapter shows the process of how the primary data was analysed. The data collection was done by approaching farmer's market shoppers (FM-Shoppers) at farmer's markets (FM) and complete a series of questionnaires with them together. These questionnaires were created based on the research objectives of the dissertation to provide data which was supposed to give valuable insight about the FM-Shoppers in Dublin. Due to the COVID-19 outbreak, the author changed from a face-to-face to an online questionnaire to continue the data collection to get a representable sample size of the population. The data was used to provide a more recent consumer information of FM-Shoppers in Dublin, followed by the Pearson correlation and the outcome of the multiple regression.

4.2. Findings

As mentioned in the previous paragraph, the results were presented in the following order:

- Consumer information
- If there is a correlation between FM-Shopper's attitude, willingness to pay, purchase frequency and consumer loyalty (Pearson correlation)
- Predicting the strongest variance between beliefs and FM-Shoppers attitude (multiple regression)

4.2.1. Consumer information

Table 8 Consumer profile of farmer's market shopper in Dublin

Overall descriptive data consumer profile of farmer's market shopper in Dublin			
Factors	**Factor Grouping**	**Frequency**	**Percentage**
Age Group	18-20 years	2	1.3%
	21-29 years	36	23.5%
	30-39 years	40	26.1%
	40-49 years	32	20.9%
	50-59 years	28	18.3%
	60-69 years	10	6.5%
	70-+70 years	5	3.3%
Sex	Male	64	41.8%
	Female	89	58.2%
Purchase Frequency	Once a month	33	21.6%
	Twice a month	31	20.3%
	Three times a month	19	12.4%
	Four times a month	70	45.6%
Preferred Products	Meat (Beef, Chicken, Pork)	64	15.5%
	Fish	30	7.3%
	Vegetables	135	32.8%
	Fruits	124	30.1%
	Dairy	59	14.3%

.

One of the research objectives of the dissertation was to provide more recent consumer information about the FM-Shoppers in Dublin. Based on studies in the early 2000s in the UK and Ireland the average FM-Shopper were female and in their 50's-60's, more recent studies have indicated that the FM-Shoppers have become younger and both sexes are consuming organic food (OF) on a regular base (Wolf *et al.*, 2005; Carey *et al.*, 2011; Kranjac *et al.*, 2017). Based on the study of Lyon *et al.* (2009), the dissertation compared the purchase frequency and preferred products against a sample of Scottish FM-Shoppers.

Age group

The outcome of the age group was that the largest amount of participants were in their 30's (26.1%). However, people in their 20s (23.5%) and 40's (20.9%) were the second and third largest groups; this indicated that the age range was between 20's-40's and the trend of consumers getting younger was observable in the Dublin area too.

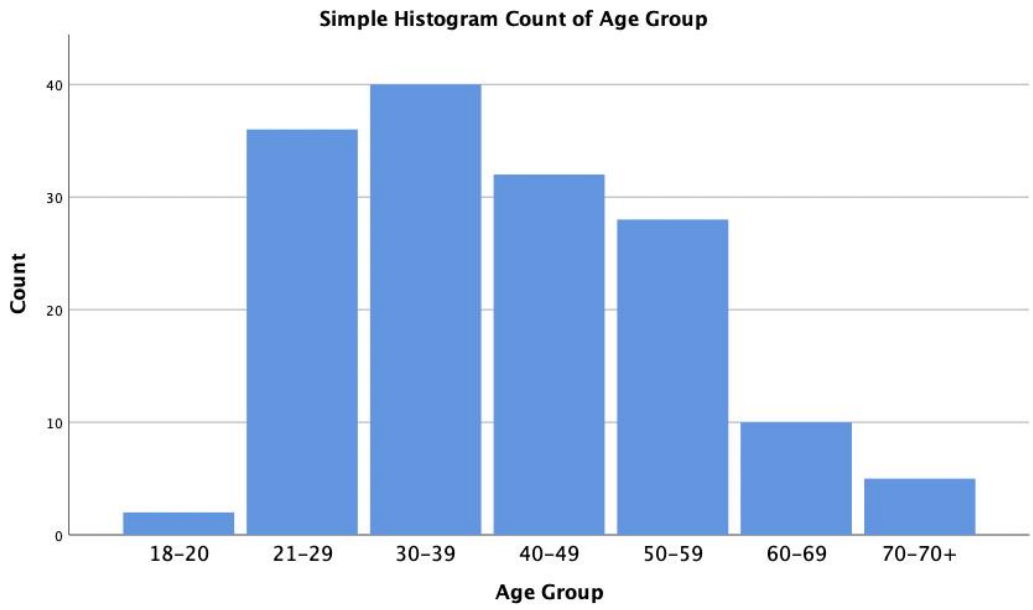

Figure 14 Bar-chart of FM-Shoppers age groups

The collected data indicated that the largest amount of the participants were in their 20's-40's.

Sex

Table 9 Sex of FM-Shoppers

Sex	Count	Percentage
Female	89	58.2%
Male	64	41.8%

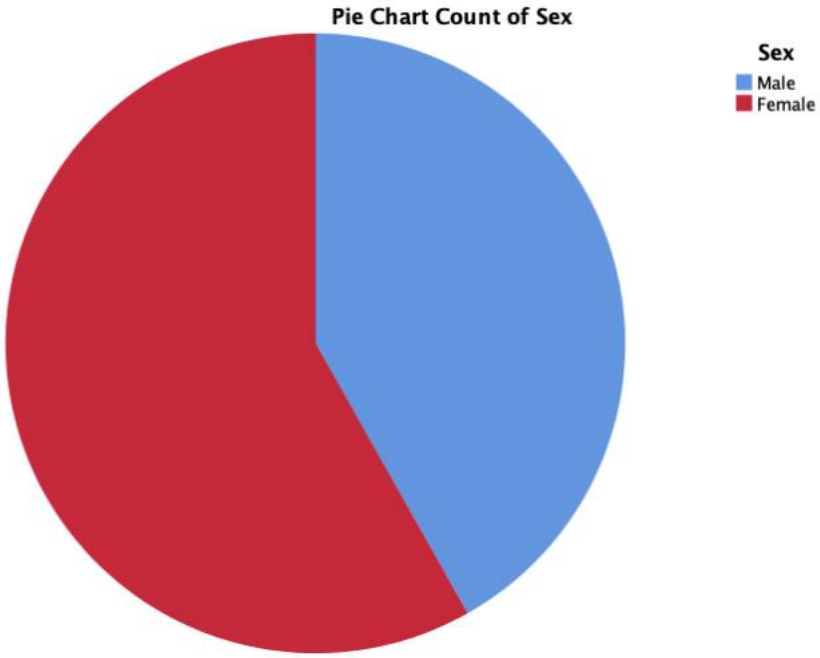

Figure 15 Pie chart sex

The data indicated that the majority of FM-Shoppers were still women (58.2%), but the numbers of men were still growing (41.8%). The data showed the same picture as in previous studies, the majority of the shoppers were female, but the numbers of men kept growing (Wolf *et al.*, 2005; Hempel and Hamm, 2016; Kranjac *et al.*, 2017).

Purchase frequency

Table 10 Purchase Frequency of FM-Shoppers

Purchase Frequency	Once a month	33	21.6%
	Twice a month	31	20.3%
	Three times a month	19	12.4%
	Four times a month	70	45.6%

The purchase frequency showed how often FM-Shoppers went to the FMs to buy OF. The collected data indicated that 45.6% of the participants shopped at FMs four times a month, followed by once a month 21.6%. Three times a month had the lowest percentage of the four purchase frequency groups.

Preferred products

Table 11 Preferred Products of FM-Shoppers

Preferred Products	Meat (Beef, Chicken, Pork)	64	15.5%
	Fish	30	7.3%
	Vegetables	135	32.8%
	Fruits	124	30.1%
	Dairy	59	14.3%

The most preferred products of FM-Shoppers were vegetables and fruits, only 7.3% of participants bought fish, which was the smallest percentage-group overall. The data allowed to get a more detailed view about different aspects. Table 12 shows how often each age group went to the FM.

Table 12 Percentage of age group by Purchase Frequency

Percentage of age group by purchase frequency				
Purchase frequency		**Age group**	**Count**	**Frequency**
	Once a month	**18-20 years**	1	3.0%
		21-29 years	5	15.2%
		30-39 years	9	27.3%
		40-49 years	7	21.2%
		50-59 years	8	24.2%
		60-69 years	1	3.0%
		70-+70 years	2	6.1%
	Twice a month	**18-20 years**	0	0.0%
		21-29 years	6	19.4%
		30-39 years	8	25.8%
		40-49 years	8	25.8%
		50-59 years	4	12.9%
		60-69 years	5	16.1%
		70-+70 years	0	0.0%
	Three times a month	**18-20 years**	0	0.0%
		21-29 years	3	15.8%
		30-39 years	4	21.1%
		40-49 years	5	26.3%
		50-59 years	4	21.1%
		60-69 years	1	5.3%
		70-+70 years	2	10.5%
	Four times a month	**18-20 years**	1	1.4%
		21-29 years	22	31.4%
		30-39 years	19	27.1%
		40-49 years	12	17.1%
		50-59 years	12	17.1%
		60-69 years	3	4.3%
		70-+70 years	1	1.4%

The outcome of table 12 shows that the age group of 30-39 was the strongest age group which went once and twice a month to shop at FMs. The group with the highest percentage for the purchase frequency of three times a month was the age group of 40-49, followed by the age groups of 30-39 and 50-59. Surprisingly the four times a month group was led by the 21-29 age group followed by 30-39, 40-49 and 50-59. Twice a month was the only frequency which was evenly distributed between the age groups of 21-29-60-69.

Table 13 Percentage of sex by Purchase Frequency

Percentage of gender by purchase frequency					
				Count	**Frequency**
Purchase Frequency	**Once a month**	**Sex**	**Male**	16	48.5%
			Female	17	51.5%
	Twice a month	**Sex**	**Male**	15	48.4%
			Female	16	51.6%
	Three times a month	**Sex**	**Male**	7	36.8%
			Female	12	63.2%
	Four times a month	**Sex**	**Male**	26	37.1%
			Female	44	62.9%

Table 13 shows that females were the majority for every purchase frequency group, but the discrepancy between females and males was the biggest between three and four times a month.

Table 14 Preferred products based by age group

Preferred products by on gender					
Age Group	18-20 years	Preferred Products	Chicken, Beef, Pork	Count	Frequency
			Fish	0	0.0%
			Vegetables	1	50.0%
			Fruits	1	50.0%
			Dairy	0	0.0%
	21-29 years		Chicken, Beef, Pork	6	16.7%
			Fish	4	11.1%
			Vegetables	10	27.8%
			Fruits	9	25.0%
			Dairy	7	19.4%
	30-39 years		Chicken, Beef, Pork	9	22.5%
			Fish	2	5.0%
			Vegetables	15	37.5%
			Fruits	7	17.5%
			Dairy	7	17.5%
	40-49 years		Chicken, Beef, Pork	4	12.5%
			Fish	2	6.3%
			Vegetables	11	34.4%
			Fruits	11	34.4%
			Dairy	4	12.5%
	50-59 years		Chicken, Beef, Pork	5	17.9%
			Fish	2	7.1%
			Vegetables	8	28.6%
			Fruits	11	39.3%
			Dairy	2	7.1%
	60-69 years		Chicken, Beef, Pork	1	10.0%
			Fish	0	0.0%
			Vegetables	4	40.0%
			Fruits	4	40.0%
			Dairy	1	10.0%
	70-+70 years		Chicken, Beef, Pork	2	40.0%
			Fish	0	0.0%
			Vegetables	0	0.0%
			Fruits	2	40.0%
			Dairy	1	20.0%

Table 14 shows each age group's preferred products; almost every group had vegetables and fruits as their preferred products; only the age group of 70-70+ showed a different picture. Their preferred products were meat and fruits, but the result was not very reliable because of the small amount of the participants in the age group of 70-70+. Another exception was the age group of 30-39, where dairy and meat were very popular.

Table 15 Preferred products by sex

Preferred products by on gender					
Sex	Male	Preferred Products	Chicken, Beef, Pork	Count	Frequency
				14	21.9%
			Fish	5	7.8%
			Vegetables	16	25.0%
			Fruits	18	28.1%
			Dairy	11	17.2%
	Female		Chicken, Beef, Pork	13	14.6%
			Fish	5	5.6%
			Vegetables	33	37.1%
			Fruits	27	30.3%
			Dairy	11	12.4%

By looking at table 15 for preferred products based on the sex, a different picture regarding the preference was observable. Men bought more fruits; in contrast women bought more vegetables. Another aspect gained through the table was that men bought in a wider variety than women, because women focused more on fruits and vegetables.

4.2.2. Measuring if there is a significant correlation between farmer's market shopper 's attitude and willingness to pay, purchase frequency and consumer loyalty

As already mentioned, the focus was on establishing if there is a correlation between FM-Shopper's attitude and the willingness to pay, purchase frequency and consumer loyalty. To do so, the author used the Pearson correlation, which allowed the author to determine the direction of the linear relationship between two continuous variables (Pearson-Correlation, 2020).

Assumption 1-2

The first two assumptions were met, because the data needed to be on a continuous scale, this was achieved because the variables were measured with the Likert scale (1-5), which supported the aspect that the paired variables needed to be continuous (attitude-willingness to pay; attitude-purchase frequency; attitude-consumer loyalty) (Stephanie, 2015; Pearson-Correlation, 2020)

Assumption 3

It was essential to establish that all variables had a linear relationship with the attitude; this was done by using graphs (Pearson-Correlation, 2020). After analysing the graphs, the assumption was met, and all variables had a linear relationship. See Appendix E.

Assumption 4

The next step was to determine if the data had any outlier. The outliers were found by analysing the graphs. The author observed three outliers which were removed (Pearson-Correlation, 2020). After removing three data sets, no visible outliers were found, and the assumption was met. See Appendix E.

Assumption 5

The next step was to make sure that the data fulfilled the assumption of normality (Pearson-Correlation, 2020).

Table 16 Test for normality

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Attitude	.402	150	.000	.662	150	.000
Willigness To Pay	.245	150	.000	.819	150	.000
Purchase Frequency	.244	150	.000	.808	150	.000
Loyalty	.251	150	.000	.822	150	.000

a. Lilliefors Significance Correction

The test showed that the data were abnormally distributed because the sig-value was below 0.05. This means the assumption of a normal distribution is violated, but studies had stated when a sample size of 30-40 was given, then the normality was less likely to be violated. The test had a sample size of 150 participants which signalled that the normality was less likely to be violated (Ghasemi and Zahediasl, 2012; Julie, 2013).

Outcome of the analysis

Table 17 Mean, standard deviation & Pearson correlation

Mean, Standard deviation & Pearson Correlation

	Mean	SD	1	2	3	4
1.Attitude	**4.58**	**0.627**	**-**			
2.Willingness to pay	**3.99**	**1.087**	**0.297****	**-**		
3.Purchase Frequency Attitude	**4.09**	**0.948**	**0.197****	**0.464****	**-**	
4.Consumer Loyalty	**4.10**	**0.939**	**0.334****	**0.429****	**0.571****	**-**

*=p<0.05
**=p<0.01
SD= Standard Deviation

Table 17 indicates that all variables were significantly correlated with each other, and their correlation was positive, all their sig/p-values were below 0.05 (p-value≤0.05). This means if the attitude towards OF is going up all the other variables will follow. The result of the test rejected H0b, and accepted H1b, H2b and H3b.

4.2.3. Predicting the strongest positive/negative variance between beliefs and farmer's markets shoppers attitude

The author intended to establish the strongest belief for FM-Shoppers in Dublin; this was done with a multiple regression. The result of the analysis showed if the five stated beliefs predicted a positive/negative variance towards the attitude of the FM-Shoppers and which belief had the strongest variance on the attitude of FM-Shoppers. For doing a multiple regression, eight assumptions had to be met (Laerd-Multiple-Regression, 2019).

Assumption 1&2

The first two assumptions of the regression were that one dependent variable and several independent variables were required. The dependent variable was the attitude of the FM-Shoppers towards organic food (OF). The attitude (dependent variable) was measured on a continuous scale (1-5) by using the Likert-scale; the same was done for the independent variable. The dissertation had five independent variables (health benefit, environmental concern, animal treatment, higher quality of organic food and social impact) which were measured with the Likert-scale (Stephanie, 2015; Laerd-Multiple-Regression, 2019).

Assumption 3

The next step was to prove that the residuals/the errors in the regression were independent. This was essential, because when independent variables were not independent, then one residual could have predicted the other residuals and the independence of observation would not be met. It was important to do a Durbin-Watson test; the test shows if the observations/errors of the independent variables are independent.

Table 18 Durbin-Watson test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.666[a]	.444	.425	.603	2.090

a. Predictors: (Constant), Social Impact, Animal Treatment, Higher Quality, Health Benefit, Envrionmental Concern

b. Dependent Variable: Attitude

The outcome of the analysis showed a value of 2.093, which means there was no strong relationship between the residuals, because it was very close to two, therefore the variables were independent (Laerd-Multiple-Regression, 2019).

Assumption 4

A linear relationship was required between the dependent and independent variable, to check if there was a linear relationship between the variables the author used a scatter plots graph (Laerd-Multiple-Regression, 2019).

