

Social Identity as a Driver for Organic Food Consumption

ABSTRACT. There has been a large increase in consumption of organic food in Sweden during recent years. The sales increase on the Swedish organic food market in 2014 was the largest in the world, which made the Swedish market interesting to study. Whereas previous studies have investigated motives such as health and environmental care, this study explores the extent to which social identity is a driver for organic food consumption by measuring different aspects of social identity, such as social value, assimilation, the role of social context, moral identity and self-expression. The method in this study consists of a pre-study with expert interviews as well as a main study consisting of a questionnaire. We use parametric tests to compare groups and study whether there is a difference between consumers who buy less and more organic food. We find evidence that social identity is a driver for organic food consumption and that this driver is stronger for consumers who buy a greater extent of organic food. These findings provide valuable insights of the motivations of organic food consumers and can aid marketers in their targeting strategy.

KEYWORDS. Organic food, social identity, moral identity, assimilation, self-expression.

AUTHORS

Kristersson, Kajsa, 22687

Ramel, Daniella, 22691

EXAMINATOR

Löfgren, Angelika

TUTOR

Rademaker, Claudia

DATE OF SUBMISSION

18 May, 2015

A WARM THANKS TO

CLAUDIA RADEMAKER, for valuable insights and discussion.

SALTÅ KVARN, for sharing valuable insights about the organic food market.

NEPA, for collaborating and assisting with data collection.

THE 603 RESPONDENTS, for spending time answering the survey.

FRIENDS AND FAMILY, for love and support.

TABLE OF CONTENT

GLOSSARY.....	6
1. INTRODUCTION.....	7
1.1 Background	7
1.2 Purpose and Research Question	9
1.3 Delimitation.....	10
1.4 Contribution to Research.....	10
2. THEORETICAL FRAMEWORK	11
2.1 Maslow’s Hierarchy of Needs.....	11
2.2 The Social Identity Theory.....	12
2.3 The Optimal Distinctiveness Theory.....	13
2.4 The Theory of Planned Behavior	15
2.5 Moral Identity.....	16
2.6 Attitude as a Mean of Self-Expression.....	18
2.7 Summary of the Theoretical Framework	19
3. METHODOLOGY	19
3.1 Research Approach	19
3.2 Research Design.....	20
3.3 Pre-Study	20
3.3.1 Participants	20
3.3.2 Data Collection	20
3.5 Main Study	21
3.5.1 Survey Design.....	21
3.5.2 Participants	22
3.5.3 Data Collection	23
3.5.4 Variables of Investigation.....	24

3.6 Reliability and Validity	26
3.6.1 Reliability	26
3.6.2. Validity	27
3.7 Tool of Analysis	28
4. PRE-STUDY RESULTS.....	28
5. MAIN STUDY RESULTS	29
5.1 Basis of Analysis	29
5.2 Indications of Social Identity	31
5.3 Survey.....	32
5.3.1 Social Value.....	32
5.3.2 Assimilation.....	34
5.3.3 Social Context.....	34
5.3.4 Moral Identity	34
5.3.5 Self-Expression.....	35
5.4 Summary of Findings	37
6. DISCUSSION.....	37
6.1 Discussion of Results	37
6.1.1 The Role of Social Value in Social Identity	37
6.1.2 The Role of Assimilation in Social Identity	38
6.1.3 The Role of Social Context in Social Identity	39
6.1.4 The Role of Moral Identity in Social Identity	39
6.1.5 The Role of Self-Expression in Social Identity	40
6.2 Conclusion.....	40
6.3 Limitations	40
6.4 Academic and Managerial Implications.....	41
6.4.1 Future Research	41
6.4.2 Practical Application	42

7. REFERENCES.....	43
8. APPENDICES	48
Appendix A	48
Appendix B	50
Appendix C	56

GLOSSARY

ORGANIC. Organic food refers food that has been produced in a way that tries to use energy, land and water in the most sustainable way as well as to promote biodiversity and animal welfare. (Jordbruksverket, 2014)

SOCIAL IDENTITY. In this study, social identity refers to a part of an individual's identity that expresses social attitudes, beliefs and values.

SOCIAL VALUE. In this study, social value refers to the values and characteristics that an individual attaches to a certain group.