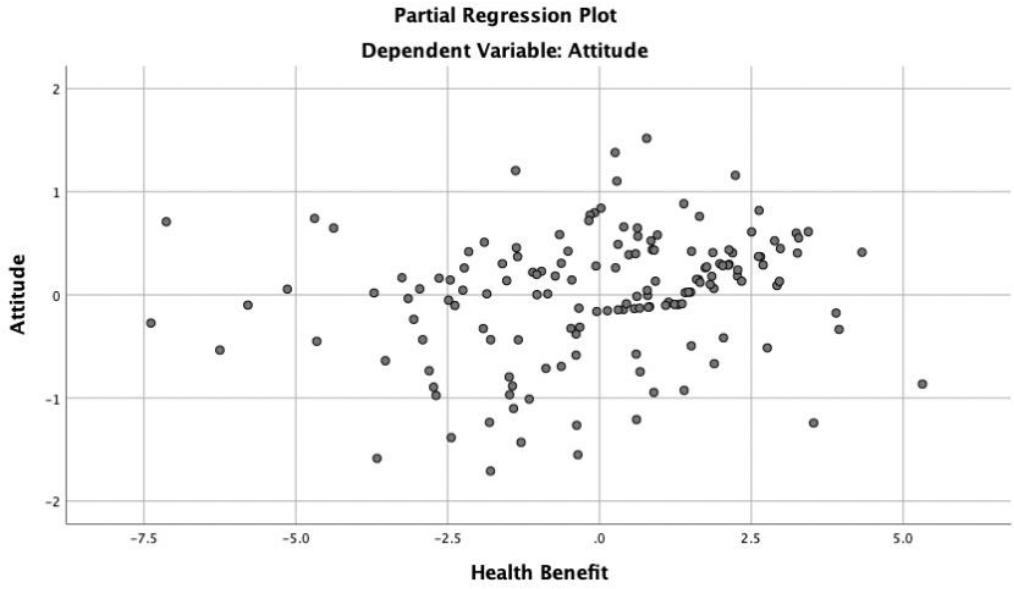

Figure 16 Attitude-Health Benefits Relationship

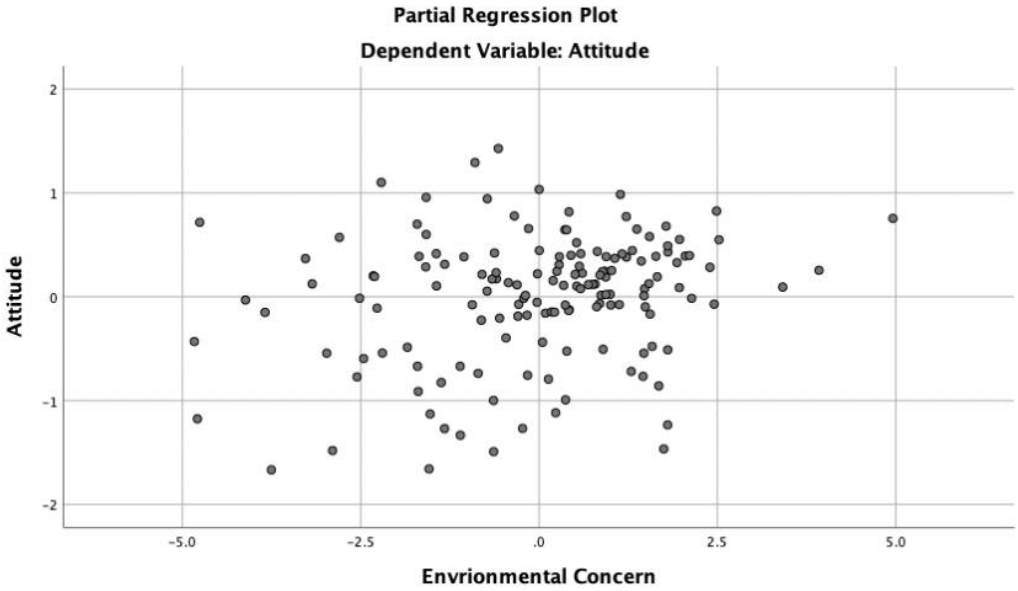

Figure 17 Attitude-Environmental Concerns Relationship

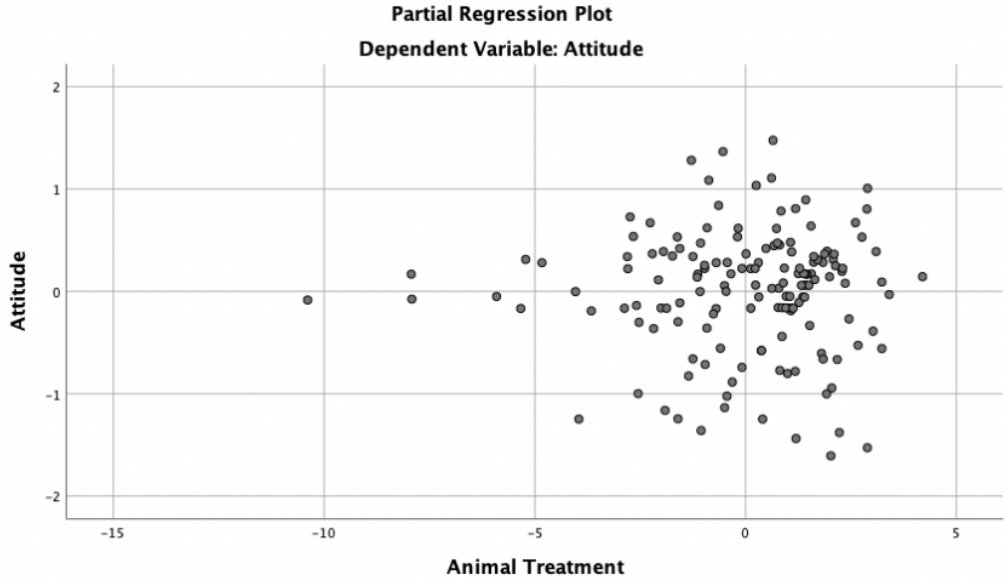

Figure 18 Attitude-Animal Treatment Relationship

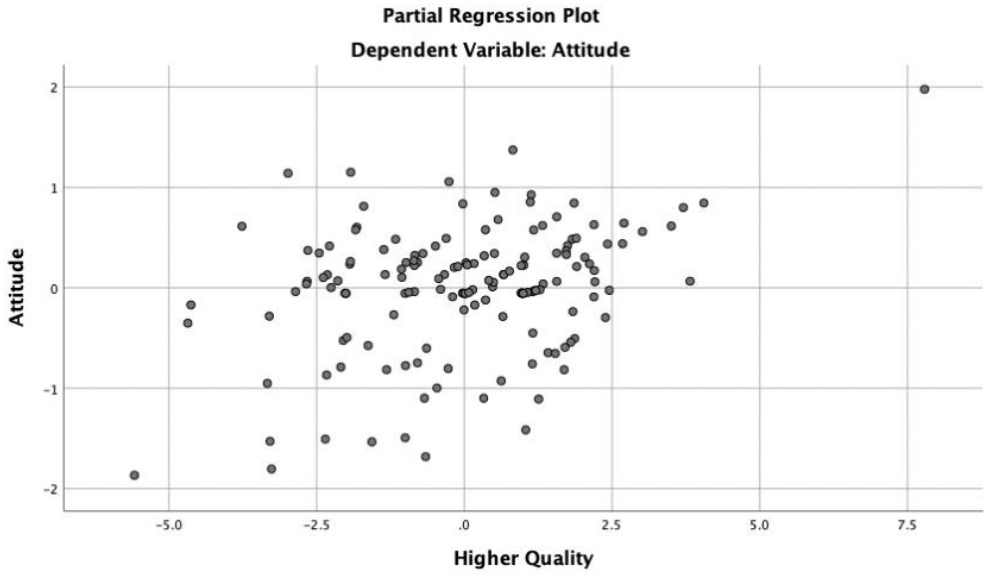

Figure 19 Attitude-Higher Quality of Organic Food Relationship

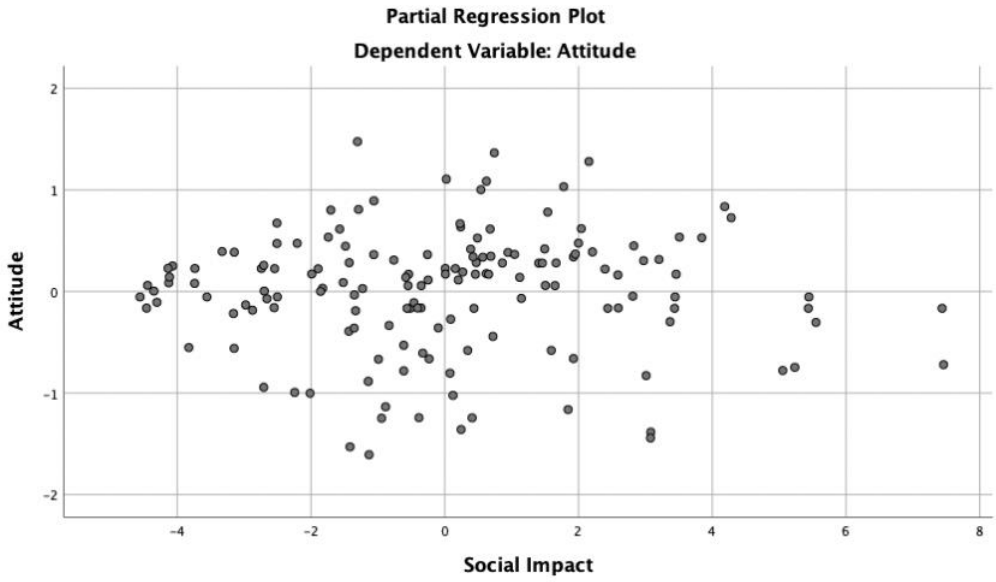

Figure 20 Attitude-Social Impact Relationship

All the graphs indicated that the relationship between the dependent and independent variables had a linear relationship, so the fourth assumption was met.

Assumptions 5

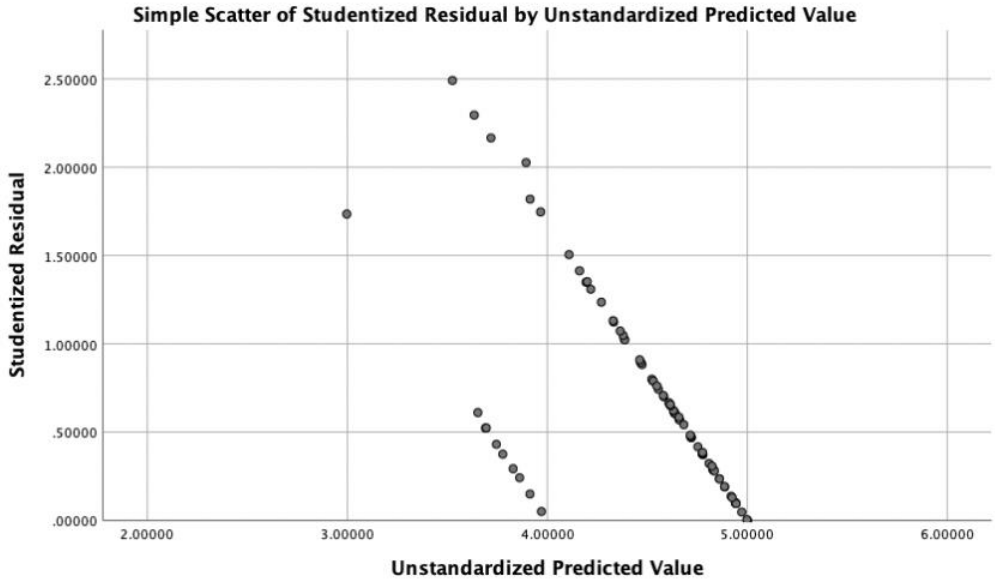

Figure 21 Test for homoscedasticity

The test for homoscedasticity was supposed to show if the variance of the errors were constant between all the values of the dependent variable. This was done by checking if the funnel along the graph becomes wider or slimmer (Laerd-Multiple-Regression, 2019). Examining figure 21 shows that the scatter plot did not change the shape of the funnel, which indicated that the errors were constant along the dependent variable.

Assumption 6

The assumption requires the independent variables to be correlated to a minimum, which means the avoidance of multicollinearity. This means the independent variables were not supposed to be correlated too strong with each other; everything above 0.7 is considered as too high (Laerd-Multiple-Regression, 2019). This can be tested by doing a Pearson correlation and analysing the tolerance.

Table 19 Mean, Std & Pearson correlation

Mean, Standard deviation & Pearson Correlation

	α	Mean	SD	1	2	3	4	5	6
1.Attitude	-	**4.51**	**0.796**	-					
2.Health Benefit	**0.9**	**11.98**	**2.994**	**0.532****	-				
3.Envrionmental Concern	**0.7**	**13.00**	**2.218**	**0.526****	**0.506****	-			
4.Animal Treatment	**0.9**	**12.44**	**2.600**	**0.313****	**0.380****	**0.448****	-		
5.Higher Quality	**0.7**	**12.12**	**2.517**	**0.599****	**0.581****	**0.537****	**0.360****	-	
6.Social Impact	**0.5**	**6.55**	**2.636**	**0.201***	**0.257****	**0.317****	**0.202***	**0.218****	-

*=p<0.05
**=p<0.01
α= Cronbach alpha
SD= Standard Deviation

The Pearson correlation showed that all variables were significantly correlated and the correlations were positive (Pearson-Correlation, 2020; Cronbach-Alpha-Laerd, 2020). Table 19 shows that none of the independent variables had a correlation above 0.7.

Table 20 Multicollinearity test for independent variables

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1,412	,324		4,353	,000		
	Health Benefit	,056	,021	,210	2,625	,010	,591	1,691
	Envrionmental Concern	,082	,029	,229	2,837	,005	,582	1,717
	Animal Treatment	,001	,022	,004	,052	,959	,761	1,315
	Higher Quality	,112	,026	,354	4,373	,000	,579	1,728
	Social Impact	-,001	,020	-,003	-,045	,964	,885	1,130

a. Dependent Variable: Attitude

The analysation of the tolerance-values showed that the independent variables did not have a problem with collinearity, because the tolerances values were above 0.1 (Hair et al., 2014 as cited in Laerd-Multiple-Regression, 2019). Based on the results the independent variables did not suffer from multicollinearity.

Assumption 7

Table 21 Outliers of the collected data

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,24	5,17	4,51	,530	153
Std. Predicted Value	-4,275	1,240	,000	1,000	153
Standard Error of Predicted Value	,059	,257	,114	,037	153
Adjusted Predicted Value	2,45	5,17	4,51	,520	153
Residual	-1,609	1,475	,000	,593	153
Std. Residual	-2,666	2,444	,000	,983	153
Stud. Residual	-2,699	2,491	-,002	1,008	153
Deleted Residual	-1,648	1,532	-,002	,624	153
Stud. Deleted Residual	-2,759	2,537	-,003	1,017	153
Mahal. Distance	,478	26,503	4,967	4,443	153
Cook's Distance	,000	,154	,009	,025	153
Centered Leverage Value	,003	,174	,033	,029	153

a. Dependent Variable: Attitude

The next step was to decide if the data includes any outliers. Therefore, it was essential to take a look at the deleted studentized residuals, centered leverage values and cook's distances. The data of the deleted studentized residuals were supposed to be between -3-+3, the range was between -2,759–+2,537 which was acceptable (Field, 2016; Laerd-Multiple-Regression, 2019).

The cook's distances were supposed to be below 1; this was met because the value was between 0,00-0,154 (Stephanie, 2016; Dhakal, 2017).

The centered leverage value needed to be in the range of 0-0,2; the value was in the range of 0,003-0,174, which was acceptable (Rahman *et al.*, 2012). Because there were not any outliers, SPSS did not create a case diagnostic table, which indicates that the data did not have any outliers (Laerd-Multiple-Regression, 2019).

Assumption 8

The last assumption which needed to be checked was that the residual errors had a normal distribution. This was done by creating a histogram and a normal P-P plot.

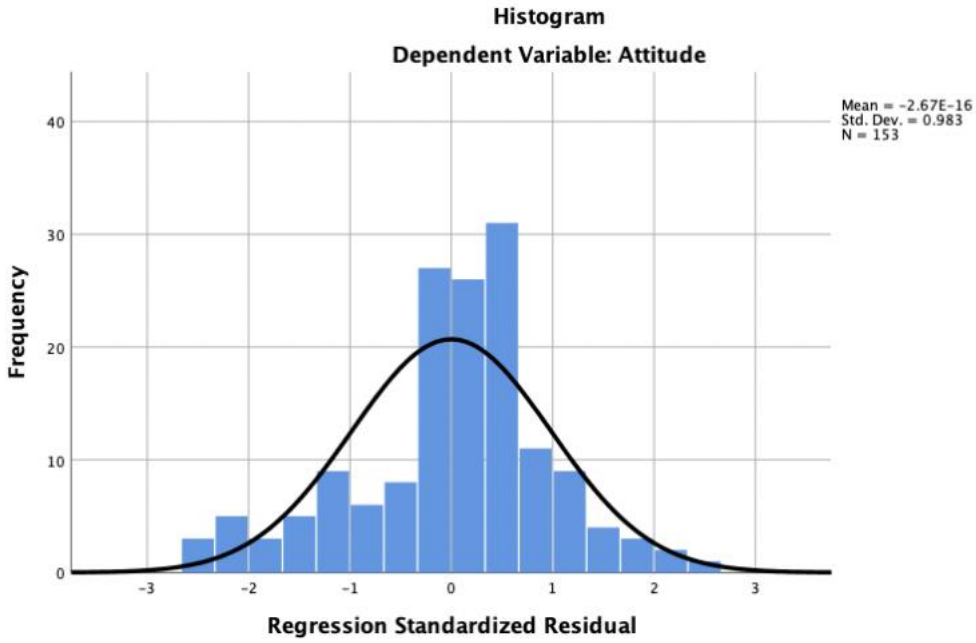

Figure 22 Histogram

The histogram and the normal P-P plot indicated that the data had normally distributed residuals. The histogram showed that the standardised residuals were approximately normally distributed, a more accurate outcome was provided by the normal P-P plot (Laerd-Multiple-Regression, 2019). The residuals need to be aligned along the diagonal line for normal distribution, the residuals are never perfectly aligned along the diagonal line. Still, they need to be at least close, which was the case of the collected data, which indicates that the residuals errors are normally distributed (Laerd-Multiple-Regression, 2019).

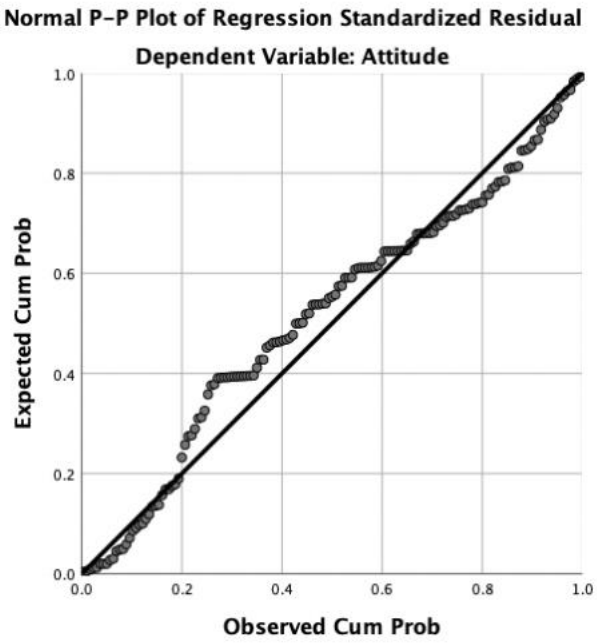

Figure 23 Normal P-P Plot

All eight assumptions were met and allowed the author to use the data to predict which belief had the most definite impact on the attitude of FM-Shoppers towards OF.

4.2.3.1. Outcome of Linear Multiple Regression

The first step was to establish if the data was suitable for the multiple regression, this was done by explaining the percentage of variance, statistical significance of the model and the precision of the model (Laerd-Multiple-Regression, 2019).

Percentage of variance

Table 22 Model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.666[a]	.444	.425	.603

a. Predictors: (Constant), Social Impact, Animal Treatment, Higher Quality, Health Benefit, Envrionmental Concern

The focus on that model should be on R, R-Square and adjusted R-Square;

R: Measures the strength of the linear relationship between predictors/independent variables and dependent variable. The outcome of 0.666 indicated that there was a strong

level of linear association between the independent variables and dependent variable (Cleophas and Zwinderman, 2018; Laerd-Multiple-Regression, 2019).

R-Square: The meaning of R-Square is the representation of the proportion of variance in the dependent variable, which can be explained by the independent variables (Laerd-Multiple-Regression, 2019). In the case of the dissertation, the R-Square was 0.444. This indicates that the independent variables explained 44.4% of the variance of the dependent variable.

Adjusted R-Square: After the correction of the positive bias, this percentage indicated that the independent variables explained 42.5% of the variance of the dependent variable (Laerd-Multiple-Regression, 2019).

This means that with a 44.4% certain the dependent variable predicted the independent variables, this indicated that the outcome of the study had a large effect size, R-square was more prominent than 0.35, this meant a relatively high level of certainty that other researchers would have a familiar outcome (NCSS, 2020).

Statistical significance of the model

The ANOVA was used to determine the significance of the model. The purpose of the ANOVA was to see if the dependent variable was a much better predictor in the suggested model as just using the mean of the dependent variable (Laerd-Multiple-Regression, 2019).

Table 23 ANOVA test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.733	5	8.547	23.482	.000[b]
	Residual	53.502	147	.364		
	Total	96.235	152			

a. Dependent Variable: Attitude

b. Predictors: (Constant), Social Impact, Animal Treatment, Higher Quality, Health Benefit, Envrionmental Concern

The ANOVA test displayed that the model was statistically significant (p-value≤0,05) (Laerd-Multiple-Regression, 2019b). This can be seen in the test F(5,147)=23,482, p≤0,0005

The outcome of the ANOVA test showed that the independent variables significantly predicted the attitude of FM-Shoppers towards OF.

Evaluating the prediction

Table 24 Summary of the multiple regression analysis

Summary of the Multiple Regression Analysis

Variables	B	SEb	β	p-/sig-value
Interact	1.412	0.324		0.0005
Health Benefit	0.056	0.021	0.210	0.010
Environment Concern	0.082	0.029	0.229	0.005
Animal Treatment	0.001	0.022	0.004	0.959
Higher Quality	0.112	0.026	0.354	0.0005
Social Impact	-0.001	0.020	-0.003	0.964

Note: B= unstandardized regression coefficient; SEb=Standard error of the coefficient; β =standardized coefficient

Based on the previously gained information through the model summary and ANOVA test, the author was able to assume that the model and the collected data could be used for the dissertation. Table 24 shows the summary of the multiple regression and contains the information to answer the research objective, which belief predicted the most essential impact on the attitude of FM-Shoppers towards OF.

First of all, it was important to take a look at the β-value, this value indicated if the independent variable predicted a positive or negative variance. The result of the regression showed that health benefit (HB), environmental concern (EC), animal treatment (AT), higher quality of organic food (HQ) predicted a positive variance on the attitude of FM-Shoppers. Social impact (SI) was the only belief which predicted a negative variance; this means if the attitude of the shoppers would go up than the social impact would go down and vice versa.

The next important step was to see if the predictions were statistically significant; this was done by looking at the sig-value/p-value. If the p-value was below 0.05 (p-value≤0.05) the prediction was statistically substantial, table 24 shows that the predicted impact for AT and SI were not statistically significant (p-value of 0.985 for AT and a p-value of 0.956 for SI). Therefore the hypotheses H3a and H5a got rejected. The independent variables HB, EC and HQ did have a p-value below 0.05, which indicated that the predicted variance between these beliefs and attitude of FM-Shoppers was statistically significant. The prediction of the strongest belief came down to the three beliefs HB, EC and HQ, to determine the strongest belief the author rechecked the β-value. The belief with the highest β-value was the most important predictor for the attitude

for FM-Shoppers towards OF in Dublin. HB's β-value was 0.210, EC's β-value was 0.229 and HQ's β-value was 0.354.

Based on this outcome it was statistically safe to say that the higher quality of organic food was the strongest predictor for the attitude of FM-Shoppers, because the belief had the highest β-value and was statistically significant, H4a was accepted and H0a, H1a and H2a were rejected.

4.3 Discussion & Conclusion

Recent consumer information

The collected data shows that a large number of FM-Shoppers are in their 20s-40s, which supports the findings of the studies which stated that consumers were becoming younger (Hempel and Hamm, 2016; Kranjac *et al.*, 2017). Regarding the sex of the shoppers, there is no significant change, the majority of the shoppers are still women (58.2% of all shoppers) and supports previous findings (Moore, 2006; Lyon *et al.*, 2009; Wolf *et al.*, 2005; Carey *et al.*, 2011). The numbers state that more men started to shop at FMs and compared to previous studies the percentage has continued to increase (Wolf *et al.*, 2005; Hempel and Hamm, 2016b; Kranjac *et al.*, 2017).

Regarding the purchase frequency the data of FM-Shoppers in Dublin shows similarity to the study of Lyon *et al.* (2009). Lyon *et al.* (2009) and the dissertation stated that the majority of FM-Shoppers go four times a month to the FMs. The dissertation added that females are in all the purchase groups the majority, regarding the age, participants in their 20s were the largest participant group of the four times a month shopper.

For the preferred products, Lyon *et al.* (2009) showed a different picture, the majority were consuming meat. The dissertation shows that FM-Shoppers in Dublin mainly buy fruits and vegetables, which goes along with the findings of Moore (2006) and Wolf *et al.* (2005), additionally the data shows that men purchase in a wider product variety than women. Almost all age groups are mainly buying vegetables and fruits only shoppers in their 30's and 70's were valuing meat products and vegetables, which is similar to the findings of Lyon *et al.* (2009).

The gathered consumer information of the FM-Shoppers in Dublin is supposed to help FM-Operators to better promote their products, through knowing the primary age and sex

group of the shoppers, what their favourite products are and how often they go to the FMs.

Correlation between attitude and variables

The dissertation attempts to establish if the variables willingness to pay, purchase frequency and consumer loyalty correlate with the attitude and to see which direction the correlation goes. To do so, the author uses the Pearson correlation, the correlation determines if the two variables go up together or going in different directions (Pearson-Correlation, 2020). The Attitude was selected because several studies have stated that strong beliefs lead to a positive attitude, which stimulates declared variables. Previous studies have just analysed which belief affects these variables, the intention of the study is to see if the attitude correlates with the variables, and which direction do they go. The outcome of the research indicates that all variables have a statistically significant positive correlation, all p-values are below 0.05. Previous studies have suggested that purchase frequency, willingness to pay and consumer loyalty of OF-Consumers were influenced by the combination of beliefs and attitude, the outcome of the analysation empirically supports the aspects that the attitude towards OF is an element which stimulates the variables (Williams and Hammitt, 2000; Gifford and Bernard, 2006; Liu-Thompkins and Tam, 2013). The study shows that all variables are correlated with attitude, this means when the attitude of the consumers is going up, all variables are going up too. The mean for attitude of the FM-Shoppers is 4.58, which indicates that FM-Shoppers do have a relatively positive attitude towards OF, this leads to FM-Shoppers becoming more willing to pay for OF, it impacts their purchase frequency and increases their consumer loyalty towards OF.

Table 25 Hypotheses strongest correlation between attitude and variables

H0b	Rejected
H1b	Accepted
H2b	Accepted
H3b	Accepted

The belief that most strongly predicts the attitude of FM-Shoppers towards organic food

The collected data is analysed with a multiple regression to predict the strongest belief of the FM-Shoppers in Dublin, by predicting the variance between the attitude towards OF of FM-Shoppers and the tested beliefs. The outcome of the analysis is that H4a can be

accepted, higher quality of organic food predicts the strongest positive variance towards the attitude of FM-Shoppers for OF, which is statistically significant, which means that FM-Shopper in Dublin value this aspect the most, because it positively affects the attitude of FM-Shoppers towards OF.

The five tested beliefs are health benefit, environmental concern, animal treatment, higher quality of organic food and social impact. Health benefit and environmental concern are beliefs which have been already tested in different studies, in these studies the beliefs were able to create a positive relationship towards the attitude of OF (Marangoz *et al.*, 2014; Çabuk *et al.*, 2014). The same picture is shown in the dissertation; both beliefs predict a positive variance towards the attitude of OF for FM-Shoppers. Also, new beliefs are tested one of them is animal treatment. Animal treatment was analysed in previous studies through the belief of ethical self-identity, the belief consisted out of three aspects fair trade, environment and animal treatment (Michaelidou and Hassan, 2008). In the study of Marangoz *et al.* (2014) where ethical self-identity was analysed without the animal aspect did generate a different outcome as in the study of Michaelidou and Hassan, (2008), this might indicate that animal treatment is an important aspect/belief for OF-Consumers. Another aspect of ethical self-identiy is environment, the study of Çabuk *et al.* (2014) has proven that environment predicts a positive variance towards the attitude of OF. Bothe aspects/beliefs seemed to be essential for of the ethical self-identity belief, therefore both aspects/beliefs are analysed as separately to see the exact weighting of each belief, the outcome of the analysis indicates that the participants care more about environmental concern than about animal treatment. Environmental concern had the bigger β-value compared to animal treatment (0.01 vs 0.225). The prediction of environmental concern is significant, which the prediction for animal treatment is not. By proving that environmental concern is significantly, the dissertation provides a similar result as the study of Çabuk *et al.* (2014) did. Another new belief is higher quality of organic food, in previous studies was stated that people value the food safety belief/aspect of OF, which created a positive variance towards the attitude of OF (Michaelidou and Hassan, 2008). Additional studies have stated that food safety is associated with the belief of the higher quality of organic food, the same for taste and freshness, they were associated with a positive attitude towards OF (Williams and Hammitt, 2000; Trobe, 2001; Gifford and Bernard, 2006; Howard and Allen, 2010; Aschemann-Witzel and Niebuhr Aagaard, 2014). The combination of all the aspects food safety, taste and freshness created the belief higher quality of organic food, which predicts the strongest

variance for the attitude of the FM-Shoppers towards OF. Pino *et al.* (2012) stated that only occasional OF-Consumers had a significant relationship with food safety, the outcome of the dissertation shows a different picture, because FM-Shoppers can be considered as a regular OF-Consumers and they value the belief higher quality of organic food, which includes the food safety aspect.

Another novel aspect of the study is to predict the variance for social impact on the attitude of FM-Shoppers, the study of Basha *et al.* (2015) stated that the belief of social norms had a significant relationship towards the purchase intention. The belief of social impact (social belonging, social exclusion and social groups) has a negative variance, which is not statistically significant. Higher quality of organic food predicts the strongest variance for the attitude of FM-Shoppers towards OF, health benefits and environmental concern predict a statistically significant positive variance towards the attitude too. Animal treatment has a positive variance which is not statically significant the same for the negative variance for social impact. The aspect of FM-Shoppers as participants does not provide a different outcome regarding the prediction of the variance. Health benefit, environmental concern and higher quality of organic food (food safety) predicted in previous studies a positive variance. The prediction of higher quality of organic food with the strongest variance, might have to do something of the aspects of taste and freshness, which are added to the food safety aspect and have not been analysed before. Knowing which beliefs predict a positive impact on the attitude of FM-Shoppers towards OF, helps FMs to better promote their products by attracting and keeping new and existing customers.

Table 26 Hypotheses for strongest beliefs of FM-Shoppers

H0a	Rejected
H1a	Rejected
H2a	Rejected
H3a	Rejected
H4a	Accepted
H5a	Rejected

Power

The power of the multiple regression is 95%, this means if there is a difference to the null hypotheses the author could rejected the null hypotheses with a 95% certainty (Wilson Van Voorhis and Morgan, 2007).

Effect size

The effect size of the multiple regression is 44.4%, which indicates a large effect size, which means that it is very likely that other researcher will find the same outcome (Cleophas and Zwinderman, 2018; NCSS, 2020).

Validity

The validity is measured and evaluated by face, content and construct validity. Face validity and content validity are met, because the beliefs and selected questions for the questionnaires were considered by previous participants and authors/experts as valuable measures (Connell *et al.*, 2018; Morrison, 2019). Proofing the aspect of construct validity is done through the Pearson correlation. The element of construct validity is met, because all independent variables and dependent variable, are statistically significantly correlated with each other (Tüzün *et al.*, 2005; Construct-Validity, 2020).

Reliability

The author uses the Cronbach alpha for the independent variables to determine their level of internal consistency, almost all beliefs have an acceptable level of internal consistency (≥ 0.7), only social impact has an internal consistency level of ≤ 0.7 (0.536). Social impact was kept because it was a significant aspect of the study and was addressed as a weakness (Cronbach-Alpha-Laerd, 2020).

Generalization

The outcome of the dissertations can be generalised to the FM-Shoppers in the Dublin area, due to the sample size of 153, which is a margin of error of 8%, which is still acceptable for a survey research (Margin-of-Error, 2020).

5. Concluding thoughts on the contribution of the research

5.1. Implications and findings for the research objectives

As aforementioned in the discussion and conclusion, FM-Shoppers in Dublin have become younger. Compared to previous studies, a shift can be identified from a 50s-60s year old age demographic to consumers in their 20s-40s (Moore, 2006; Lyon *et al.,* 2009; Carey *et al.*, 2011). Regarding the sex of FM-Shoppers, women remained the primary consumers of FM produce. However, the number of men continues to rise.

The purchase frequency was very similar to the study of Lyon *et al.* (2009), the dissertation stated that the largest participant group went four times a month to the FMs. It was stated that women formed the majority of the four times a month FM-shopper. Regarding the age, participants in their 20's were the largest participant group of the four times a month FM-shopper. For the preferred products of FM-Shoppers, the majority of the shoppers purchased fruits and vegetables. This is not similar to the findings of Lyon *et al.* (2009), which stated that FM-shoppers preferred meat. However, the outcome is similar to Wolf *et al.* (2005) and Moore (2006). In this study, the data indicated that men purchase a higher product variety, whereas women prefer to purchase fruits and vegetables. Regarding the age, almost all age groups preferred to purchase fruits and vegetables. Only the participants in their 30's and 70's had a similar finding to the study of Lyon *et al.* (2009), which stated that FM-shoppers prefer to buy meat products and vegetables. This knowledge helps FM operators to better promote their products by knowing which age groups and sexes prefer to go to FM, the frequency at which they go and what they purchase.

The dissertation has stated that higher quality of organic food predicts the strongest variance towards the attitude of organic food (OF) for FM-Shoppers. Health benefits and environmental predicted a statistically significant positive variance. This indicated that FM-Shoppers in Dublin value health benefits, less environmental impact and the higher quality of organic food, these findings go along with the outcome of previous findings (Michaelidou and Hassan, 2008; Pino *et al.,* 2012; Marangoz *et al.*, 2014). Furthermore, the weighting between environment and animal treatment was investigated. As already

stated, they were part of the belief ethical self-identity, which showed different outcomes when the animal aspect was and was not included (Michaelidou and Hassan, 2008a; Marangoz *et al.*, 2014). The outcome showed that people value most the environmental belief than that of animal treatment belief. Social impact was the only belief with a negative variance, which was not statistically significant. The different participant group did not show a different outcome and stated a familiar picture, by valuing familiar beliefs.

Additionally, willingness to pay, purchase frequency and consumer loyalty had a positive correlation with the attitude which was statistically significant, which supports the findings of previous studies which stated that attitude is an element which influence willingness to pay, purchase frequency and consumer loyalty (Gifford and Bernard, 2006; Peterson and Li, 2011; Liu-Thompkins and Tam, 2013). The variable attitude was selected because a strong belief triggers/stimulates the attitude, this combination of beliefs and attitudes stimulate willingness to pay, purchase frequency and consumer loyalty too. This process is very similar to the one of building a purchase decision, in which attitudes play a very important role. Furthermore, no empirical study attempted to see if the variables correlate with the attitude only if beliefs affect the variables. The outcome empirically supports the statement that attitude is one of the elements that affect the variables (Williams and Hammitt, 2000; Zepeda and Deal, 2009; Peterson and Li, 2011; Shafi and Madhavaiah, 2013; Liu-Thompkins and Tam, 2013). Knowing that the attitude towards OF has a positive correlation with the variables helps FM operator to provide a better service to their customers, as in knowing that their positive attitude towards OF affects their purchase frequency, willingness to pay and loyalty towards the products and FMs.

5.2. Contribution and limitations of the research

The dissertation's nature was analytical and descriptive, accordingly the author used existing studies and theories and contributed to the research field of consumer behaviour of OF-Consumers/FM-Shoppers. The dissertation provided a better understanding as to which beliefs stimulate the attitude of the FM-Shoppers regarding OF the most, by using already tested beliefs and new beliefs. The dissertation has shown that FM-Shoppers care about health, environment and higher quality of organic food when they shop at FMs. Animal treatment did not generate a significant variance towards attitude. Regarding the ethical self-identity belief, people value environmental concern more than animal

treatment. Social impact was the only belief with a negative variance, which was not significant. The outcome of the study stated that people value higher quality of organic food the most. This is due to it predicting the strongest variance towards the attitude of the FM-Shoppers, showing that FM-Shoppers value food safety, taste and freshness aspects.

Additionally, the author researched if there was a correlation between attitude and willingness to pay, purchase frequency and consumer loyalty. The outcome was that all variables had a positive correlation. This indicated that the attitude of FM-Shoppers towards OF does have a relationship with the willingness to pay, purchase frequency and consumer loyalty. Moreover, when the attitude of FM-Shoppers increases, variables do too. This information allows FM operators to provide better customer service, to do so the gained consumer information (age, sex, purchase frequency and preferred products) helps to provide that service.

The study's limitation was the relatively small sample size compared to the stated 240. Due to the COVID-19 outbreak, the author had to switch from face-to-face to online questionnaires. Due to the lack of online participants, the author was only able to get a sample size of 153 people, which was still appropriate for an analytical research study because the margin of error was 8% (Margin-of-Error, 2020). This leads to another limitation of the study, the two different questionnaire types. The independent t-test indicted that there was a difference between the two questionnaire types (see Appendix E), which negatively affects the generalisation process of the data to the research population. The fact that the author only gathered descriptive data regarding the consumer information and only went to one FMs for data collection, limited the author to generalise the result to all FM and FM-Shoppers in the Dublin area. The belief of social impact was the only belief in the study which did not reached an acceptable level of internal consistency, but close. This may be due to the fact that this belief was adopted/developed for the dissertation and questionnaire, therefore the questions regarding social impact need further validation. The questionnaires included only one question regarding the attitude towards OF of FM-Shoppers. Consequently, further studies might use more than one question regarding the attitude towards OF to get a deeper understanding.

5.3. Recommendations for future research

The study focused mainly on the aspect of determining the strongest belief of FM-Shoppers, by stating the strongest positive variance between a belief and the attitude of

FM-Shoppers towards OF, which was the higher quality of organic food. Future studies could focus on which aspect is for OF-Consumers/FM-Shoppers the most important regarding the belief of higher quality of organic food. For example, the dissertation focused on three elements of higher quality of organic food (food safety, freshness and taste). The researcher-study has shown that women were mainly shopping at FMs, future studies can investigate why men are still the minority at FMs.

The nature of these studies can be explanatory or analytical, explanatory by having interviews with male non- and organic food shoppers to find out what is holding male shoppers back. Regarding the analytical approach, it is essential to have a questionnaire that investigates aspects about food safety, freshness and taste to get an idea which aspects are valued the most by OF-Consumers/FM-Shoppers.

5.4. Final conclusion and reflections

The author provided suggestions on how the findings of the dissertation may be used for new/further studies. As in previous paragraphs stated, the author suggested to investigate why the number of men is lacking at FMs (explanatory) and investigating which aspect is valued the most about the higher quality of organic food (freshness, taste and food safety). The outcome of the study showed that higher quality of organic food motivated the FM-Shoppers in Dublin the most. This knowledge might help FM operator to better promote their markets and products. Furthermore, the dissertation provided current FM-Shoppers information to better understand who is shopping at FMs, what they are buying ,and how often they do it. The FM-Shoppers became younger, the number of men has increased, but women were still the dominant group. The majority of FM-Shoppers went four times a month to a FM and fruit and vegetables were the most purchased products. The collected data sought to identify whether willingness to pay, purchase frequency and consumer loyalty had a negative or positive correlation. The outcome was that all variables had a positive correlation. Having that result provides empirical data that attitudes do have a relationship with the tested variables.

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Appendices

Appendix A-Questionnaire

Questionnaire about Farmer's Markets

1. Research Study Title

The planned dissertation will have the title "An empirical assessment of how attitude and beliefs affect the purchase decision of Farmer's Market Shoppers in Dublin Ireland". This will include the research objectives what are the strongest beliefs of Farmer's market Shoppers, how motivated are the participants to purchase organic food and the creation of a Consumer Profile.

The dissertation will be done by Alexander Gandji Student Number: 2954723, who is student at the Graduate Business School of Griffith College. He is doing the MSc in International Business Management. The dissertation will be done for the required Master Thesis.

Alexander Gandji is available under following mobile phone number:
+49 1705857844
E-Mail: gandji_alexander@yahoo.de

2. Purpose of the Study

The purpose of the study is to understand which belief will have the strongest positive variance towards Organic Food, this will be measured by the positive Attitude of Farmer's Market Shopper and five predetermined beliefs. Furthermore, a Consumer Profile will be created, which includes Age, Gender, Purchase Frequency and Preferred Products. This will be done to get a better understanding of the Irish Farmer's Markets Shoppers and their purchases decisions/behaviour regarding Organic Food.

3. Confirmation of particular requirements as highlighted in the Plain Language Statement

Requirements may include involvement completion of questionnaire. Getting the participant to acknowledge requirements is preferable, e.g.

Participant – please complete the following (Circle Yes or No for each question)	
The Plain Language Statement was read to me	Yes/No
I understand the information provided	Yes/No
I have had an opportunity to ask questions and discuss this study	Yes/No
I have received satisfactory answers to all my questions	Yes/No
I confirm that I am at least 18 years old	Yes/No

4. Statement that involvement in the Research Study is voluntary

I confirm that the participation in the research study is for all participants on a voluntary base, if they wish to withdraw at any point in the research, they are able to do so. The data of the participant will be deleted, and the participant will be informed after deletion of their data.

Completing the questionnaire will take each participants approximately 8 Minutes.

5. Advice as to arrangements to be made to protect confidentiality of data, including that confidentiality of information provided is subject to legal limitations

The questionnaires which will be completed by participants will be scanned and stored to the password protected document, the hard copy will be afterwards destroyed. The collected data of all participants will be used only for the planned dissertation, after the dissertation all data will be deleted, as soon as their data is deleted all participants will be informed.

The identity of all participants will be protected, and the participants will never be named by their name in the dissertation.

6. Signature:

I confirm that I have read and understood the provided information. All my questions and concerns have been answered by the researcher, and I have a copy of this consent form.

I confirm that I give my consent to participate in the research for the planned dissertation of Alexander Gandji

Participants Signature: _____

Name in Block Capitals: _____

Witness: _____

Date: _____

Consumer Information

Please answer the following questions by ticking the box which describes you the best.

1. Please select your Age group						
18-20 years	**21-29 years**	**30-39 years**	**40-49 years**	**50-59 years**	**60-69 years**	**Over 70 years**
2. Please tick the box with your Gender						
Male			**Female**			

3. How often do you buy Organic Food?			
Once a month	**Twice a month**	**Three times a month**	**Four times a month**

4. Which products do you buy at Farmer's Markets?				
Meat /Chicken, Pork, Beef	**Fish**	**Vegetables**	**Fruits**	**Dairy**

Attitude towards Organic Food

Please read the following instruction carefully and use it to answer/rate the following questions/statements. The questions are supposed to be answered with the rating scale from 1-5

Please use the given rating scale 1-not positive at all; 2-unlikly to be positive; 3-uncertain; 4-tends to be positive; 5-very positive				
1. How is your Attitude towards Organic Food?				
1	**2**	**3**	**4**	**5**
Please use the given rating scale 1-strongly disagree; 2-disagree; 3-uncertain; 4-tend to agree; 5-strongly agree				
2. Based on my Attitude, I'm willing to pay more for Organic Food.				
1	**2**	**3**	**4**	**5**
3. My Attitude affects my Purchase frequency for Organic Food.				
1	**2**	**3**	**4**	**5**
4. My Attitude affects my loyalty towards Organic Food				
1	**2**	**3**	**4**	**5**

Health Benefits

Please read the following instruction carefully and use it to answer/rate the following statements.

Please rate following statements from 1-5.

Please use the given rating scale 1-strongly disagree; 2-disagree; 3-uncertain; 4-tend to agree; 5-strongly agree				
1.1. Organic Food increases the overall Health of the Consumer (less likely to get sick, etc.)				
1	**2**	**3**	**4**	**5**
1.2. Organic Food helps to support my healthy lifestyle (supporting diet, etc.)				
1	**2**	**3**	**4**	**5**
1.3. Organic Food is more nutritious (e.g. Vitamin C, Omega 3, etc.)				

1	2	3	4	5

Environmental Concerns

Please read the following instruction carefully and use it to answer/rate the following statements.

Please rate following statements from 1-5.

Please use the given rating scale 1-strongly disagree; 2-disagree; 3-uncertain; 4-tend to agree; 5-strongly agree				
2.1. Buying Organic Food at Farmer's Markets will create less Packing Material (e.g. less to none packing material is used, etc.)				
1	**2**	**3**	**4**	**5**
2.2. Buying Organic Food assures less to none chemical pesticides will be used (e.g. enhance soil and water quality, etc.)				
1	**2**	**3**	**4**	**5**
2.3. Buying Organic Food will reduce the Carbon Footprint (e.g. Local grown food travels shorter distance, etc.)				
1	**2**	**3**	**4**	**5**

Better Animal Treatment

Please read the following instruction carefully and use it to answer/rate the following statements.

Please rate following statements from 1-5.

Please use the given rating scale 1-strongly disagree; 2-disagree; 3-uncertain; 4-tend to agree; 5-strongly agree				
3.1. Animals at Organic Farms have access to better food (e.g. the animals at Organic Farms will receive better feed, etc.)				
1	**2**	**3**	**4**	**5**
3.2. Animals will be raised under natural circumstances (no or less use of antibiotics, no use of growing hormones, etc.)				
1	**2**	**3**	**4**	**5**
3.3. Better living conditions of animals at Organic Farms compared to animals at None-Organic Farms (e.g. cage free living conditions, appropriate group size of animals, etc.)				
1	**2**	**3**	**4**	**5**

Higher Quality of Organic Food

Please read the following instruction carefully and use it to answer/rate the following statements.

Please rate following statements from 1-5.

Please use the given rating scale 1-strongly disagree; 2-disagree; 3-uncertain; 4-tend to agree; 5-strongly agree				
4.1. Organic Food has a higher level of Food safety than None Organic Food (higher quality standards, no pesticides are used, etc.)				
1	**2**	**3**	**4**	**5**
4.2. Organic Food is fresher than None-Organic Food (e.g. shorter distance travelled, etc.)				
1	**2**	**3**	**4**	**5**
4.3. Organic Food tastes better than None-Organic Food (e.g. Organic Food has a superior flavour, etc.)				
1	**2**	**3**	**4**	**5**

Social Impact

Please read the following instruction carefully and use it to answer/rate the following statements.

Please rate following statements from 1-5.

Please use the given rating scale 1-strongly disagree; 2-disagree; 3-uncertain; 4-tend to agree; 5-strongly agree				
5.1. I buy Organic Food at Farmer's Markets to be with like-minded people (e.g. same values, beliefs, etc.)				
1	**2**	**3**	**4**	**5**
5.2. I buy Organic Food because of my social group (e.g. Friends, Family, etc.)				
1	**2**	**3**	**4**	**5**
5.3. If I stop buying/consuming Organic Food I am afraid of being socially excluded (e.g. Friends don't talk to me, Family is disappointed, etc.)				
1	**2**	**3**	**4**	**5**

Sample of face-to-face questionnaires

Questionnaire about Farmer's Markets

1. ***Research Study Title***

The planned dissertation will have the title "An empirical assessment of how attitude and beliefs affect the purchase decision of Farmer's Market Shoppers in Dublin Ireland". This will include the research objectives what are the strongest beliefs of Farmer's market Shoppers, how motivated are the participants to purchase organic food and the creation of a Consumer Profile.

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Alexander Gandji is available under following mobile phone number:

+49 1705857844

E-Mail: gandji_alexander@yahoo.de

2. ***Purpose of the Study***

The purpose of the study is to understand which belief will have the strongest positive variance towards Organic Food, this will be measured by the positive Attitude of Farmer's Market Shopper and five predetermined beliefs. Furthermore, a Consumer Profile will be created, which includes Age, Gender, Purchase Frequency and Preferred Products. This will be done to get a better understanding of the Irish Farmer's Markets Shoppers and their purchases decisions/behaviour regarding Organic Food.

3. ***Confirmation of particular requirements as highlighted in the Plain Language Statement***

Requirements may include involvement completion of questionnaire. Getting the participant to acknowledge requirements is preferable, e.g.

Participant – please complete the following (Circle Yes or No for each question)

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I have had an opportunity to ask questions and discuss this study	Yes/No
I have received satisfactory answers to all my questions	Yes/No
I confirm that I am at least 18 years old	Yes/No

4. ***Statement that involvement in the Research Study is voluntary***

I confirm that the participation in the research study is for all participants on a voluntary base, if they wish to withdraw at any point in the research, they are able to do so. The data of the participant will be deleted, and the participant will be informed after deletion of their data.

Completing the questionnaire will take each participants approximately 8 Minutes.

5. ***Advice as to arrangements to be made to protect confidentiality of data, including that confidentiality of information provided is subject to legal limitations***

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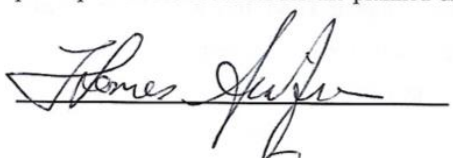
The identity of all participants will be protected, and the participants will never be named by their name in the dissertation.