ASSIMILATION. The concept of belonging to a group and the need to feel included (Pickett and Brewer, 2001).

SOCIAL CONTEXT. In this study, social context refers to a certain setting in which you are surrounded by others.

MORAL IDENTITY. In this study, a part of an individual's identity that expresses moral attitudes, beliefs and values.

SELF-EXPRESSION. The need to express one's central values, which are a part of one's identity (Katz, 1960).

ALTRUISTIC. Doing something altruistic is to do something unselfish (Nationalencyklopedin, 2015).

1. INTRODUCTION

This section aims to give the reader an overall understanding of the concerned topics. Furthermore, purpose, delimitation and contribution to research are discussed in this section.

1.1 Background

Demand for Organic Food

Consumers worldwide and especially in Sweden show an increasing interest for less eco-harmful consumption patterns (Rademaker, 2013). One such consumption pattern that can be recognized in Sweden is the rising popularity of organic foods (Euromonitor International, 2014). The demand for organic food products in Sweden has grown substantially in recent years with the most prominent increase in sales in 2014. According to Ryegård and Ryegård (2015), the total sales of organic food from 2013 to 2014 increased with 38 per cent, which was the largest increase in the world. The global market for organic products has experienced significant growth in the last decade (Ryegård and Ryegård, 2015) reaching 72 billion U.S. dollars in 2013 (Lernoud and Willer, 2015). At the same time, green consumerism and the role of eco-marketing have become increasingly important for increasing the market share of sustainable food products (Bartels & Hoogendam, 2011).

Hence, there are many studies that have focused on understanding the factors behind organic food consumption, where most of the studies have identified the demographic factors that determine organic food choice. These studies have found that regular consumers of organic products tend to be women between the ages of 18-40 who usually are educated, affluent and of higher social class (Foster and Padel, 2005; Rodriguez, 2011). Several studies in this field have also tried to understand the factors that motivate consumers to buy organic food. Schroeder (2014) concluded that health, food safety, labeling and organic marketing influence consumers' purchasing motivations for organic food, while other studies have found that ethical, moral, political and religious motives are drivers for organic food consumption (Honkanen, Verplanken and Olsen, 2006; McEachern and McClean, 2002). The research made on organic food consumption in Sweden has mostly been concerned with finding demographic characteristics of organic consumers and their attitudes toward organic food (Magnusson et. al., 2001). Furthermore, research has shown that personal beliefs about green ethical issues can impact a predisposition to make a more green decision (Rademaker, 2013).

To our knowledge, however, it is only in recent years, that research in this field has attempted to investigate the social and psychological motives behind organic food consumption more thoroughly (Bartels and Hoogendam, 2011; Costa, Zepeda and Sirieix, 2014; Hwang, 2015). Central in these studies is that organic food consumption is used as a way to present one's identity. Product choices reflect the image of the self, thereby products can be used as a tool for presenting the self (Belk, 1988). Also, some previous research has recognized that food is an expression of identity and values (Senauer, 2001).

Social Identity

According to the Social Identity Theory, developed by Tajfel (1972), individuals base their sense of identity on their perceived membership to certain social groups. Furthermore, research on ethical consumers has highlighted their growing significance as a group (Matthews, 1994; Vaughan, 1993). Previous findings suggest that organic food consumers also are a type of a social group and that the need to signal social identity may be a reason for why people choose to buy organic food (Costa, Zepeda and Sirieix, 2014; Bartels and Onwezen, 2013; Rodriguez, 2011). One of the studies showed that consumers validate their commitment to sustainability by buying food at organic food venues (Costa, Zepeda and Sirieix, 2014), whereas the other study found that organic buyers are more likely to buy organic food because they feel a sense of being part of a well informed elite group (Rodriguez, 2011).

Problem Area

Sweden ranks first in the EU consumption of organic foods according to the Swedish Institute (2012) and has been one of the leading countries when it comes to Corporate Social Responsibility (CSR) for many years (The Swedish Institute, 2013). In addition, Sweden topped the RobecoSAM Country Sustainability Ranking in 2013, which is based on 17 social, environmental and governance indicators. Furthermore, according to the World Values Survey (2015), Sweden is one of the countries that scores highly on self-expression values. This implies that survival values such as economic and physical security are not emphasized as much and instead high priority is given to environmental protection, growing tolerance of foreigners and gender equality. From this point of view, Sweden is quite unique in the sense of how much care is given to environment and sustainability issues.