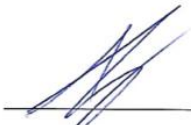
6. ***Signature:***

I confirm that I have read and understood the provided information. All my questions and concerns have been answered by the researcher, and I have a copy of this consent form.

I confirm that I give my consent to participate in the research for the planned dissertation of Alexander Gandji

Participants Signature: 

Name in Block Capitals: THOMAS SIMPSON

Witness: 

Date: 13.03.2020

Consumer Information

Please answer the following questions by ticking the box which describes you the best.

1. Please select your Age group						
18-20 years	21-29 years	30-39 years	40-49 years	50-59 years	60-69 years	Over 70 years

2. Please tick the box with your Gender	
Male	Female

3. How often do you buy Organic Food?			
Once a month	Twice a month	Three times a month	Four times a month

4. Which products do you buy at Farmer's Markets?				
Meat /Chicken, Pork, Beef)	Fish	Vegetables	Fruits	Dairy

Attitude towards Organic Food

Please read the following instruction carefully and use it to answer/rate the following questions/statements. The questions are supposed to be answered with the rating scale from 1-5

Please use the given rating scale 1-not positive at all; 2-unlikly to be positive; 3-uncertain; 4-tends to be positive; 5-very positive				
1. How is your Attitude towards Organic Food?				
1	2	3	4	5

Please use the given rating scale 1-strongly disagree; 2-disagree; 3-uncertain; 4-tend to agree; 5-strongly agree				
2. Based on my Attitude, I'm willing to pay more for Organic Food.				
1	2	3	4	5
3. My Attitude affects my Purchase frequency for Organic Food.				
1	2	3	4	5
4. My Attitude affects my loyalty towards Organic Food				
1	2	3	4	5

Health Benefits

Please read the following instruction carefully and use it to answer/rate the following statements.

Please rate following statements from 1-5.

Please use the given rating scale 1-strongly disagree; 2-disagree; 3-uncertain; 4-tend to agree; 5-strongly agree				
1.1.Organic Food increases the overall Health of the Consumer (less likely to get sick, etc.)				
1	2	3	4	5
1.2.Organic Food helps to support my healthy lifestyle (supporting diet, etc.)				
1	2	3	4	5
1.3.Organic Food is more nutritious (e.g. Vitamin C, Omega 3, etc.)				
1	2	3	4	5

Environmental Concerns

Please read the following instruction carefully and use it to answer/rate the following statements.

Please rate following statements from 1-5.

Please use the given rating scale 1-strongly disagree; 2-disagree; 3-uncertain; 4-tend to agree; 5-strongly agree				
2.1.Buying Organic Food at Farmer's Markets will create less Packing Material (e.g. less to none packing material is used, etc.)				
1	2	3	4	5
2.2.Buying Organic Food assures less to none chemical pesticides will be used (e.g. enhance soil and water quality, etc.)				
1	2	3	4	5
2.3.Buying Organic Food will reduce the Carbon Footprint (e.g. Local grown food travels shorter distance, etc.)				
1	2	3	4	5

Better Animal Treatment

Please read the following instruction carefully and use it to answer/rate the following statements.

Please rate following statements from 1-5.

Please use the given rating scale 1-strongly disagree; 2-disagree; 3-uncertain; 4-tend to agree; 5-strongly agree				
3.1.Animals at Organic Farms have access to better food (e.g. the animals at Organic Farms will receive better feed, etc.)				
1	**2**	**3**	**4**	**5**
				✓
3.2.Animals will be raised under natural circumstances (no or less use of antibiotics, no use of growing hormones, etc.)				
1	**2**	**3**	**4**	**5**
				✓
3.3.Better living conditions of animals at Organic Farms compared to animals at None-Organic Farms (e.g. cage free living conditions, appropriate group size of animals, etc.)				
1	**2**	**3**	**4**	**5**
				✓

Higher Quality of Organic Food

Please read the following instruction carefully and use it to answer/rate the following statements.

Please rate following statements from 1-5.

Please use the given rating scale 1-strongly disagree; 2-disagree; 3-uncertain; 4-tend to agree; 5-strongly agree				
4.1.Organic Food has a higher level of Food safety than None Organic Food (higher quality standards, no pesticides are used, etc.)				
1	**2**	**3**	**4**	**5**
				✓
4.2.Organic Food is fresher than None-Organic Food (e.g. shorter distance travelled, etc.)				
1	**2**	**3**	**4**	**5**
		✓		
4.3.Organic Food tastes better than None-Organic Food (e.g. Organic Food has a superior flavour, etc.)				
1	**2**	**3**	**4**	**5**
			✓	

Social Impact

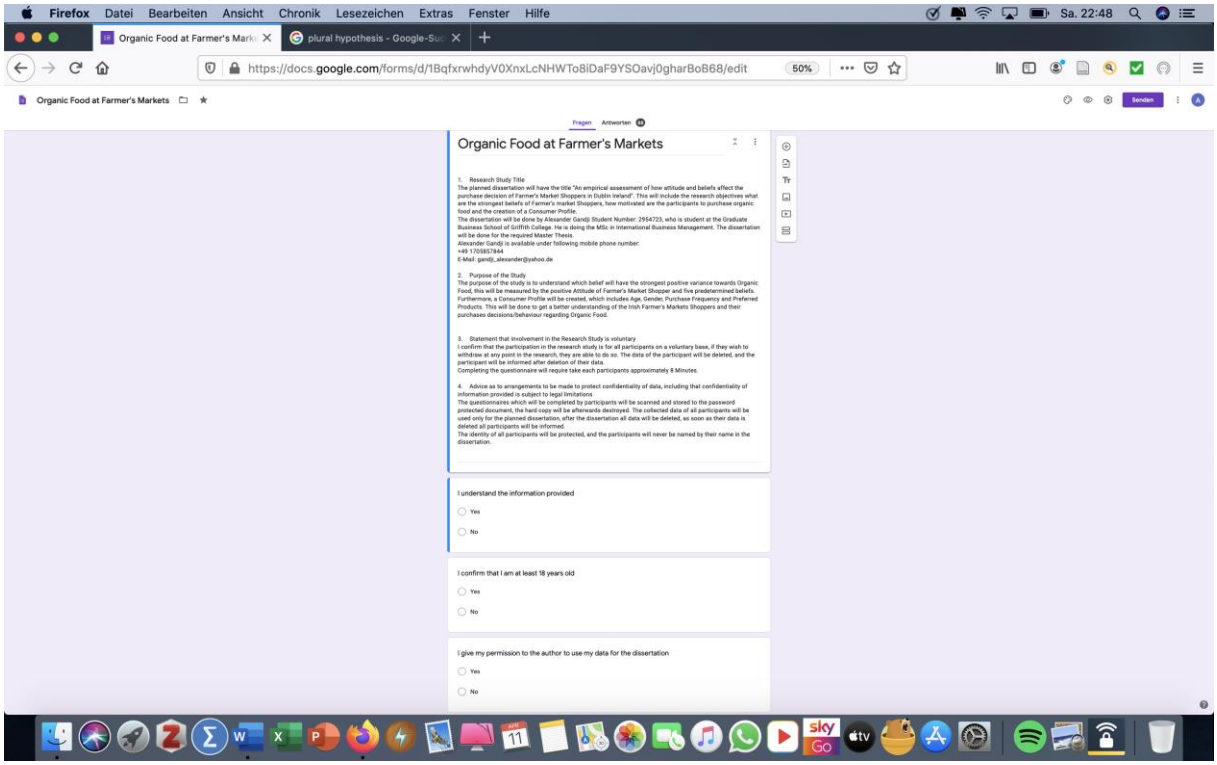
Please read the following instruction carefully and use it to answer/rate the following statements.

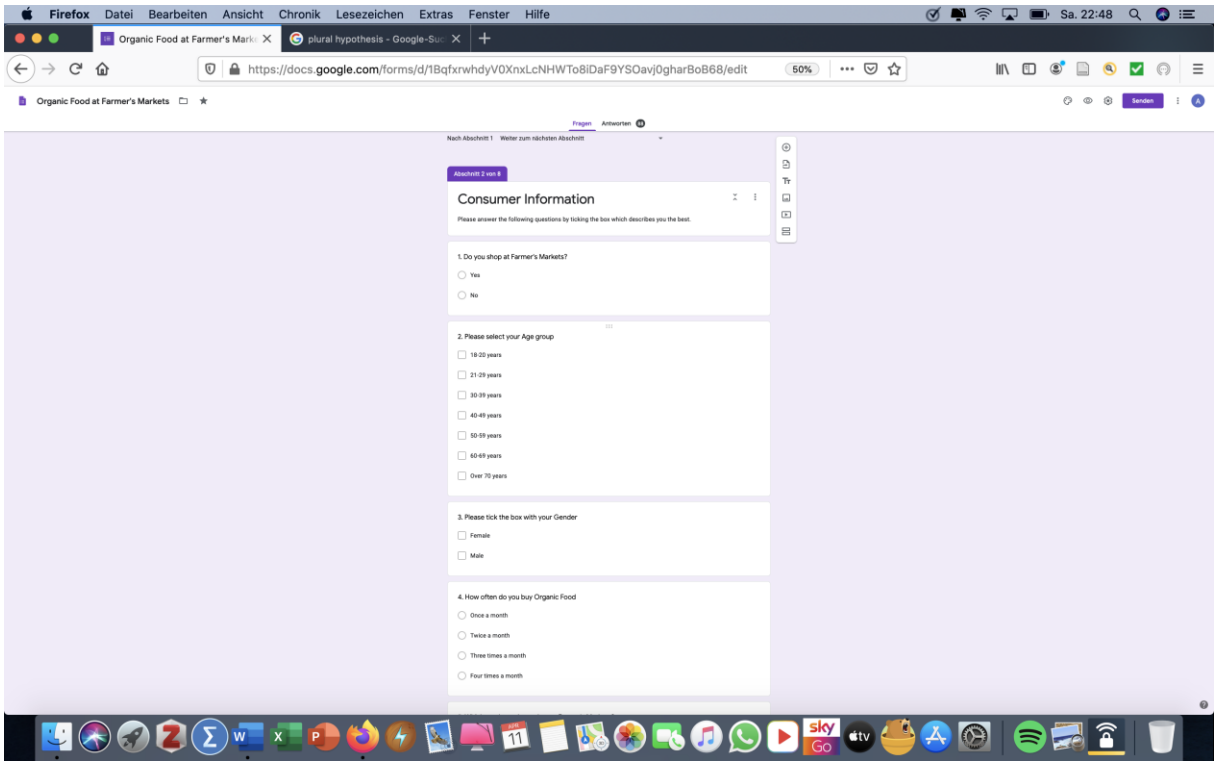
Please rate following statements from 1-5.

Please use the given rating scale 1-strongly disagree; 2-disagree; 3-uncertain; 4-tend to agree; 5-strongly agree				
5.1. I buy Organic Food at Farmer's Markets to be with like-minded people (e.g. same values, beliefs, etc.)				
1	2	3	4	5
5.2. I buy Organic Food because of my social group (e.g. Friends, Family, etc.)				
1	2	3	4	5
5.3. If I stop buying/consuming Organic Food I am afraid of being socially excluded (e.g. Friends don't talk to me, Family is disappointed, etc.)				
1	2	3	4	5

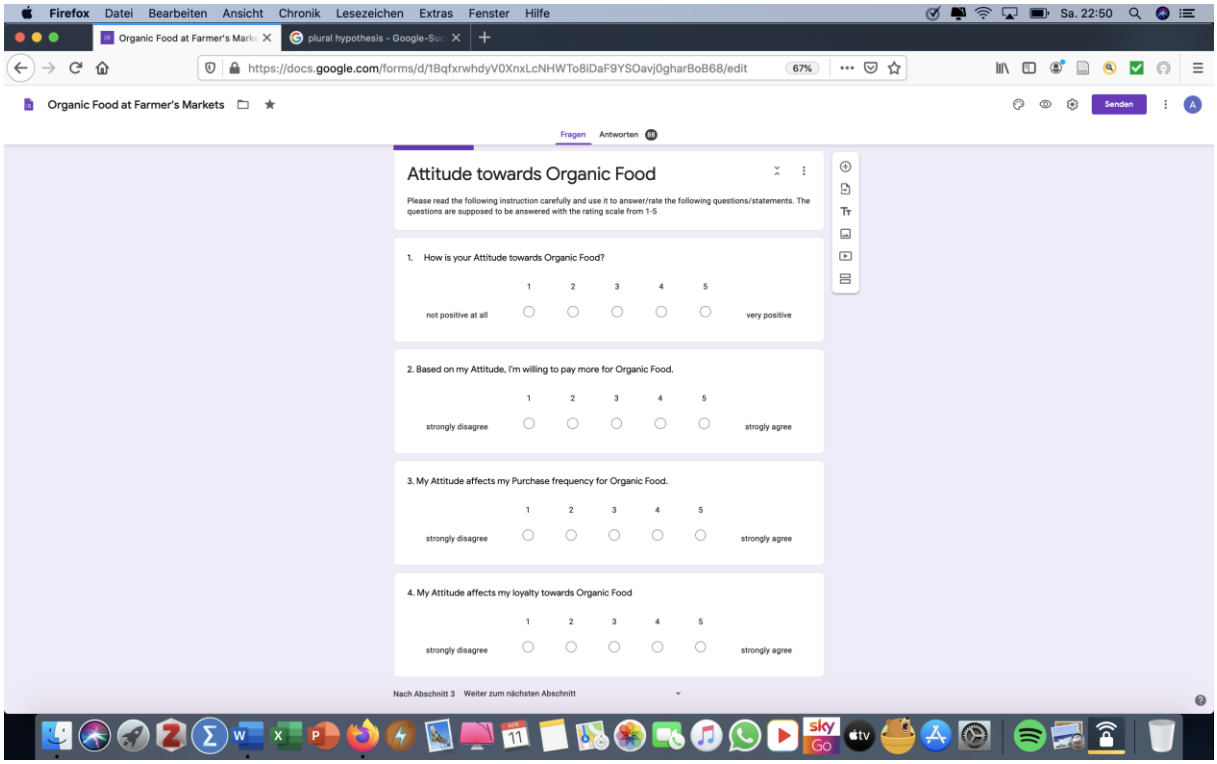
Upon on request the rest of the face-to-face questionnaires will be available

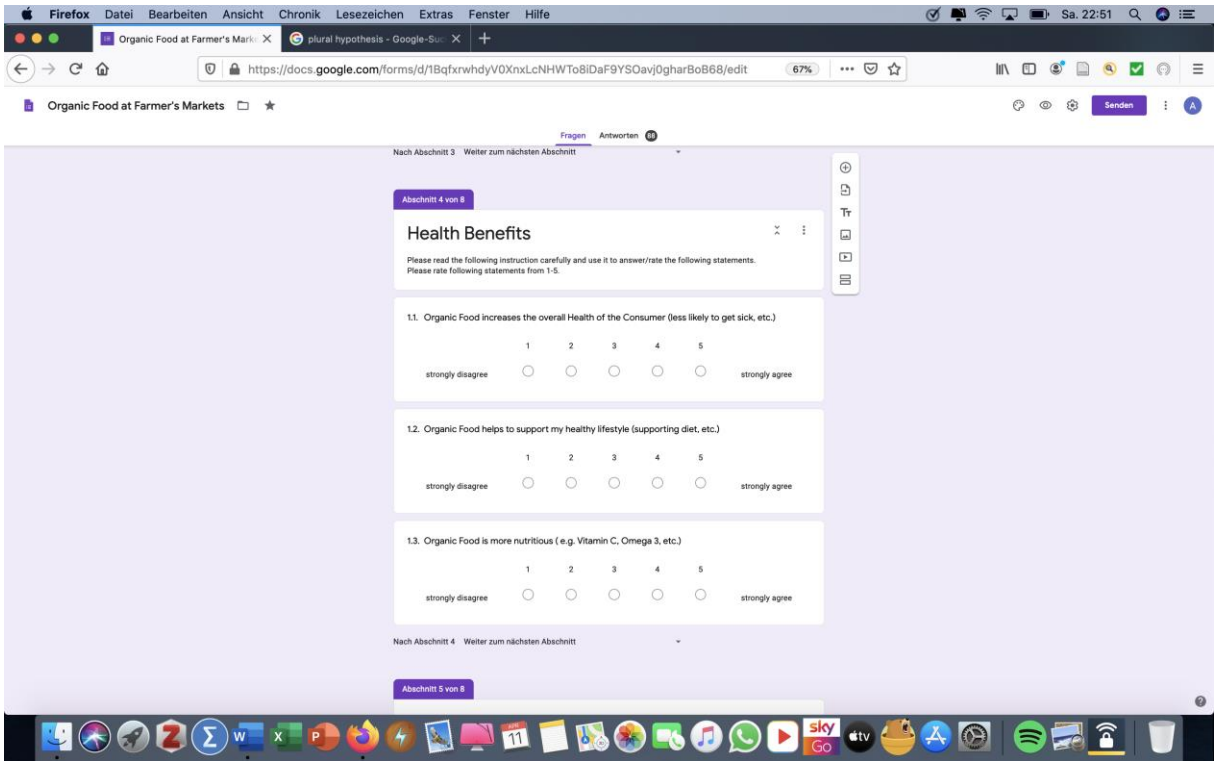
Appendix B-Online Questionnaire

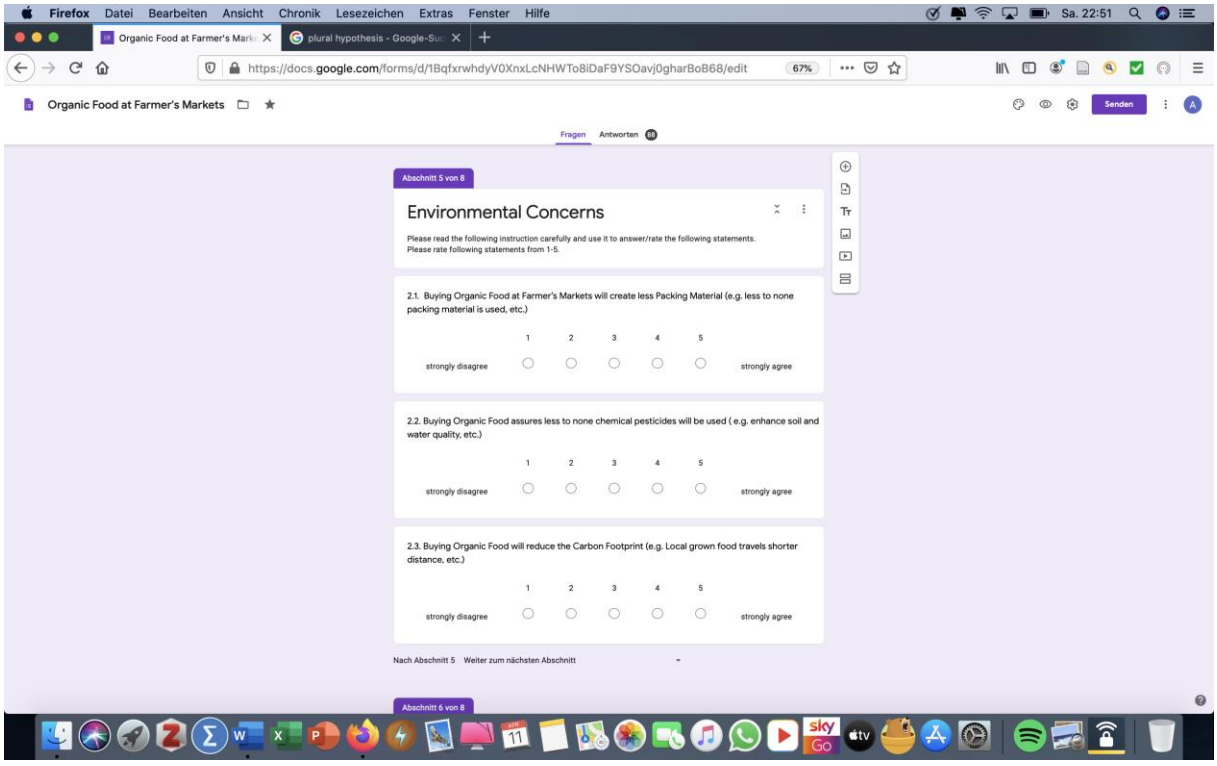



Organic Food at Farmer's Markets
Consumer Information
Please answer the following questions by ticking the box which describes you the best.
1. Do you shop at Farmer's Markets?
Yes
No
2. Please select your Age group
18-20 years
21-29 years
30-39 years
40-49 years
50-59 years
60-69 years
Over 70 years
3. Please tick the box with your Gender
Female
Male
4. How often do you buy Organic Food
Once a month
Twice a month
Three times a month
Four times a month


5. Which products do you buy at Farmer's Markets?
Meat/Chicken, Pork, Beef
Fish
Vegetables
Fruits
Dairy


Organic Food at Farmer's Markets
Attitude towards Organic Food
Please read the following instruction carefully and use it to answer/rate the following questions/statements. The questions are supposed to be answered with the rating scale from 1-5
1. How is your Attitude towards Organic Food?
not positive at all
very positive
2. Based on my Attitude, I'm willing to pay more for Organic Food.
strongly disagree
strogly agree
3. My Attitude affects my Purchase frequency for Organic Food.
strongly disagree
strongly agree
4. My Attitude affects my loyalty towards Organic Food
strongly disagree
strongly agree


Organic Food at Farmer's Markets
Senden
Fragen
Antworten
Nach Abschnitt 3 Weiter zum nächsten Abschnitt
Abschnitt 4 von 8
Health Benefits
Please read the following instruction carefully and use it to answer/rate the following statements.
Please rate following statements from 1-5.
1.1. Organic Food increases the overall Health of the Consumer (less likely to get sick, etc.)
1 2 3 4 5
strongly disagree
strongly agree
1.2. Organic Food helps to support my healthy lifestyle (supporting diet, etc.)
1 2 3 4 5
strongly disagree
strongly agree
1.3. Organic Food is more nutritious (e.g. Vitamin C, Omega 3, etc.)
1 2 3 4 5
strongly disagree
strongly agree
Nach Abschnitt 4 Weiter zum nächsten Abschnitt
Abschnitt 5 von 8


Organic Food at Farmer's Markets
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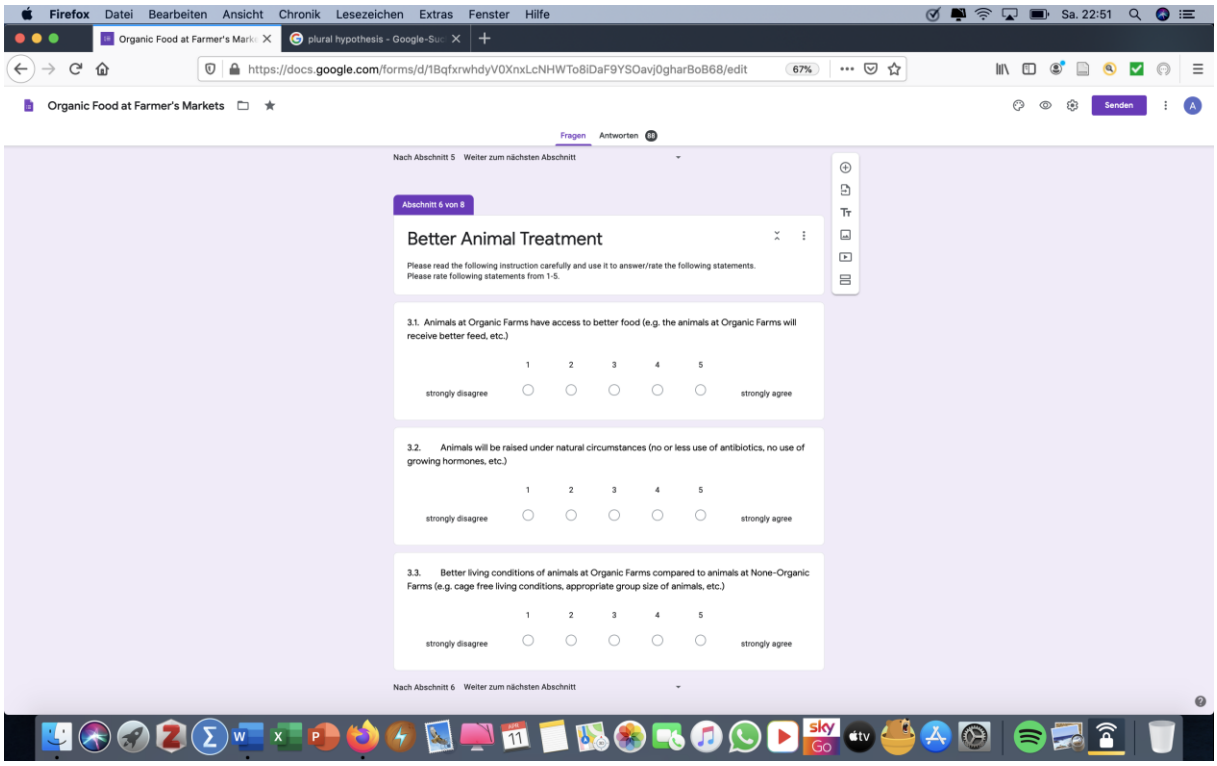
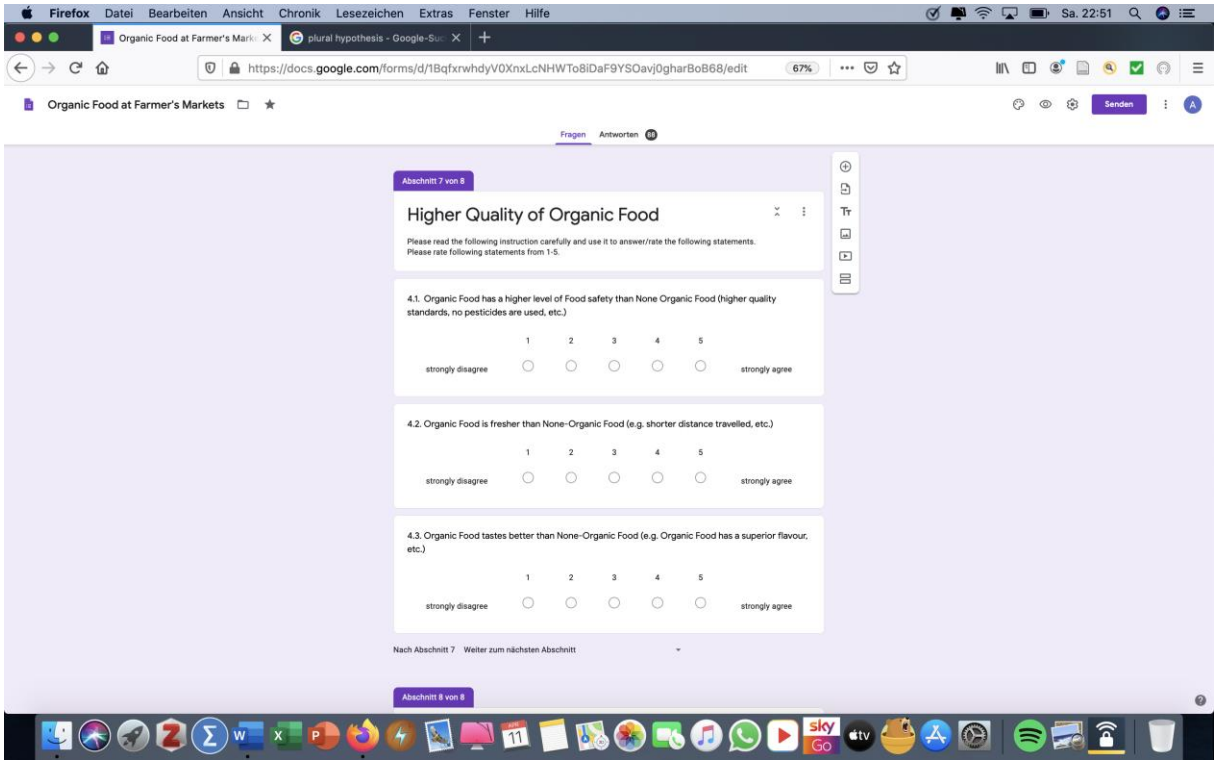
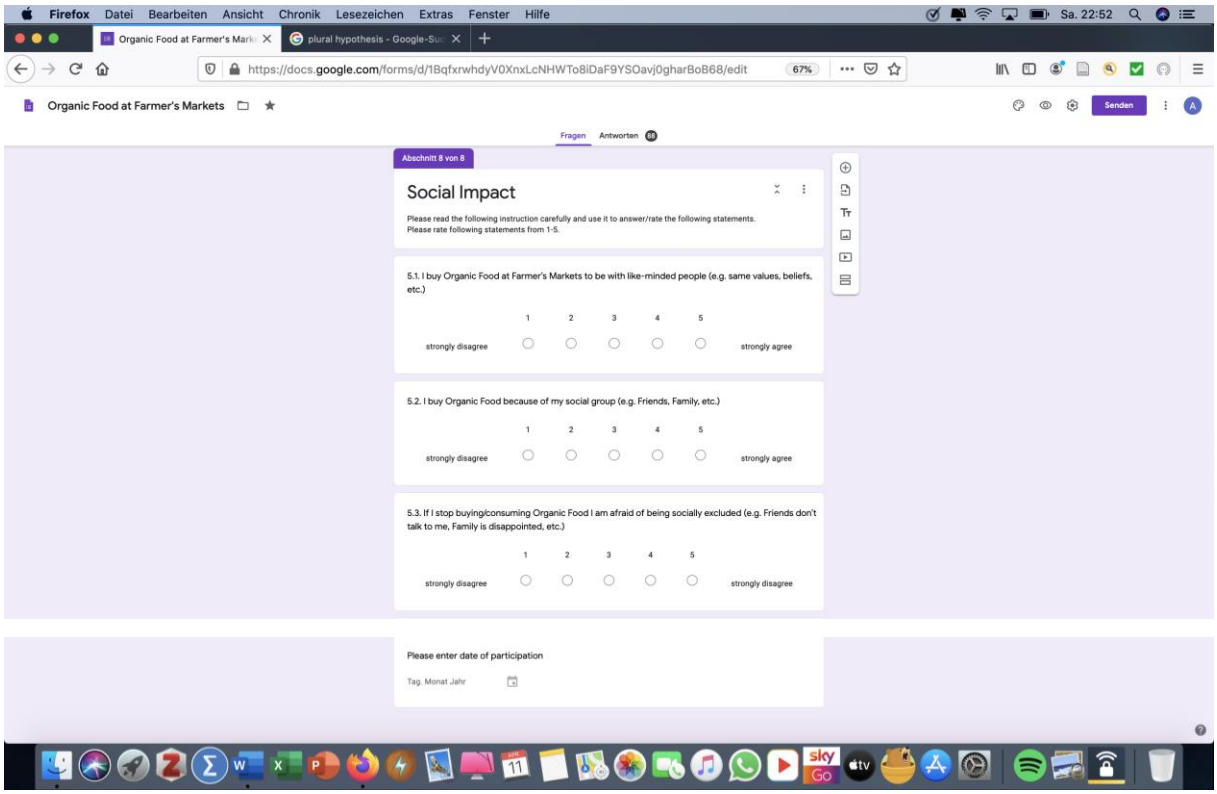
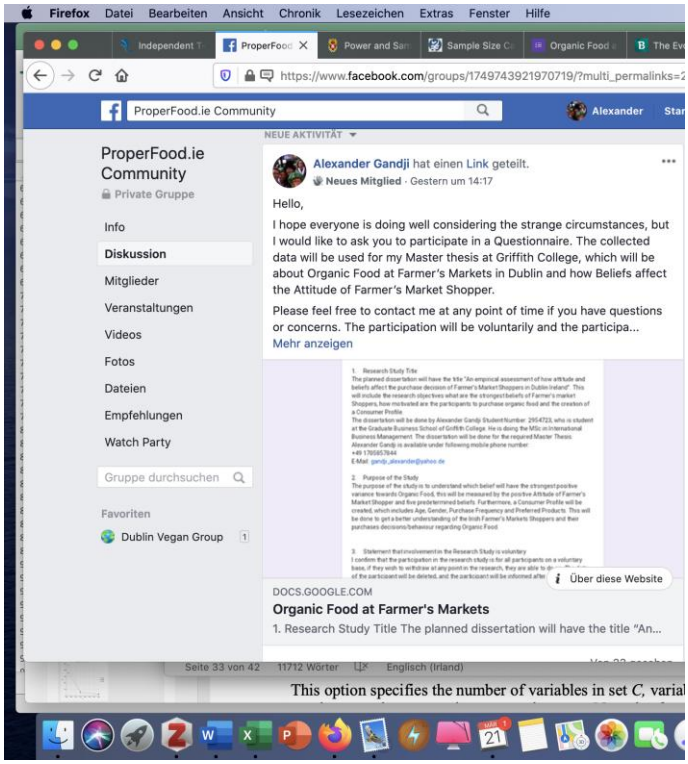
Fragen
Antworten
Abschnitt 5 von 8
Environmental Concerns
Please read the following instruction carefully and use it to answer/rate the following statements.
Please rate following statements from 1-5.
2.1. Buying Organic Food at Farmer's Markets will create less Packing Material (e.g. less to none packing material is used, etc.)
1 2 3 4 5
strongly disagree
strongly agree
2.2. Buying Organic Food assures less to none chemical pesticides will be used (e.g. enhance soil and water quality, etc.)
1 2 3 4 5
strongly disagree
strongly agree
2.3. Buying Organic Food will reduce the Carbon Footprint (e.g. Local grown food travels shorter distance, etc.)
1 2 3 4 5
strongly disagree
strongly agree
Nach Abschnitt 5 Weiter zum nächsten Abschnitt
Abschnitt 6 von 8


Organic Food at Farmer's Markets
Senden
Fragen
Antworten
Nach Abschnitt 5 Weiter zum nächsten Abschnitt
Abschnitt 6 von 8
Better Animal Treatment
Please read the following instruction carefully and use it to answer/rate the following statements.
Please rate following statements from 1-5.
3.1. Animals at Organic Farms have access to better food (e.g. the animals at Organic Farms will receive better feed, etc.)
1 2 3 4 5
strongly disagree
strongly agree
3.2. Animals will be raised under natural circumstances (no or less use of antibiotics, no use of growing hormones, etc.)
1 2 3 4 5
strongly disagree
strongly agree
3.3. Better living conditions of animals at Organic Farms compared to animals at None-Organic Farms (e.g. cage free living conditions, appropriate group size of animals, etc.)
1 2 3 4 5
strongly disagree
strongly agree
Nach Abschnitt 6 Weiter zum nächsten Abschnitt


Organic Food at Farmer's Markets
Senden
Fragen
Antworten
Abschnitt 7 von 8
Higher Quality of Organic Food
Please read the following instruction carefully and use it to answer/rate the following statements.
Please rate following statements from 1-5.
4.1. Organic Food has a higher level of Food safety than None Organic Food (higher quality standards, no pesticides are used, etc.)
1 2 3 4 5
strongly disagree
strongly agree
4.2. Organic Food is fresher than None-Organic Food (e.g. shorter distance travelled, etc.)
1 2 3 4 5
strongly disagree
strongly agree
4.3. Organic Food tastes better than None-Organic Food (e.g. Organic Food has a superior flavour, etc.)
1 2 3 4 5
strongly disagree
strongly agree
Nach Abschnitt 7 Weiter zum nächsten Abschnitt
Abschnitt 8 von 8