The drivers for engaging in less eco-harmful consumption patterns are not yet clear, however social factors have shown to be important predictors. For example, it has been found that the perceived norm of a behaviorally relevant reference group was related to the intention to engage in household recycling (Hogg, Terry and White, 1999). Furthermore, it has been suggested that subjective norms affect the intention to buy organic food (Tarkiainen and Sundqvist, 2005). It has been found that social identity may be a driver for organic food consumption in countries other than Sweden (Rodriguez, 2011; Costa, Zepeda and Sirieix, 2014). The research made on organic food consumption in Sweden has mostly been concerned with finding demographic characteristics of organic consumers and their attitudes toward organic food (Magnusson et. al., 2001). Furthermore, according to Ryegård and Ryegård (2015), consumers' increasing interest in their own health has been an important contributor to the increased demand for organic food, however, environmental concerns and an interest in protecting animal welfare among Swedish consumers still seem to be the main reasons for purchasing organic food.

As it has been suggested that social identity is a driver of organic food consumption (Rodriguez, 2011; Costa, Zepeda and Sirieix, 2014) and since Sweden has experienced a substantial growth in organic food consumption, it would be valuable to investigate whether social identity is a driver of organic food consumption in Sweden.

1.2 Purpose and Research Question

Sweden is one of the leading countries when it comes to organic food consumption as well as a country that cares a lot for the environment and sustainability. There is a lack of research within the area of social identity and organic food consumption in Sweden, even though it is one of the most salient countries in these aspects. Therefore, the purpose of this study is to investigate whether social identity is a driver for organic food consumption in Sweden. We will explore this by measuring social identity in terms of social value, social context, assimilation, moral identity and self-expression. Hence, our main research question is:

RQ: *To what extent is social identity a driver for organic food consumption?*

1.3 Delimitation

Firstly, we restricted our study to individuals in the Business-to-Consumer perspective in marketing. We wanted to study the individual perspective and not on what organizations and businesses might believe. Since the trend in organic food consumption is increasing in Sweden, we found that the Swedish market would be particularly interesting to study and therefore we decided to do this study among Swedish people and make delimitation from the rest of the world.

Since this study has the purpose of investigating whether social identity is a driver for organic food consumption, we only included consumers who buy organic food and therefore people that do not consume organic food were not included in the scope of this study. Among the factors that are showed to influence consumers' motivations to buy organic food, we have chosen to limit this thesis to social identity. Furthermore, no organic food brands were mentioned in the study so that brand attitudes towards any particular organic food brands would not make the respondents' perception of organic food biased. The focus was only on the term "organic food" and therefore the results should not be affected by the respondents' brand attitudes.

1.4 Contribution to Research

As there still exist a discrepancy between attitudes and behavior when it comes to organic food purchasing (Foster, 2005), we find this area particularly important to study and therefore we hope that our thesis can contribute to filling this research gap. To our knowledge, no studies have yet been made that have investigated the role of social identity in organic food consumption among Swedish consumers. By exploring whether social identity is a motivational driver among organic food consumers in Sweden, we hope to add to existing research that has found social identity to be a driver in other countries. With this thesis, we intend to apply various concepts linked to social identity in order to test their relevance among organic food consumers. Furthermore, focus will be put on measuring social identity through essential concepts in the Optimal Distinctiveness Theory, which not yet have been used to study organic food consumption. By studying whether social factors among consumers are important, we also hope to contribute to existing research that has applied modified versions of the Theory of Planned Behavior in understanding the engagement in environmentally sustainable consumption behavior. In addition, since there are few studies made on identity as

a source of moral behavior, our thesis may inspire to look more closely into that area of research.

2. THEORETICAL FRAMEWORK

This section is providing a deeper understanding of theories and concepts that constitute the foundation of the thesis and upon which the hypotheses have been built. A summary of the Theoretical framework can be seen in section 2.7.