Organic Food at Farmer's Markets
Fragen
Antworten
Abschnitt 8 von 8
Social Impact
Please read the following instruction carefully and use it to answer/rate the following statements.
Please rate following statements from 1-5.
5.1. I buy Organic Food at Farmer's Markets to be with like-minded people (e.g. same values, beliefs, etc.)
strongly disagree
strongly agree
5.2. I buy Organic Food because of my social group (e.g. Friends, Family, etc.)
strongly disagree
strongly agree
5.3. If I stop buying/consuming Organic Food I am afraid of being socially excluded (e.g. Friends don't talk to me, Family is disappointed, etc.)
strongly disagree
strongly disagree
Please enter date of participation
Tag. Monat Jahr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Gruppe durchsuchen
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Dublin Vegan Group
Alexander Gandji hat einen Link geteilt.
Neues Mitglied · Gestern um 14:17
Hello,
I hope everyone is doing well considering the strange circumstances, but I would like to ask you to participate in a Questionnaire. The collected data will be used for my Master thesis at Griffith College, which will be about Organic Food at Farmer's Markets in Dublin and how Beliefs affect the Attitude of Farmer's Market Shopper.
Please feel free to contact me at any point of time if you have questions or concerns. The participation will be voluntarily and the participa...
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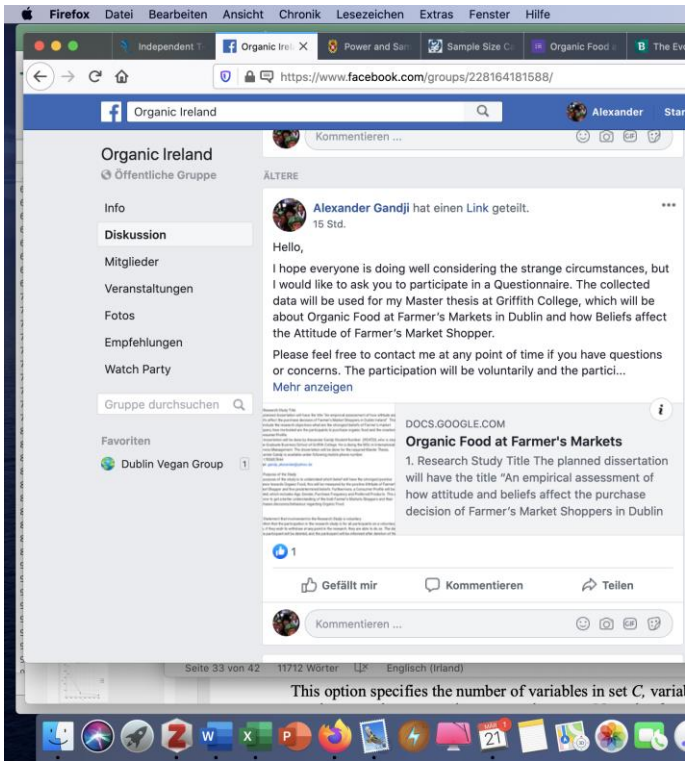
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Hello,
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1. Research Study Title The planned dissertation will have the title "An empirical assessment of how attitude and beliefs affect the purchase decision of Farmer's Market Shoppers in Dublin
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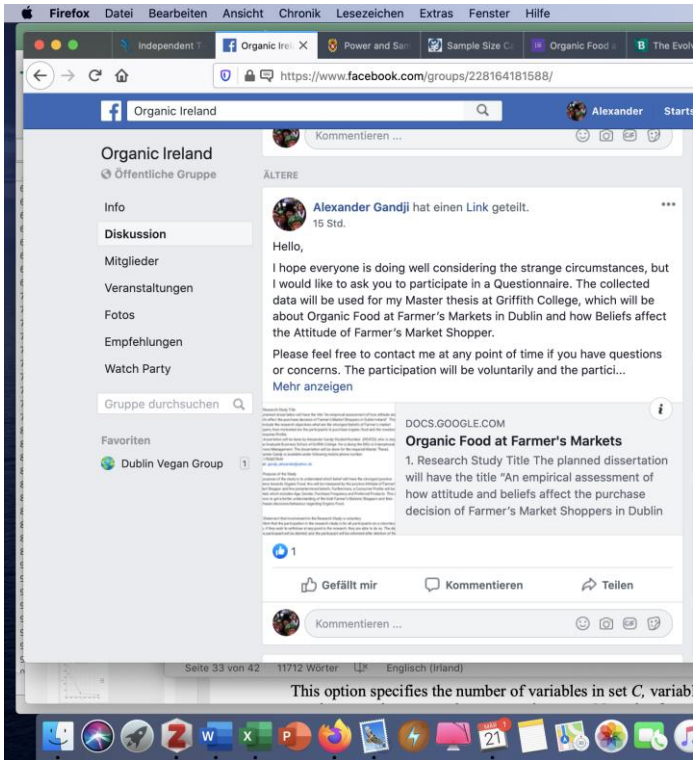
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ÄLTERE
Alexander Gandji hat einen Link geteilt.
15 Std.
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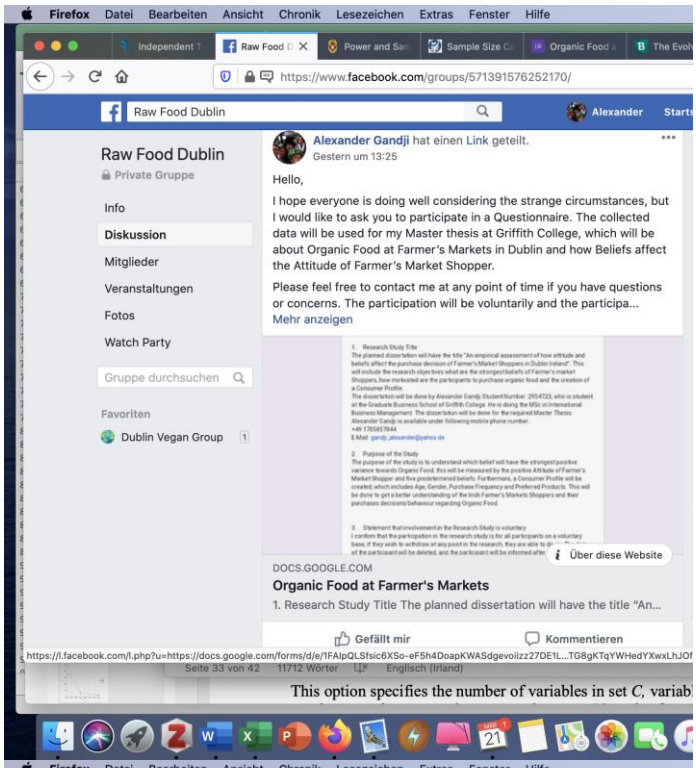
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Gestern um 13:25
Hello,
I hope everyone is doing well considering the strange circumstances, but I would like to ask you to participate in a Questionnaire. The collected data will be used for my Master thesis at Griffith College, which will be about Organic Food at Farmer's Markets in Dublin and how Beliefs affect the Attitude of Farmer's Market Shopper.
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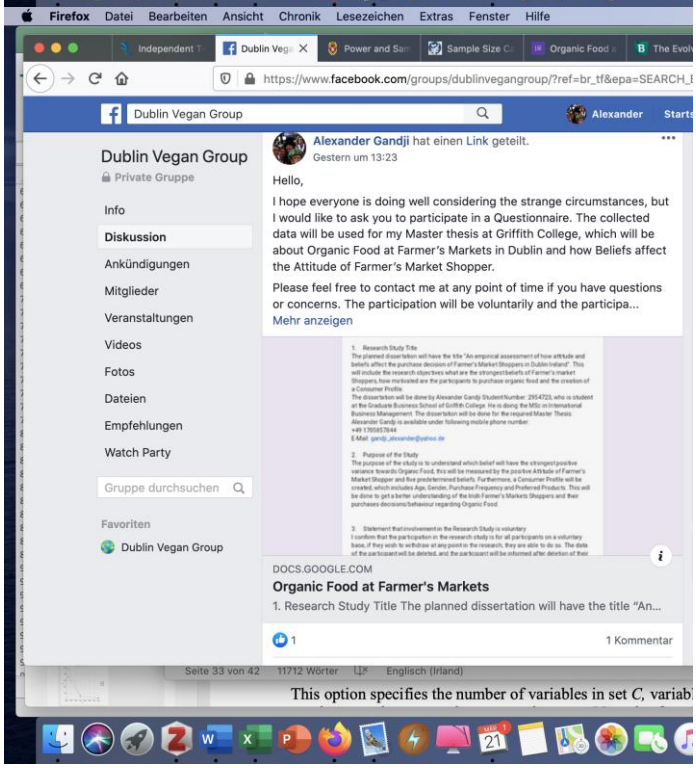
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Gestern um 13:23
Hello,
I hope everyone is doing well considering the strange circumstances, but I would like to ask you to participate in a Questionnaire. The collected data will be used for my Master thesis at Griffith College, which will be about Organic Food at Farmer's Markets in Dublin and how Beliefs affect the Attitude of Farmer's Market Shopper.
Please feel free to contact me at any point of time if you have questions or concerns. The participation will be voluntarily and the participa...
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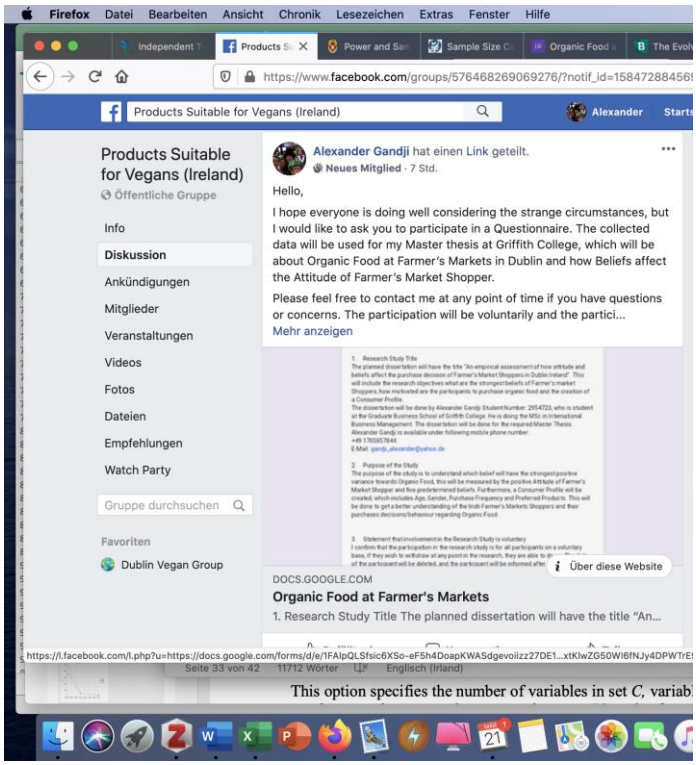
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Hello,
I hope everyone is doing well considering the strange circumstances, but I would like to ask you to participate in a Questionnaire. The collected data will be used for my Master thesis at Griffith College, which will be about Organic Food at Farmer's Markets in Dublin and how Beliefs affect the Attitude of Farmer's Market Shopper.
Please feel free to contact me at any point of time if you have questions or concerns. The participation will be voluntarily and the partici...
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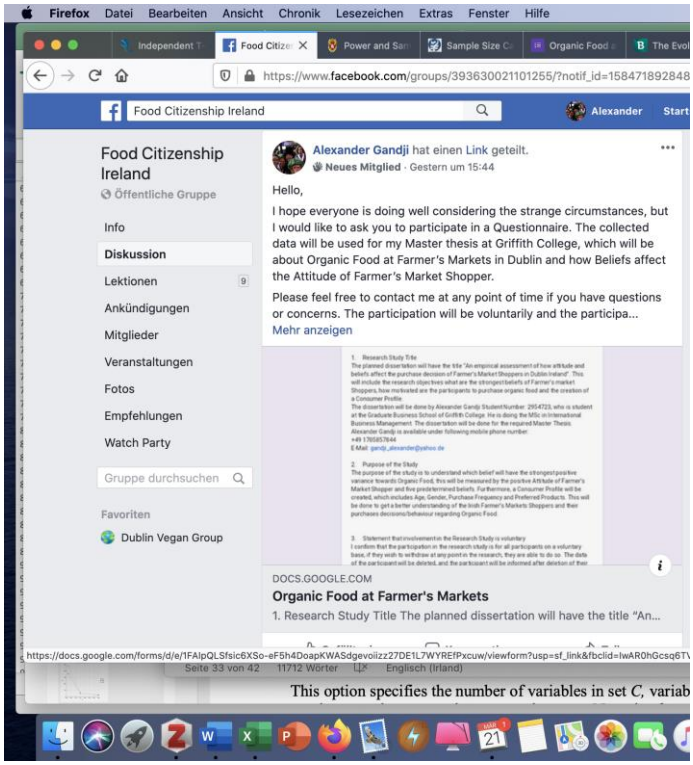
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Neues Mitglied · Gestern um 15:44
Hello,
I hope everyone is doing well considering the strange circumstances, but I would like to ask you to participate in a Questionnaire. The collected data will be used for my Master thesis at Griffith College, which will be about Organic Food at Farmer's Markets in Dublin and how Beliefs affect the Attitude of Farmer's Market Shopper.
Please feel free to contact me at any point of time if you have questions or concerns. The participation will be voluntarily and the participa...
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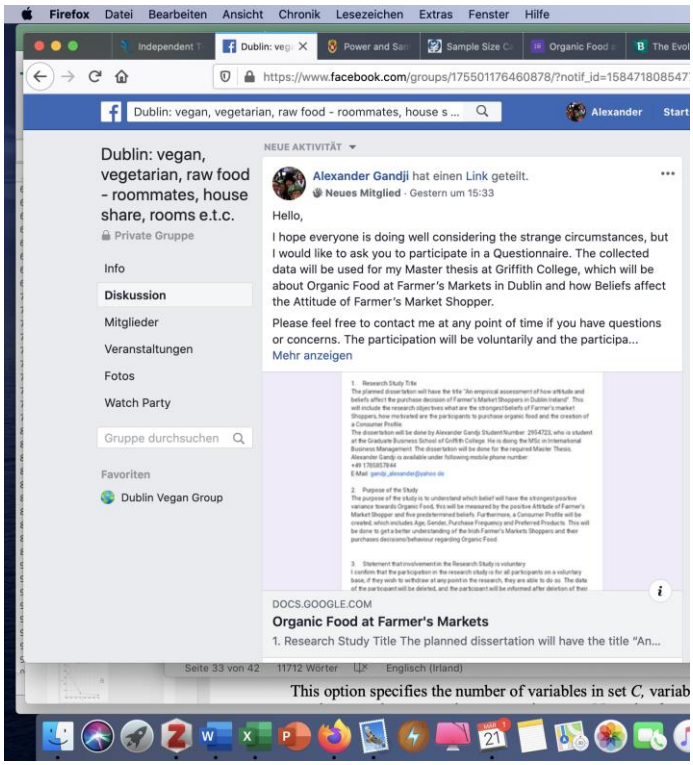
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Dublin: vegan, vegetarian, raw food - roommates, house s ...
Alexander
Dublin: vegan, vegetarian, raw food - roommates, house share, rooms e.t.c.
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Neues Mitglied · Gestern um 15:33
Hello,
I hope everyone is doing well considering the strange circumstances, but I would like to ask you to participate in a Questionnaire. The collected data will be used for my Master thesis at Griffith College, which will be about Organic Food at Farmer's Markets in Dublin and how Beliefs affect the Attitude of Farmer's Market Shopper.
Please feel free to contact me at any point of time if you have questions or concerns. The participation will be voluntarily and the participa...
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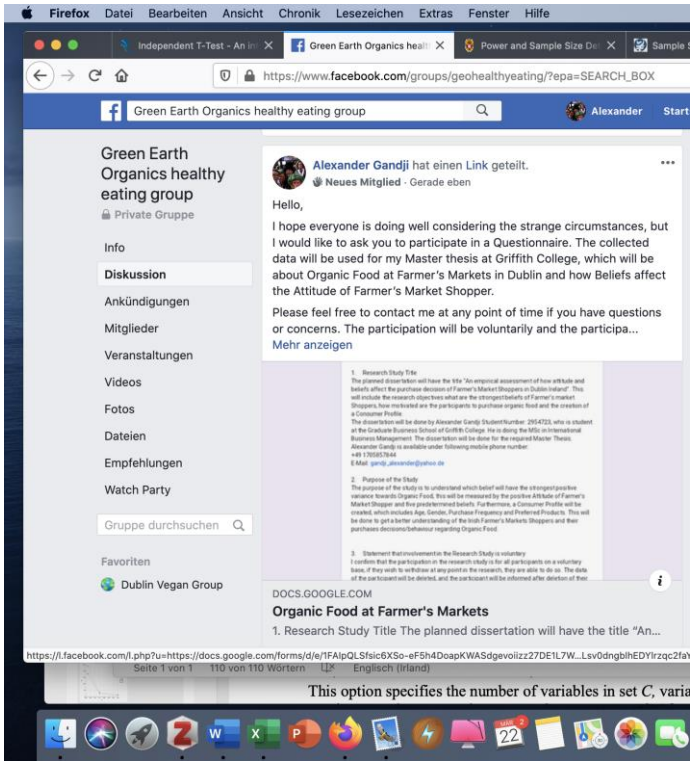
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Alexander Gandji hat einen Link geteilt.
Neues Mitglied · Gerade eben
Hello,
I hope everyone is doing well considering the strange circumstances, but I would like to ask you to participate in a Questionnaire. The collected data will be used for my Master thesis at Griffith College, which will be about Organic Food at Farmer's Markets in Dublin and how Beliefs affect the Attitude of Farmer's Market Shopper.
Please feel free to contact me at any point of time if you have questions or concerns. The participation will be voluntarily and the participa...
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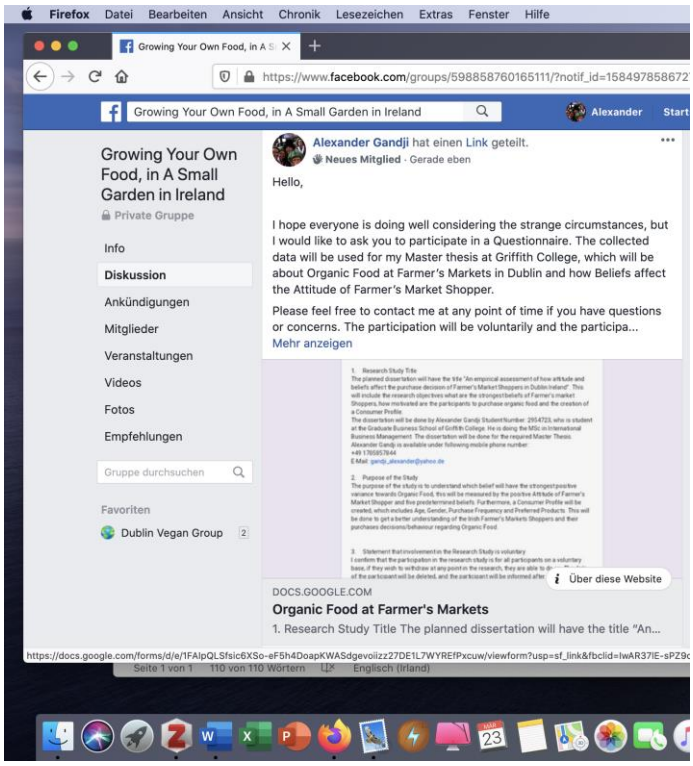
Growing Your Own Food, in A Small Garden in Ireland
Alexander Gandji hat einen Link geteilt.
Neues Mitglied · Gerade eben
Hello,
I hope everyone is doing well considering the strange circumstances, but I would like to ask you to participate in a Questionnaire. The collected data will be used for my Master thesis at Griffith College, which will be about Organic Food at Farmer's Markets in Dublin and how Beliefs affect the Attitude of Farmer's Market Shopper.
Please feel free to contact me at any point of time if you have questions or concerns. The participation will be voluntarily and the participa...
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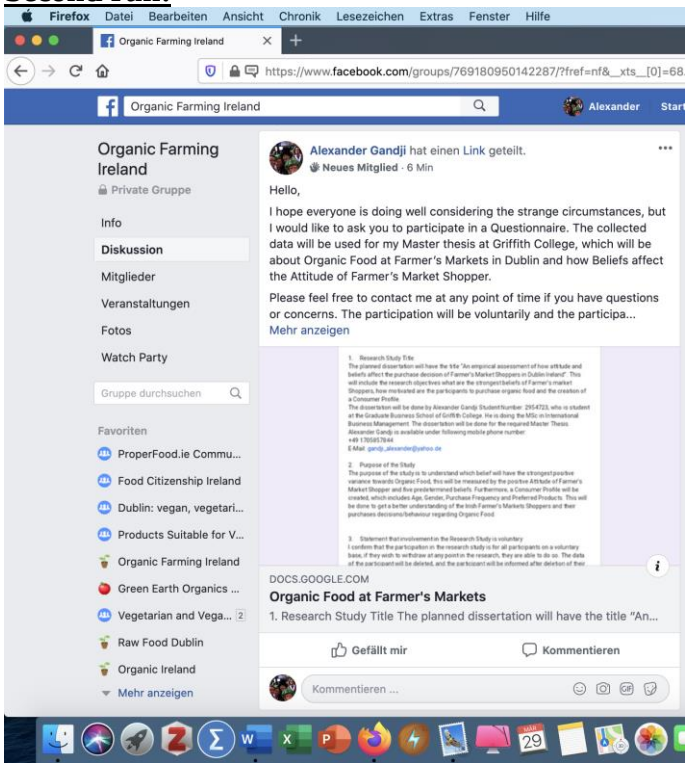
Second run:


Organic Farming Ireland
Alexander Gandji hat einen Link geteilt.
Neues Mitglied · 6 Min
Hello,
I hope everyone is doing well considering the strange circumstances, but I would like to ask you to participate in a Questionnaire. The collected data will be used for my Master thesis at Griffith College, which will be about Organic Food at Farmer's Markets in Dublin and how Beliefs affect the Attitude of Farmer's Market Shopper.
Please feel free to contact me at any point of time if you have questions or concerns. The participation will be voluntarily and the participa...
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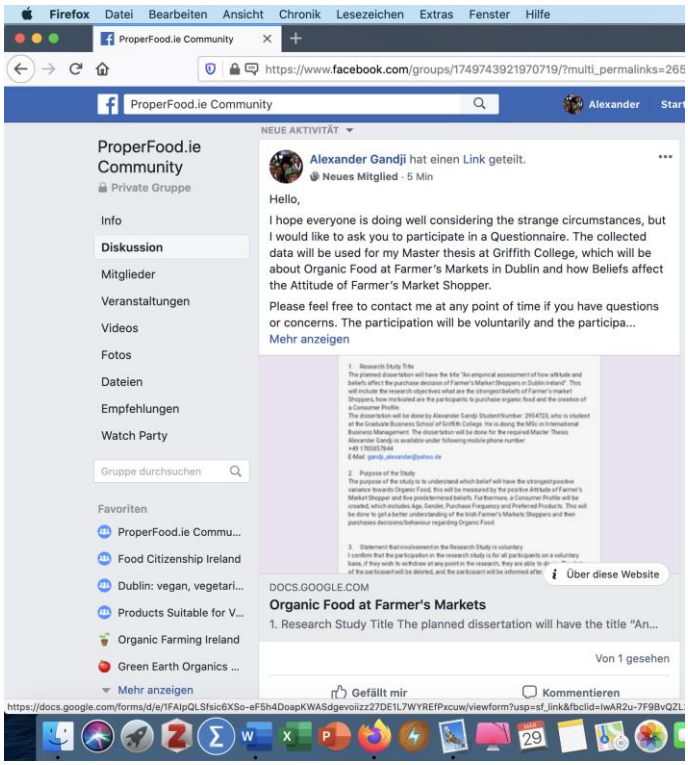
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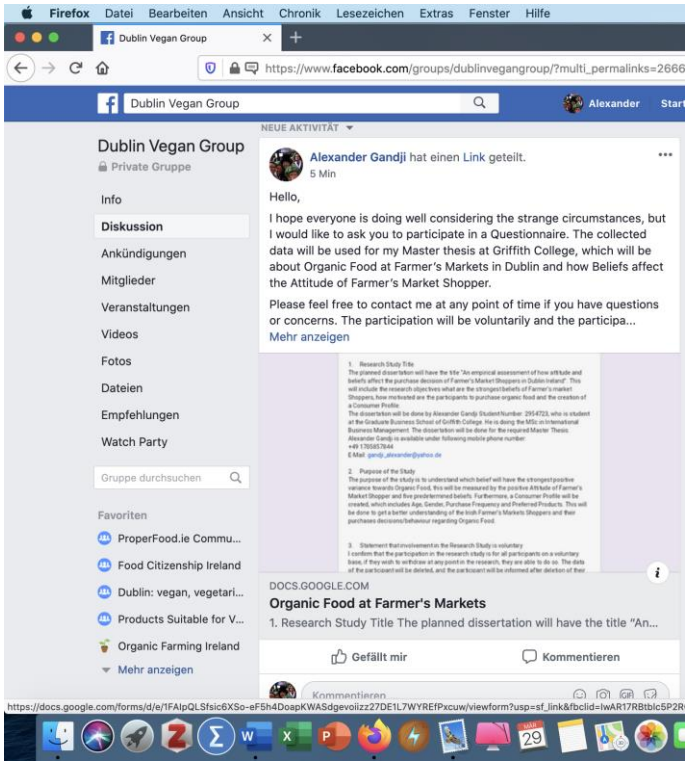
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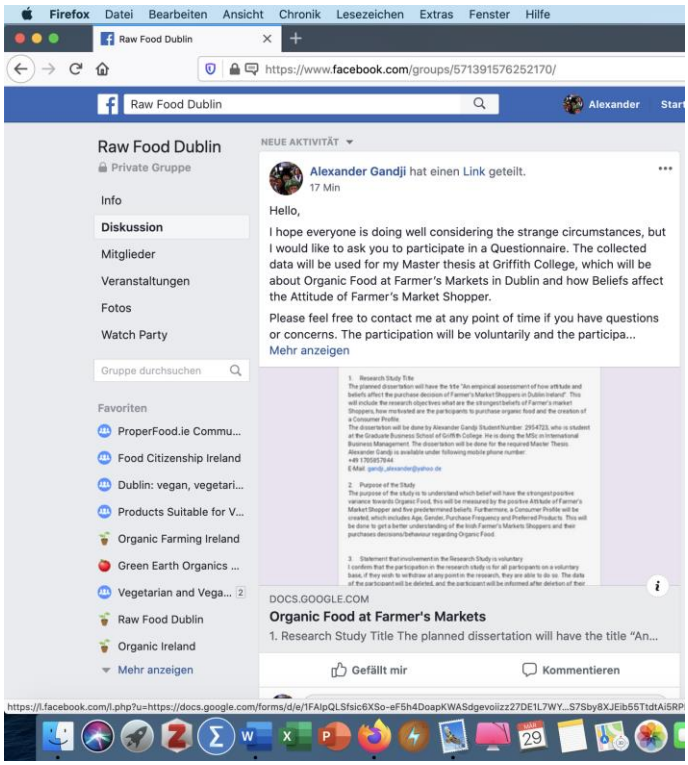
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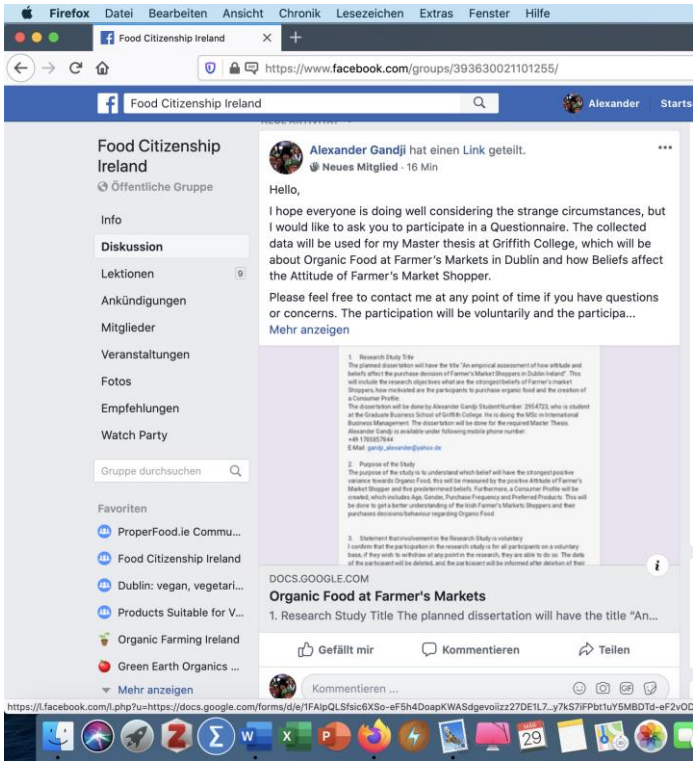
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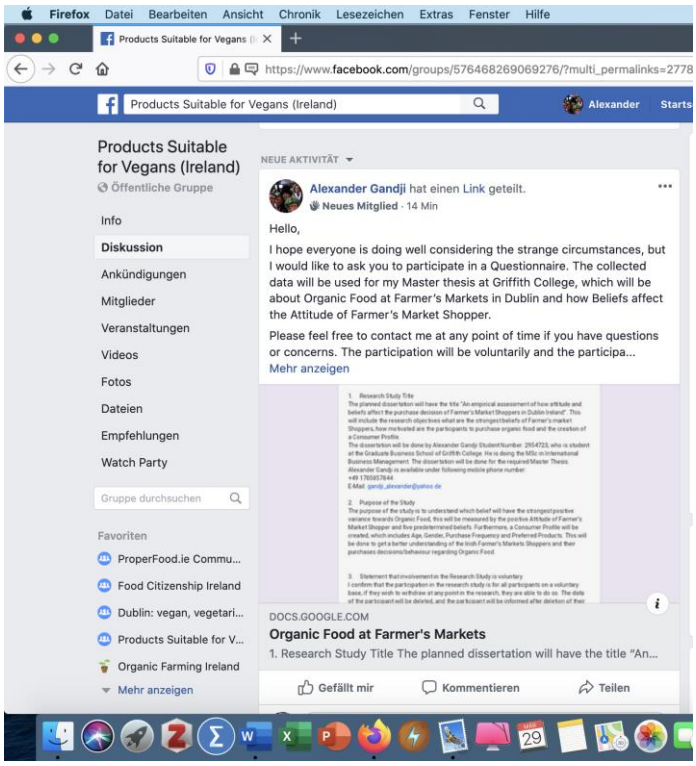
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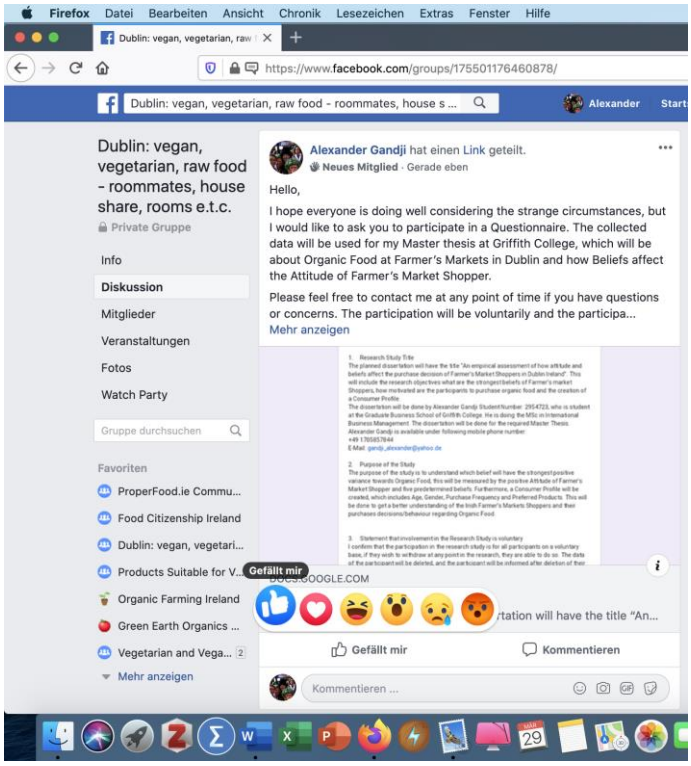
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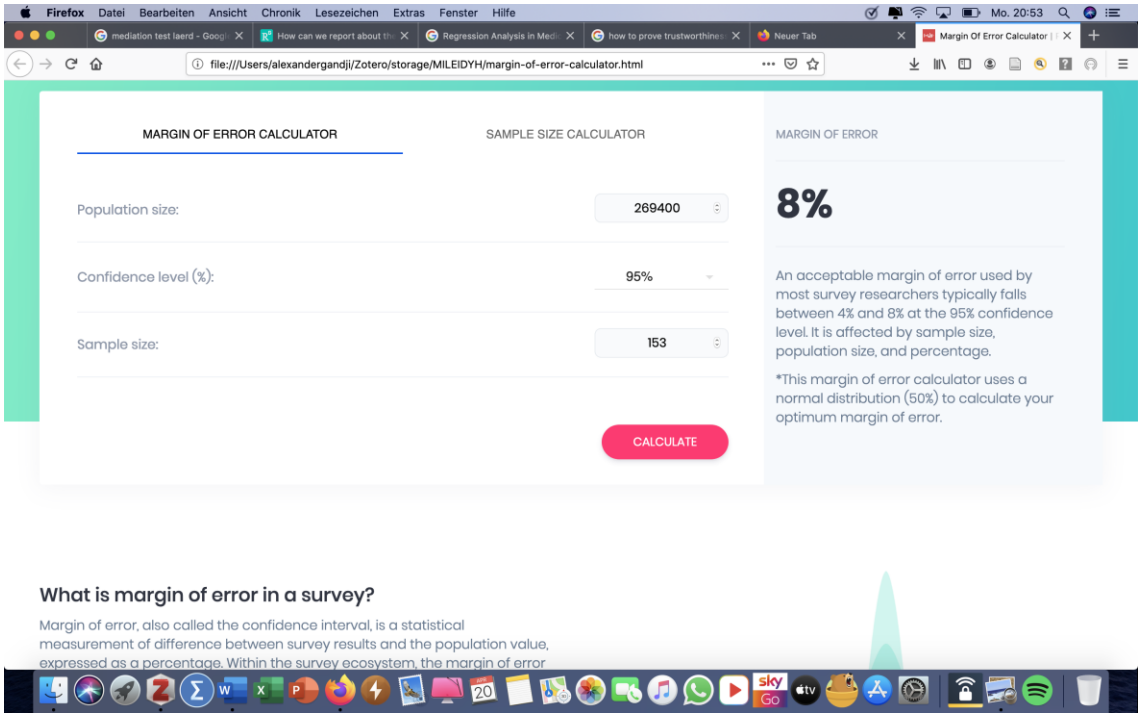
Appendix C-Schedule of Farmer's Markets