2.1 Maslow's Hierarchy of Needs

According to Maslow's Hierarchy of Needs, individuals have to satisfy their most fundamental needs before they can strive to achieve their full potential (Maslow, 1943). Maslow's theory is usually illustrated by a pyramid consisting of five levels, where the lowest level depicts the most important needs and the highest level represents the needs, which only become prioritized after all lower levels have been reasonably fulfilled. First, physiological needs such as food and shelter have to be fulfilled and after that health and safety needs. The third level of needs concerns individuals' need for belongingness and their relationships to other people. The fourth and the fifth level concern self-esteem and self-actualization needs respectively. Self-esteem needs might for example be the desire for achievement, prestige, recognition and appreciation, whereas self-actualization is defined as "the desire to become more and more like one is, to become everything that one is capable of becoming" (Leavitt, Pondy and Boje, 1988).

Previous research suggests that consumers in Europe and the U.S. are motivated by more complex factors higher up on Maslow's pyramid when it comes to food choice (Senauer, 2001). According to Senauer (2001), out of a historical perspective, food consumption among the elites in society, such as the aristocracy in Europe, was motivated by the need for prestige, superiority and status. More recently a study conducted in the Netherlands has suggested that consumers who are higher up Maslow's Hierarchy have a greater interest in making healthy food choices and this only becomes prioritized once other needs have been satisfied (van Lenthe, Jansen and Kamphuis, 2015). Furthermore, this study suggests that the interest in pursuing healthy food choices becomes more relevant, partly due to the fact that making such choices in environments where there is an abundance of high-energy food can be

seen as a need to reach self-fulfillment. The proposition that individuals will have different types of motivations once certain needs have been fulfilled can further be supported by a study, which found that consumers who do not perceive food as a necessity are more willing to buy environmentally friendly and ethical products (Bartels and Onwezen, 2013). With having this conceptualization of consumers' relationship to food in mind and considering the growing awareness for health and the environment among Swedish consumers, we suggest that a similar set of higher needs, such as self-esteem, among consumers will affect their intention to buy organic food.

According to the *How's Life* report created by the OECD Better Life Initiative (2014), which measures various indicators of well being in the OECD countries, Sweden performs very well in many measures of well being. Hence, the majority of Swedes should have met their most important physiological and safety needs and therefore they should have moved up the ladder of Maslow's pyramid as far so they should have been allowed to develop higher level needs, such as wanting to maintain and enhance their self-esteem.

2.2 The Social Identity Theory

According to the Social Identity Theory, which was developed by Henri Tajfel (1972), individuals base their sense of identity on their group memberships. By identifying with one group and believing that this group is better than other groups, individuals maintain their self-esteem and hence these groups are an important source of pride and self-esteem (Tajfel, 1979). He also argued that people will have multiple identities, and that each identity is linked to a different social group (e.g. based on gender, profession, sports team). Belonging to different groups helps individuals to define themselves and depending on which social context they are found in, they will express different thoughts, feelings and act in a certain way (Tajfel, 1986, 1972). The emotional and value significance that are attached to these groups can however vary (Tajfel, 1978). When someone identifies strongly with a group, she/he has positive attitudes towards that group (Mael and Ashforth, 1992) and is willing to propagate a positive group image (Bhattacharya, Rao and Glynn, 1995).

It has been suggested that organic food consumers are a part of a social group (Rodriguez, 2011). Member of groups and communities share a system of values, beliefs and practices (Moscovici, 1981). Organic food consumers should be no different than other social groups as

they are composed of people who interact and share a common identity or common goals (Weldon and Weingart, 1993). Furthermore, a qualitative study on organic food consumers in France has shown that social value can be attached to organic food consumption (Costa, Zepeda and Sirieix, 2014). This social value depended on the venue where organic food was purchased and also on whether consumers exhibited additional green behaviors to validate their commitment to sustainability. Green consumption practices have been related to social classes and status (Tapp and Warren, 2010; Griskevicius, Tybur and Van den Bergh, 2010). As proposed by Social Identity Theory, there's a need among people to maintain a positive social identity and since there is support that organic food consumption can have a social value, we propose that this might be the case in Sweden as well. Hence, our first hypotheses are:

H1a: *Consumers who buy more organic food consume organic food to achieve a higher status to a greater extent than consumers who buy less organic food*