Monday (Monday-Friday)	Dublin Food Coop	8am – 7pm
Tuesday (Tuesday-Friday)	Green Door Market	12pm - 7pm
Tuesday	Fayre in the Square	11am – 3pm
Wednesday	Dublin Food Coop & Green Door Market	8am-7pm
Thursday	World Food Market	11.30am - 2.30pm
Saturday	Green Door Market	9.30am - 4pm
Saturday	Temple Bar Food Market	9am - 5pm
Saturday	Honest2Godness	9.30am - 4pm
Saturday	The Fumbally Stables	10am - 2pm
Saturday	Dublin Food Coop	9am to 6pm
Saturday	St. Anne's Park Rahen	
Sunday	Herbert Park	
Sunday	Green Door Market	11am - 5pm
Sunday	Dublin Food Coop	9am to 6pm (BEST for Dublin Food Coop)
Every Day	Thomas Street	9am - 5pm

Appendix D-Margin of Error



Appendix E-Graphs from analysation

Consumer profile

		Count	Column N %
Age Group	18-20	2	1.3%
	21-29	36	23.5%
	30-39	40	26.1%
	40-49	32	20.9%
	50-59	28	18.3%
	60-69	10	6.5%
	70-70+	5	3.3%

Age group of shoppers

		Count	Column N %
Gender	Male	64	41.8%
	Female	89	58.2%

Gender group of shoppers

		Count	Column N %
Purchase Frequency	Once a month	33	21.6%
	Twice a month	31	20.3%
	Three times a month	19	12.4%
	Four times a month	70	45.8%

Purchase frequency of shoppers

				Count	Column N %
Purchase Frequency	Once a month	Age Group	18-20	1	3.0%
			21-29	5	15.2%
			30-39	9	27.3%
			40-49	7	21.2%
			50-59	8	24.2%
			60-69	1	3.0%
			70-70+	2	6.1%
	Twice a month	Age Group	18-20	0	0.0%
			21-29	6	19.4%
			30-39	8	25.8%
			40-49	8	25.8%
			50-59	4	12.9%
			60-69	5	16.1%
			70-70+	0	0.0%
	Three times a month	Age Group	18-20	0	0.0%
			21-29	3	15.8%
			30-39	4	21.1%
			40-49	5	26.3%
			50-59	4	21.1%
			60-69	1	5.3%
			70-70+	2	10.5%
	Four times a month	Age Group	18-20	1	1.4%
			21-29	22	31.4%
			30-39	19	27.1%
			40-49	12	17.1%
			50-59	12	17.1%
			60-69	3	4.3%
			70-70+	1	1.4%

Purchase frequency-age group

				Count	Column N %
Purchase Frequency	Once a month	Gender	Male	16	48.5%
			Female	17	51.5%
	Twice a month	Gender	Male	15	48.4%
			Female	16	51.6%
	Three times a month	Gender	Male	7	36.8%
			Female	12	63.2%
	Four times a month	Gender	Male	26	37.1%
			Female	44	62.9%

Purchase frequency-gender

				Count	Column N %
Age Group	18-20	Preferred Products	Chicken, Beef, Pork	0	0.0%
			Fish	0	0.0%
			Vegetables	1	50.0%
			Fruits	1	50.0%
			Dairy	0	0.0%
	21-29	Preferred Products	Chicken, Beef, Pork	6	16.7%
			Fish	4	11.1%
			Vegetables	10	27.8%
			Fruits	9	25.0%
			Dairy	7	19.4%
	30-39	Preferred Products	Chicken, Beef, Pork	9	22.5%
			Fish	2	5.0%
			Vegetables	15	37.5%
			Fruits	7	17.5%
			Dairy	7	17.5%
	40-49	Preferred Products	Chicken, Beef, Pork	4	12.5%
			Fish	2	6.3%
			Vegetables	11	34.4%
			Fruits	11	34.4%
			Dairy	4	12.5%
	50-59	Preferred Products	Chicken, Beef, Pork	5	17.9%
			Fish	2	7.1%
			Vegetables	8	28.6%
			Fruits	11	39.3%
			Dairy	2	7.1%
	60-69	Preferred Products	Chicken, Beef, Pork	1	10.0%
			Fish	0	0.0%
			Vegetables	4	40.0%
			Fruits	4	40.0%
			Dairy	1	10.0%
	70-70+	Preferred Products	Chicken, Beef, Pork	2	40.0%
			Fish	0	0.0%
			Vegetables	0	0.0%
			Fruits	2	40.0%
			Dairy	1	20.0%

Multiple regression

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.853	.853	3

Cronbach alpha health benefit

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.678	.682	3

Cronbach alpha environment concern

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.880	.881	3

Cronbach alpha animal treatment

Reliability Statistics

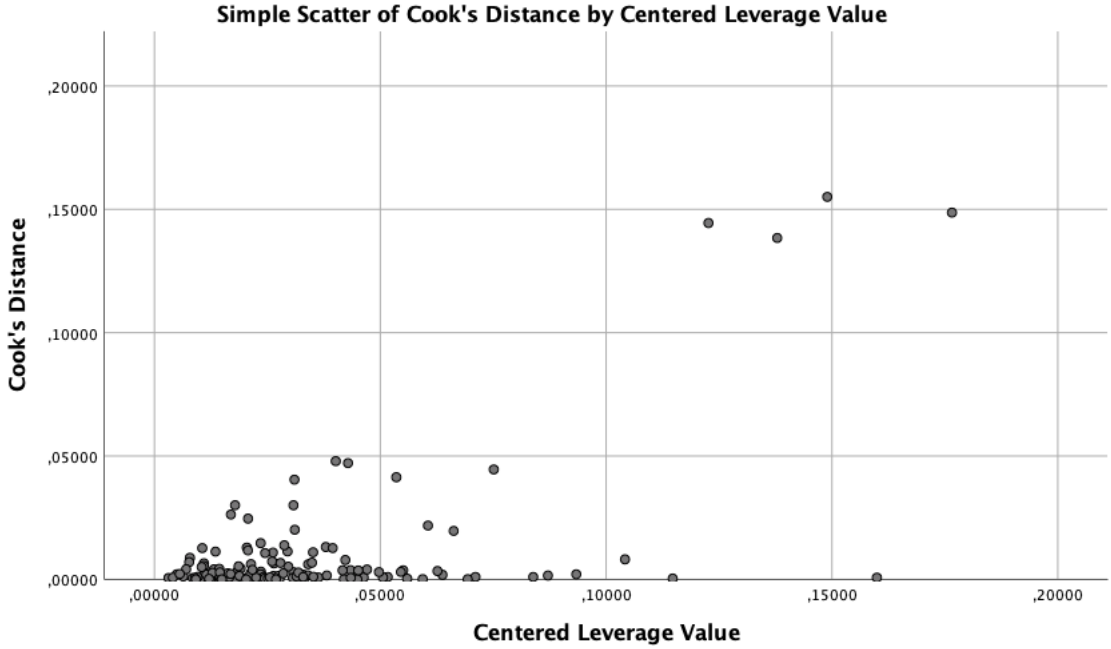
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.680	.678	3

Cronbach alpha higher quality

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.536	.594	3

Cronbach alpha social impact



Cook's distance and centered leverage value

Correlations

		Attitude	Health Benefit	Envrionmental Concern	Animal Treatment	Higher Quality	Social Impact
Pearson Correlation	Attitude	1.000	.532	.526	.313	.599	.201
	Health Benefit	.532	1.000	.506	.380	.581	.257
	Envrionmental Concern	.526	.506	1.000	.448	.537	.317
	Animal Treatment	.313	.380	.448	1.000	.360	.202
	Higher Quality	.599	.581	.537	.360	1.000	.218
	Social Impact	.201	.257	.317	.202	.218	1.000
Sig. (1-tailed)	Attitude	.	.000	.000	.000	.000	.006
	Health Benefit	.000	.	.000	.000	.000	.001
	Envrionmental Concern	.000	.000	.	.000	.000	.000
	Animal Treatment	.000	.000	.000	.	.000	.006
	Higher Quality	.000	.000	.000	.000	.	.003
	Social Impact	.006	.001	.000	.006	.003	.
N	Attitude	153	153	153	153	153	153
	Health Benefit	153	153	153	153	153	153
	Envrionmental Concern	153	153	153	153	153	153
	Animal Treatment	153	153	153	153	153	153
	Higher Quality	153	153	153	153	153	153
	Social Impact	153	153	153	153	153	153

Correlation of variables

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.412	.324		4.353	.000	.771	2.053					
	Health Benefit	.056	.021	.210	2.625	.010	.014	.098	.532	.212	.161	.591	1.691
	Envrionmental Concern	.082	.029	.229	2.837	.005	.025	.139	.526	.228	.174	.582	1.717
	Animal Treatment	.001	.022	.004	.052	.959	-.042	.044	.313	.004	.003	.761	1.315
	Higher Quality	.112	.026	.354	4.373	.000	.061	.162	.599	.339	.269	.579	1.728
	Social Impact	-.001	.020	-.003	-.045	.964	-.040	.038	.201	-.004	-.003	.885	1.130

a. Dependent Variable: Attitude

Coefficient table

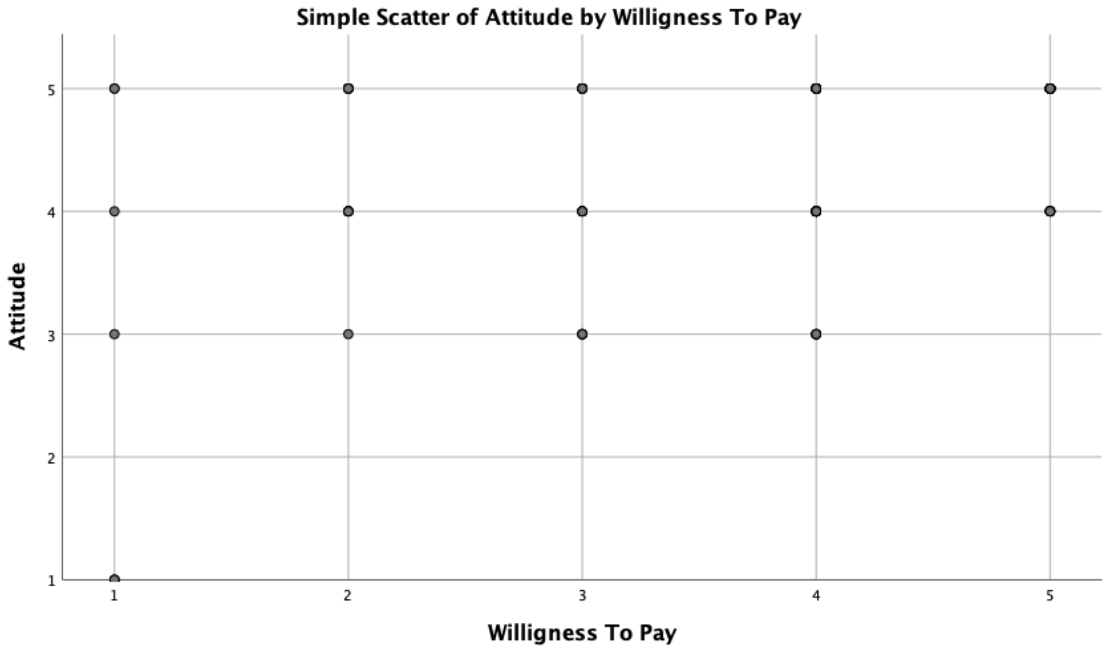
Pearson correlation

Correlations

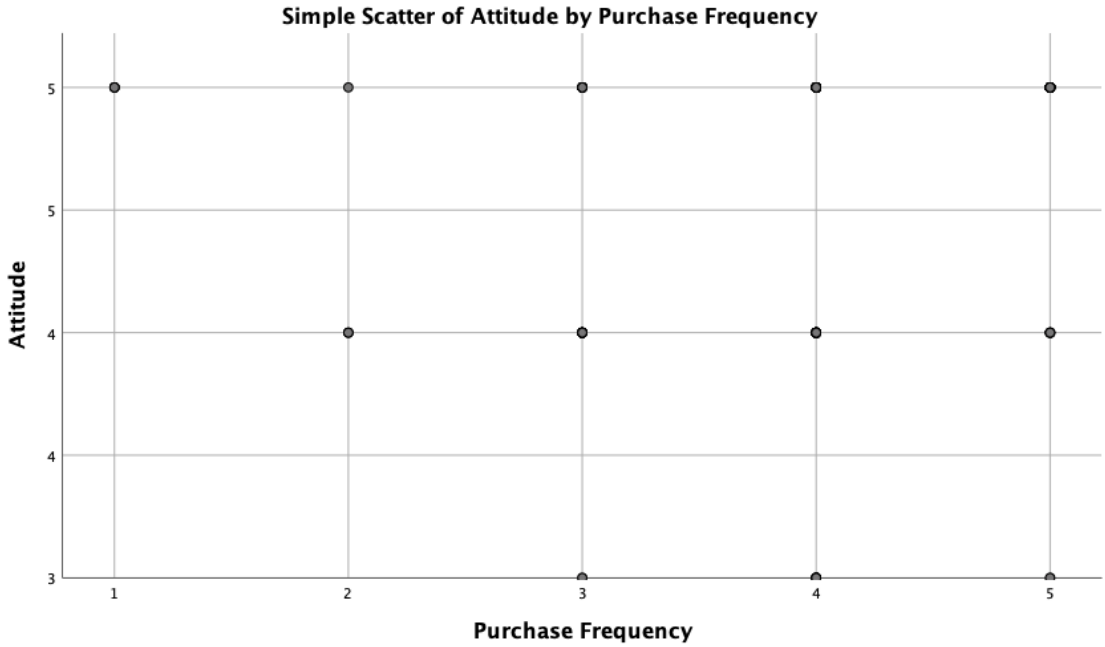
		Attitude	Willigness To Pay	Purchase Frequency	Loyalty
Attitude	Pearson Correlation	1	.297**	.197**	.334**
	Sig. (1-tailed)		.000	.008	.000
	N	150	150	150	150
Willigness To Pay	Pearson Correlation	.297**	1	.464**	.429**
	Sig. (1-tailed)	.000		.000	.000
	N	150	150	150	150
Purchase Frequency	Pearson Correlation	.197**	.464**	1	.571**
	Sig. (1-tailed)	.008	.000		.000
	N	150	150	150	150
Loyalty	Pearson Correlation	.334**	.429**	.571**	1
	Sig. (1-tailed)	.000	.000	.000	
	N	150	150	150	150

**. Correlation is significant at the 0.01 level (1-tailed).

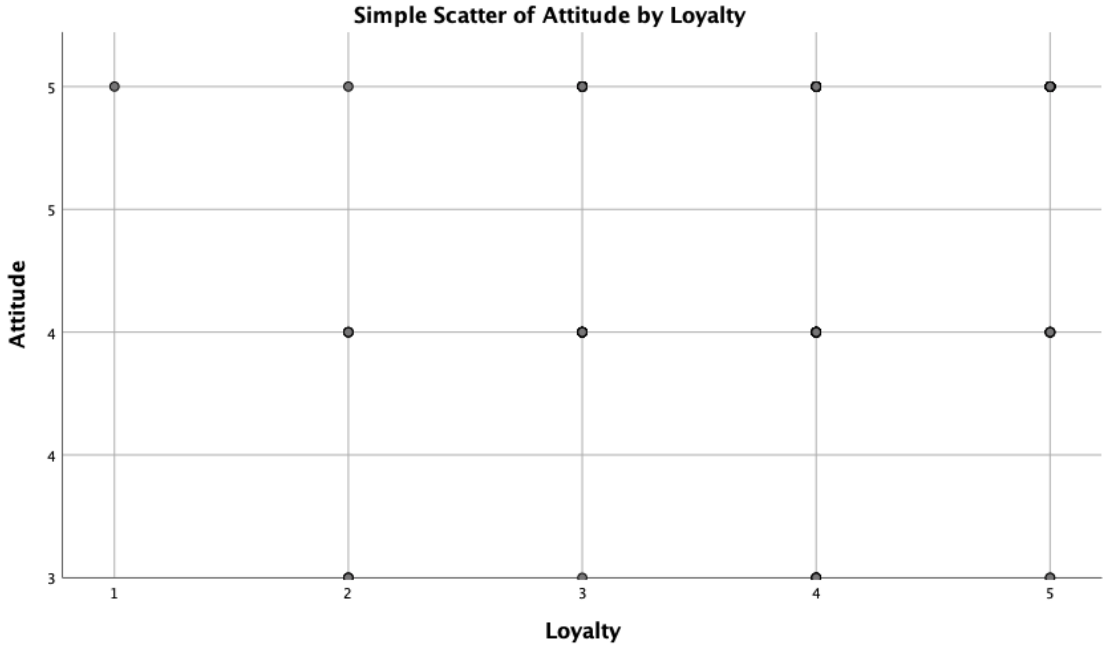
Correlation table



Attitude-willingness to pay



Attitude-purchase frequency



Attitude-loyalty

Independent t-test

Tests of Normality

	Type of Questionnaire	Kolmogorov-Smirnov[a] Statistic	df	Sig.	Shapiro-Wilk Statistic	df	Sig.
Attitude	Face-To-Face	.448	62	.000	.582	62	.000
	Online	.384	69	.000	.686	69	.000
WTP	Face-To-Face	.304	62	.000	.762	62	.000
	Online	.245	69	.000	.830	69	.000
Attitude Purchase Frequency	Face-To-Face	.295	62	.000	.770	62	.000
	Online	.230	69	.000	.835	69	.000
Loyalty	Face-To-Face	.358	62	.000	.715	62	.000
	Online	.199	69	.000	.863	69	.000
Health Benefit	Face-To-Face	.263	62	.000	.799	62	.000
	Online	.129	69	.006	.930	69	.001
Environmental Concern	Face-To-Face	.289	62	.000	.806	62	.000
	Online	.146	69	.001	.909	69	.000
Animal Treatment	Face-To-Face	.244	62	.000	.826	62	.000
	Online	.125	69	.009	.928	69	.001
Higher Quality	Face-To-Face	.162	62	.000	.929	62	.001
	Online	.167	69	.000	.924	69	.000
Social Impact	Face-To-Face	.138	62	.005	.950	62	.013
	Online	.119	69	.017	.940	69	.002

a. Lilliefors Significance Correction

Test for normality

Independent Samples Test

		Levene's Test for Equality of Variances F	Sig.	t-test for Equality of Means t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower	Upper
Attitude	Equal variances assumed	3,093	,081	1,287	129	,200	,141	,110	-,076	,358
	Equal variances not assumed			1,294	128,985	,198	,141	,109	-,075	,357

Test results attitude

Group Statistics

	Type of Questionnaire	N	Mean	Std. Deviation	Std. Error Mean
WTP	Face-To-Face	62	4,35	,704	,089
	Online	69	3,86	1,179	,142

Independent Samples Test

		Levene's Test for Equality of Variances F	Sig.	t-test for Equality of Means t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower	Upper
WTP	Equal variances assumed	12,265	,001	2,904	129	,004	,500	,172	,159	,840
	Equal variances not assumed			2,980	112,814	,004	,500	,168	,167	,832

Test results willingness to pay

Group Statistics

	Type of Questionnaire	N	Mean	Std. Deviation	Std. Error Mean
Loyalty	Face-To-Face	62	4,44	,738	,094
	Online	69	3,88	1,008	,121

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Loyalty	Equal variances assumed	3,762	,055	3,538	129	,001	,551	,156	,243	,860
	Equal variances not assumed			3,596	124,118	,000	,551	,153	,248	,855

Test results loyalty

Group Statistics

	Type of Questionnaire	N	Mean	Std. Deviation	Std. Error Mean
Health Benefit	Face-To-Face	62	13,18	2,214	,281
	Online	69	11,71	2,533	,305

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Health Benefit	Equal variances assumed	,398	,529	3,512	129	,001	1,467	,418	,641	2,294
	Equal variances not assumed			3,538	128,909	,001	1,467	,415	,647	2,288

Test results health benefit

Group Statistics

	Type of Questionnaire	N	Mean	Std. Deviation	Std. Error Mean
Environmental Concern	Face-To-Face	62	13,81	1,389	,176
	Online	69	12,72	1,984	,239

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Environmental Concern	Equal variances assumed	6,502	,012	3,576	129	,000	1,082	,302	,483	1,680
	Equal variances not assumed			3,643	121,952	,000	1,082	,297	,494	1,670

Test results environmental concern

Group Statistics

	Type of Questionnaire	N	Mean	Std. Deviation	Std. Error Mean
Animal Treatment	Face-To-Face	62	13,23	2,036	,259
	Online	69	12,49	1,937	,233

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Animal Treatment	Equal variances assumed	,240	,625	2,111	129	,037	,733	,347	,046	1,420
	Equal variances not assumed			2,105	125,889	,037	,733	,348	,044	1,422

Test results animal treatment

Group Statistics

	Type of Questionnaire	N	Mean	Std. Deviation	Std. Error Mean
Higher Quality	Face-To-Face	62	12,65	1,793	,228
	Online	69	12,10	2,177	,262

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Higher Quality	Equal variances assumed	1,748	,188	1,550	129	,124	,544	,351	-,150	1,238
	Equal variances not assumed			1,566	128,068	,120	,544	,347	-,143	1,231

Test results higher quality

Group Statistics

	Type of Questionnaire	N	Mean	Std. Deviation	Std. Error Mean
Social Impact	Face-To-Face	62	6,68	2,238	,284
	Online	69	6,51	2,677	,322

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Social Impact	Equal variances assumed	2,990	,086	,392	129	,696	,170	,434	-,688	1,028
	Equal variances not assumed			,396	128,358	,693	,170	,430	-,680	1,020

Test results social impact

Appendix F-Data files

Google forms

afraid of being socially excluded (e.g. Friends don't talk to me, Family is disappointed, etc.)	Please enter your Name	Please enter date of participation
1	Johannes Clamans	2020-03-20
1	Ebertz Alexander	2020-03-20
1	Anne Plonz	2020-03-20
2	Carina	2020-09-15
1	David Rangk	2020-03-20
1	Katie	2020-03-20
1	Alexander Gandji	2020-03-20
2	Morgan McTeigue	2020-03-20
1	Siobhan McTeigue	2020-03-20
1	Alena. H	1992-06-11
4	Peadar	2020-03-20
3	J	2020-03-21
1	Sylwia	2020-03-21
1	Julie	2020-03-21
1	Ni	
1	Bowie	1999-02-16
1	Semih Aydin	2020-03-21
1	Daniel	2020-03-21
1	Jacob	2020-03-21
1	Hubert	2020-03-21
1	Deirdre	2020-03-20
1	Ailsa Lyons	1980-04-15
2	Charlotte Brodeur	2020-03-21
2	Jerrold Ruiz	2020-03-22
1	Lukas Mayer	2020-03-22
1		2020-03-22
	Diane Forsyth	2020-03-22
1	Su Moncelet	2020-03-21
1	Emily	2020-04-22
1	Catherine Emerson	2020-03-22
1	Sandra Mühle	2020-03-22
1		2020-03-22

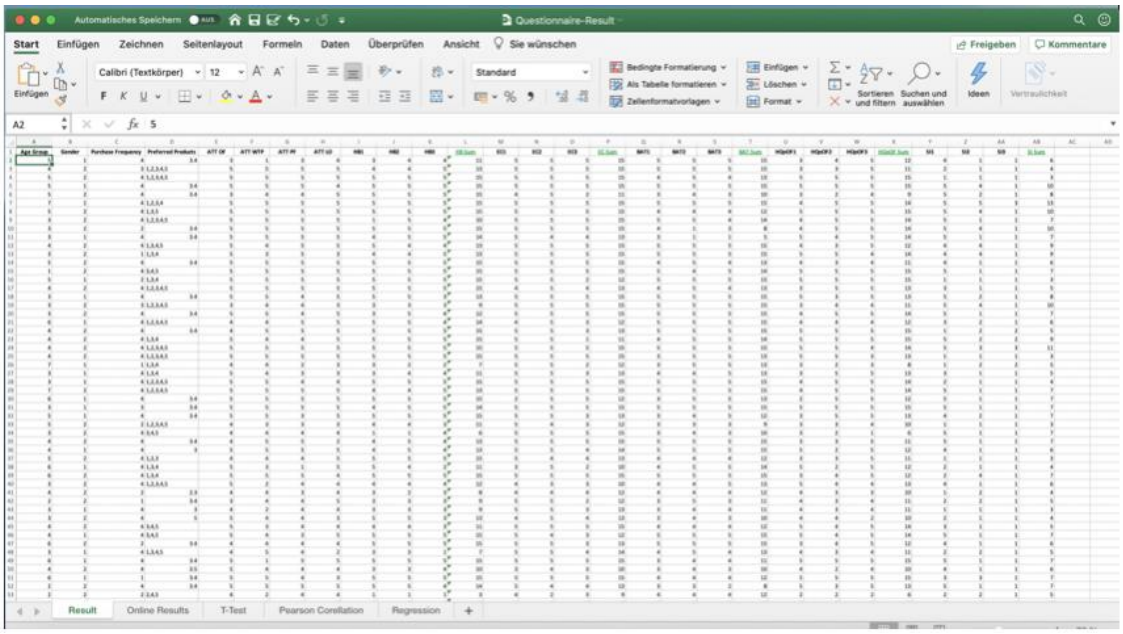
1	Kerry	2020-03-22
1	Gillian	1979-04-30
1	Victoria	2020-03-22
1	Gabi Plonz	2020-03-22
1	Jane Sevastopulo	2020-03-22
1	Kat Baker	2020-03-22
1	David Steger	2020-03-23
1	James Doyle	2020-03-23
2	Ben Collins	2020-03-23
1	Sarah Connolly	2020-03-23
1	Kate Hughes	2020-03-23
1	Lisa Campbell	2020-03-23
2	Liam Duffy	2020-03-23
1	Peter Donovan	2020-03-23
1	Pirus Gandji	2020-03-22
1	Niall Stonel	2020-03-23
1	Thomas Seubert	2020-03-24
1	gary b	
1	Cheya Took	2020-03-25
1	Sam Opperman	2020-03-25
3	Paul Brückner	2020-03-25
2	Arthur Girard	2020-03-26
1	Richard Turner	2020-03-26
1	Tom Delaney	2020-03-26
1	Lucia Moreno	2020-03-26
4	Michael Woodhouse	2020-03-26
1	Darren Griffin	2020-03-26
1	Tiffany Porter	2020-03-26
1	Molly O'Brien	2020-03-26
1	Debbie Gibney	2020-03-26
2	Sam Finegan	2020-03-26
2	Elena Vazquez	2020-03-26
1	John Donoghue	2020-03-26
1	Jonathan Walsh	2020-03-26
3	Tony	2020-03-26
1	Borucka	2020-03-27

Blatt 1

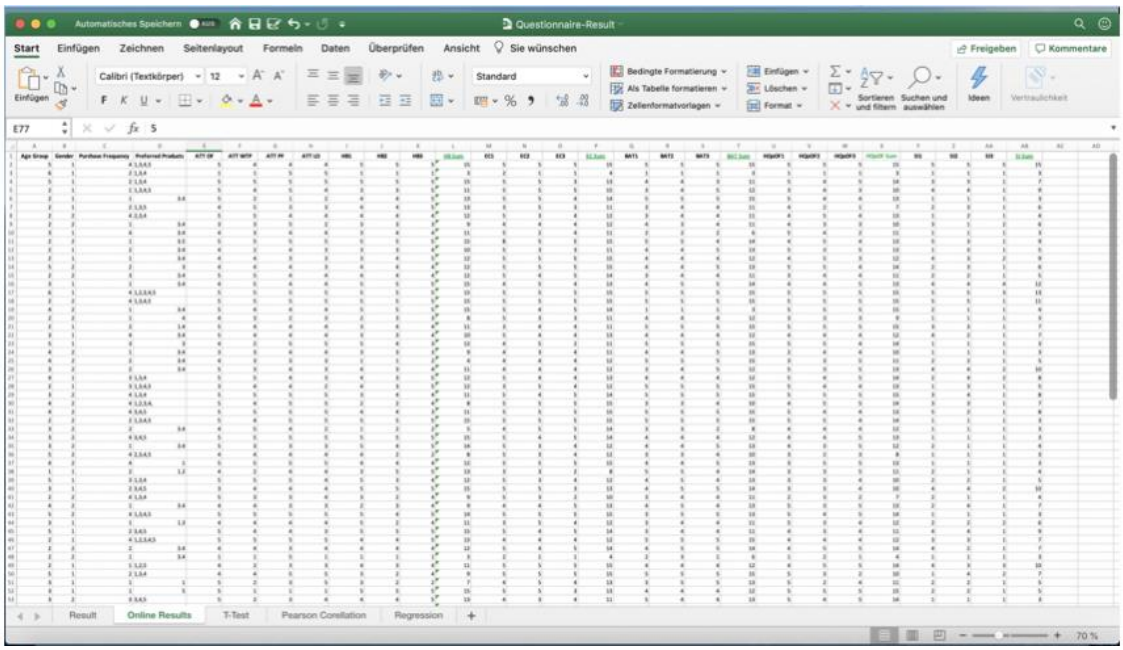
1	Alexandra	2020-03-29
1	Isla Nolan	2020-03-29
1	Yvonne Carty	2020-03-29
1	Jacob Byrne	2020-03-29
2	Rob Matthews	2020-03-29
2	Fiona Lynch	2020-03-29
1	Peter Higgins	2020-03-29
1	Laura Cosgrove	1976-09-16
1	Janet	2020-03-29
1	Marianne Creyf	2020-03-29
1	Eva	2020-03-28
2	Tizi Rosenthal	2020-03-29
1	Ebba Lund	2020-03-29
1	Kim Rudge	2020-03-29
1	Jean	2020-09-17
2	Elaine Phelan	2020-04-01
1		
1	Ciara	2020-04-05
1	Camila Almeida	2020-04-16
1	Niall Stonell	
1	Mary Roscommon	2020-05-01

Excel data files

Face-to-face results



Online results

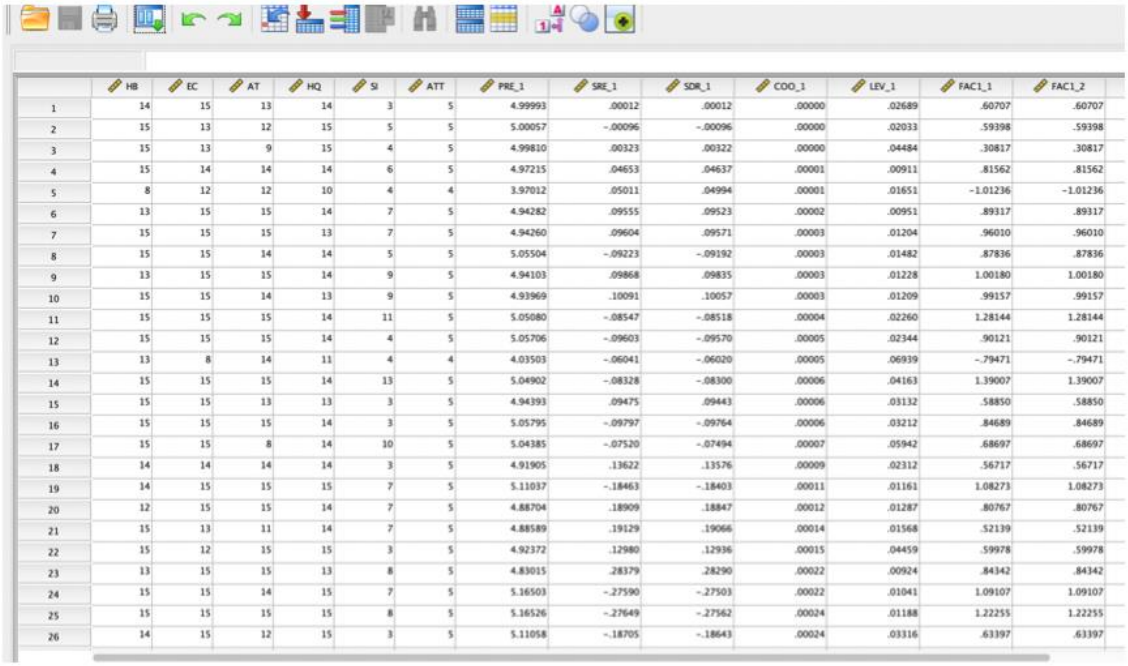


<u>SPSS data files</u>

Consumer profile data sheet SPSS

	AG	Gender	PF	PP	ATT	ATTWTP	var
1	5	1	4	1	3	4	
2	6	2	3	3	5	1	
3	5	2	4	4	5	5	
4	2	1	4	5	5	4	
5	2	2	4	1	3	2	
6	2	1	4	3	5	5	
7	2	2	4	4	5	5	
8	2	2	4	1	5	3	
9	3	2	2	3	5	3	
10	2	1	4	4	5	5	
11	2	2	4	1	5	2	
12	2	2	1	3	5	4	
13	5	2	4	4	5	4	
14	2	2	4	5	5	5	
15	3	1	2	3	5	5	
16	6	2	4	4	5	5	
17	2	1	4	1	5	5	
18	4	2	3	3	3	4	
19	2	2	4	5	5	3	
20	2	1	4	2	4	4	
21	3	2	4	3	4	4	
22	5	2	4	4	5	2	
23	4	2	4	3	5	3	
24	4	2	4	4	5	3	
25	3	1	1	3	4	3	
26	4	1	4	4	5	5	

Multiple regression data sheet

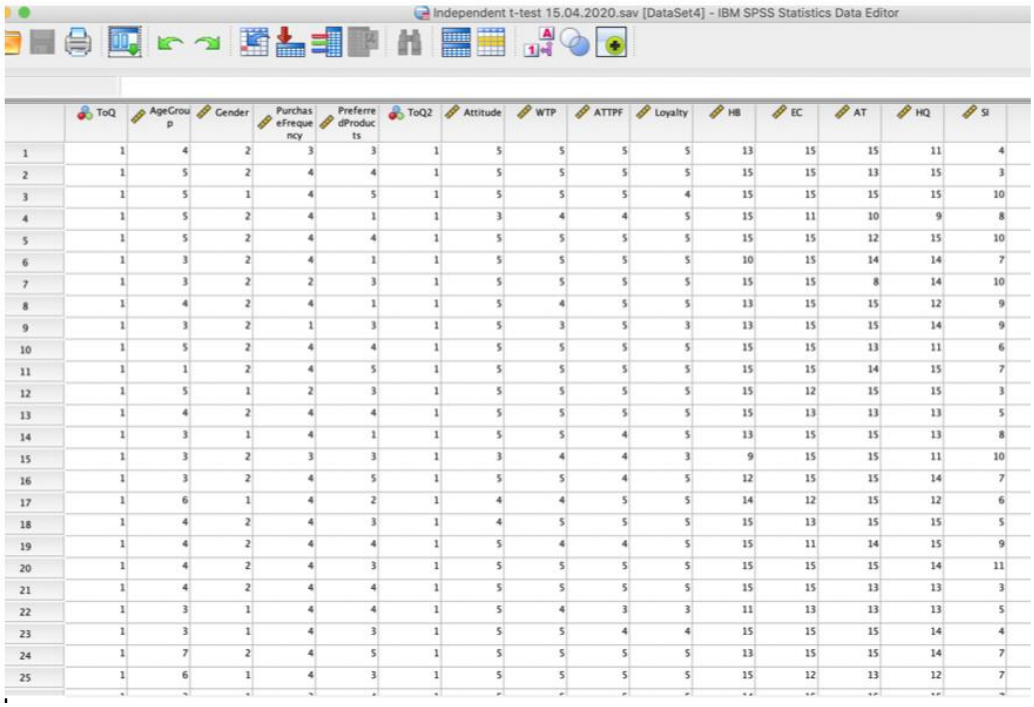


	HB	EC	AT	HQ	SI	ATT	PRE_1	SRE_1	SDR_1	COO_1	LEV_1	FAC1_1	FAC1_2
1	14	15	13	14	3	5	4.99993	.00012	.00012	.00000	.02689	.60707	.60707
2	15	13	12	15	5	5	5.00057	-.00096	-.00096	.00000	.02033	.59398	.59398
3	15	13	9	15	4	5	4.99810	.00323	.00322	.00000	.04484	.30817	.30817
4	15	14	14	14	6	5	4.97215	.04653	.04637	.00001	.00911	.81562	.81562
5	8	12	12	10	4	4	3.97012	.05011	.04994	.00001	.01651	-1.01236	-1.01236
6	13	15	15	14	7	5	4.94282	.09555	.09523	.00002	.00951	.89317	.89317
7	15	15	15	13	7	5	4.94260	.09604	.09571	.00003	.01204	.96010	.96010
8	15	15	14	14	5	5	5.05504	-.09223	-.09192	.00003	.01482	.87836	.87836
9	13	15	15	14	9	5	4.94103	.09868	.09835	.00003	.01228	1.00180	1.00180
10	15	15	14	13	9	5	4.93969	.10091	.10057	.00003	.01209	.99157	.99157
11	15	15	15	14	11	5	5.05080	-.08547	-.08518	.00004	.02260	1.28144	1.28144
12	15	15	15	14	4	5	5.05706	-.09603	-.09570	.00005	.02344	.90121	.90121
13	13	8	14	11	4	4	4.03503	-.06041	-.06020	.00005	.06939	-.79471	-.79471
14	15	15	15	14	13	5	5.04902	-.08328	-.08300	.00006	.04163	1.39007	1.39007
15	15	15	13	13	3	5	4.94393	.09475	.09443	.00006	.03132	.58850	.58850
16	15	15	15	14	3	5	5.05795	-.09797	-.09764	.00006	.03212	.84689	.84689
17	15	15	8	14	10	5	5.04385	-.07520	-.07494	.00007	.05942	.68697	.68697
18	14	14	14	14	3	5	4.91905	.13622	.13576	.00009	.02312	.56717	.56717
19	14	15	15	15	7	5	5.11037	-.18463	-.18403	.00011	.01161	1.08273	1.08273
20	12	15	15	14	7	5	4.88704	.18909	.18847	.00012	.01287	.80767	.80767
21	15	13	11	14	7	5	4.88589	.19129	.19066	.00014	.01568	.52139	.52139
22	15	12	15	15	3	5	4.92372	.12980	.12936	.00015	.04459	.59978	.59978
23	13	15	15	13	8	5	4.83015	.28379	.28290	.00022	.00924	.84342	.84342
24	15	15	14	15	7	5	5.16503	-.27590	-.27503	.00022	.01041	1.09107	1.09107
25	15	15	15	15	8	5	5.16526	-.27649	-.27562	.00024	.01188	1.22255	1.22255
26	14	15	12	15	3	5	5.11058	-.18705	-.18643	.00024	.03316	.63397	.63397

Pearson correlation

	ATT	WTP	PF	LO	var
1	3	1	3	4	
2	5	5	5	5	
3	5	5	5	5	
4	5	5	5	4	
5	3	4	4	5	
6	5	5	5	5	
7	5	5	5	5	
8	5	5	5	5	
9	5	5	5	5	
10	5	5	5	5	
11	5	4	5	5	
12	5	3	5	3	
13	5	5	5	5	
14	5	5	5	5	
15	5	5	5	5	
16	5	5	5	5	
17	5	5	4	5	
18	3	4	4	3	
19	5	5	4	5	
20	4	4	5	5	
21	4	5	5	5	
22	5	4	4	5	
23	5	5	5	5	
24	5	5	5	5	
25	4	4	2	3	
26	5	4	3	3	

Independent t-test


Independent t-test 15.04.2020.sav [DataSet4] - IBM SPSS Statistics Data Editor

	ToQ	AgeGroup	Gender	PurchaseFrequency	PreferredProducts	ToQ2	Attitude	WTP	ATTPF	Loyalty	HB	EC	AT	HQ	SI
1	1	4	2	3	3	1	5	5	5	5	13	15	15	11	4
2	1	5	2	4	4	1	5	5	5	5	15	15	13	15	3
3	1	5	1	4	5	1	5	5	5	4	15	15	15	15	10
4	1	5	2	4	1	1	3	4	4	5	15	11	10	9	8
5	1	5	2	4	4	1	5	5	5	5	15	15	12	15	10
6	1	3	2	4	1	1	5	5	5	5	10	15	14	14	7
7	1	3	2	2	3	1	5	5	5	5	15	15	8	14	10
8	1	4	2	4	1	1	5	4	5	5	13	15	15	12	9
9	1	3	2	1	3	1	5	3	5	3	13	15	15	14	9
10	1	5	2	4	4	1	5	5	5	5	15	15	13	11	6
11	1	1	2	4	5	1	5	5	5	5	15	15	14	15	7
12	1	5	1	2	3	1	5	5	5	5	15	12	15	15	3
13	1	4	2	4	4	1	5	5	5	5	15	13	13	13	5
14	1	3	1	4	1	1	5	5	4	5	13	15	15	13	8
15	1	3	2	3	3	1	3	4	4	3	9	15	15	11	10
16	1	3	2	4	5	1	5	5	4	5	12	15	15	14	7
17	1	6	1	4	2	1	4	4	5	5	14	12	15	12	6
18	1	4	2	4	3	1	4	5	5	5	15	13	15	15	5
19	1	4	2	4	4	1	5	4	4	5	15	11	14	15	9
20	1	4	2	4	3	1	5	5	5	5	15	15	15	14	11
21	1	4	2	4	4	1	5	5	5	5	15	15	13	13	3
22	1	3	1	4	4	1	5	4	3	3	11	13	13	13	5
23	1	3	1	4	3	1	5	5	4	4	15	15	15	14	4
24	1	7	2	4	5	1	5	5	5	5	13	15	15	14	7
25	1	6	1	4	3	1	5	5	5	5	15	12	13	12	7