H1b: *Consumers who buy more organic food associate organic food consumption with a higher education and income to a greater extent than those who buy less organic food*

H1c: *Consumers who buy more organic food consume organic food to aim for a better lifestyle to a greater extent than consumers who buy less organic food*

2.3 The Optimal Distinctiveness Theory

The Optimal Distinctiveness Theory was developed by Marilynn Brewer (1991) and can be seen as an extension of the Social Identity Theory. The latter suggests that individuals are motivated to maintain a positive social identity, whereas the Optimal Distinctiveness Theory implies that social identity is driven by two different needs - assimilation and differentiation. Assimilation refers to the concept of belonging to a group and the need to feel included, while differentiation refers to the need to feel unique and distinct from others (Pickett and Brewer, 2001). This theory has been used to understand group behavior, and since organic food consumers make up a social group, we argue that this also can be used to understand why people use consumption of organic food to confirm their social identity. We argue that the need for assimilation might be prevalent among organic food consumers, as they should have a desire to maintain a positive social identity. Consumption is used as a resource to construct identity (Elliott and Wattanasuwan, 1998). Eating habits have shown to be affected by a need

to strive to avoid inferiority and rejection, i.e. eating habits are affected by social belonging (Bellew et al., 2006). In addition, there is empirical support that social identification with the organic consumer is positively related with the intentions to buy products that make environmental and ethical claims (Bartels and Onwezen, 2013). Hence, we hypothesize the following:

H2: *Consumers who buy more organic food surround themselves with other organic food consumers to a greater extent than consumers who buy less organic food*

Furthermore, belonging to a group and social context are important factors of social identity (Ellemers, Spears and Doosje, 2002). The Optimal Distinctiveness Theory says that depending on the social context, individuals will feel a different need for either assimilation or differentiation. These two needs can be said to work against each other until an individual has found the optimal balance between being unique and feeling similar to others (Brewer, 1991). This can further be supported by the Social Identity Theory, where individuals act according to the social context they are found in (Tajfel, 1986, 1972). In some groups, it might be more important to express certain values and feelings that are shared by the group, and therefore the need for assimilation would be greater in these cases (Turner, 1987). Moreover, social groups impact individuals' perception of themselves and others (Baumeister and Leary, 1995). Baumeister and Leary (1995) further argue that the need for stable and meaningful relationships is motivating at the fundamental level and therefore social connections are of great importance to individuals.

Since we argue that organic consumers should buy organic food in order to feel part of a group, we believe that for this to be true, the social context factor will have an impact on organic food consumption as well. Social context can therefore be used as a control variable to support H2. Hence, we hypothesize the following:

H3: *Consumers who buy more organic food consume organic food to a greater extent in social contexts than consumers who buy less organic food*

2.4 The Theory of Planned Behavior

The Theory of Planned Behavior was developed by Icek Ajzen in 1985. It provides one of the most basic concepts to understand human behavior and has been used to understand organic food buying behavior (Magnusson et al., 2001; Sparks and Shepherd, 1992; Kalafatis et al., 1999). Essential to the Theory of Planned Behavior is that attitudes toward the behavior, subjective norms and perceived behavioral control in combination influence behavioral intention, which in turn leads to the performance of the behavior. Perceived behavioral control refers to the perceived ease or difficulty of performing the behavior. Subjective norm refers to an individual's view on a certain behavior that has been influenced by the opinion of important people around them. An attitude is a disposition to respond favorably or unfavorably to an object, person, institution, or event (Ajzen, 1988).

Most past studies have neglected to study the role of subjective norms in influencing organic food buying behavior. As there are some studies (Tarkiainen and Sundqvist, 2005; Chang 1998) that have found empirical support for a significant causal path from subjective norms to attitudes, they have proposed a modification of the Theory of Planned Behavior. In all the cases where subjective norms and attitudes were related it concerned some kind of ethical or moral decision making (Tarkiainen and Sundqvist, 2005). Chang (1998), who found that the path from subjective norms to attitudes towards behavior was significant, suggested that the link could be explained with social environment's influence on an individual's attitude formation. Hence, subjective norms should influence behavioral intentions indirectly via attitude formation. Furthermore, Tarkiainen and Sundqvist (2005) found that this modification of Theory of Planned Behavior could be used to predict organic food buying intentions. Thus, subjective norms have an impact on consumers' intention to buy organic food via attitude formation. There is also empirical support for a link between subjective norms and social identity (Hogg, Terry and White, 1999). This study, found that the perceived norm of a behaviorally relevant reference group was related to behavioral intention for individuals who identified strongly with the group. Moreover, group norms and intergroup perceptions have shown to be significant predictors of behavioral intention, which supports the inclusion of social identity concepts in the Theory of Planned Behavior (Fielding et al., 2008). Both of these studies concerned intentions to engage in environmentally sustainable practices.

Assuming the theorized link between social identity and subjective norms, as well as the impact of subjective norms on attitude formation, we suggest that organic food consumers will form their attitude towards organic food consumption accordingly (Figure 1). As we suggested earlier, organic food consumers may have a need to assimilate with a certain group that they want to belong to, and in order to do this, their attitudes and behavior will be affected by norms that exist in that group. In this way organic food consumers can assimilate with the group by consuming organic food and expressing favorable attitudes toward organic food.

Figure 1: The Link between Social Identity and Consumption Behavior



2.5 Moral Identity

Moral identity has been defined as “a commitment to one’s sense of self to lines of action that promote or protect the welfare of others” (Hart, Atkins and Ford, 1998). Blasi (1984) proposes that a person’s unique moral identity comprises an entire set of moral traits and that people’s moral identity may vary in content. This means that some people might consider being compassionate and forgiving as being central to their moral identity, whereas others might emphasize being ethical or hardworking. However, Blasi (1984) also argues that there exists a set of common moral traits, which are central to most people’s moral self-definitions. In the same way it should be plausible to assume that members in social groups might share certain moral traits, which they find important to be part of their identity. Likewise, the significance of some moral traits will be greater in some social groups than in others.

Furthermore, it has been suggested by Hardy and Carlo (2005), that identity may be a source of moral motivation. There are several theories, which suggest that when morality is important and central to one’s sense of self and identity, it heightens one’s sense of obligation and responsibility to live consistent with one’s moral concerns (Hardy and Carlo, 2005). Some studies have shown that ethical self-identity can influence intentions to purchase organic foods (Michaelidou and Hassan, 2008) and this ethical self-identity may be expressed in the form of altruistic behaviors (Dahm, Samonte and Shows, 2009). Both altruistic and

egoistic considerations have shown to together predict consumers' attitudes and intentions to buy organic food (Kareklas, Carlson and Muehling, 2013). Additionally, some recent work has shown that altruistic considerations increase the likelihood that consumers will purchase green products when shopping in public, but not when shopping in private (Griskevicius, Tybur and Van den Bergh, 2010).

As mentioned before, people possess various social identities, and previous research has further suggested that moral identity may be a type of social identity (Aquino and Reed, 2002). According to Aquino and Reed (2002), it is presumed that a person's moral identity may have a social referent and that moral identity can be a basis for social identification that people use to construct their self-definitions. They further argue that a person's moral identity is just like any other social identity, as such that it is associated with certain beliefs, attitudes and behaviors.

As proposed in the previous section, consumers have a need for assimilation because it helps them to maintain their social identity. Since moral identity may be a form of social identity, we suggest that individuals will also have a need to confirm to this type of identity. Hence, we will use moral identity as a control variable to see whether social identity may be a driver for organic food consumption. Furthermore, according to Ryegård and Ryegård (2015), organic food consumers in Sweden are unique because compared to all great organic food industries, Sweden is the only one where environmental and animal welfare aspects matter more to consumers than their own health. Since care for the environment and animal welfare are altruistic considerations that may be part of a moral identity, this will provide a good measure of social identity among Swedish consumers. Therefore, we propose that Swedish consumers buy organic food in order to confirm their moral identity. Hence, we hypothesize the following:

H4a: *Consumers who buy more organic food are to a greater extent driven by altruistic motives than consumers who buy less organic food*

H4b: *Consumers who buy more organic food identify themselves as being environmentally responsible to a greater extent than those who buy less organic food*

2.6 Attitude as a Mean of Self-Expression

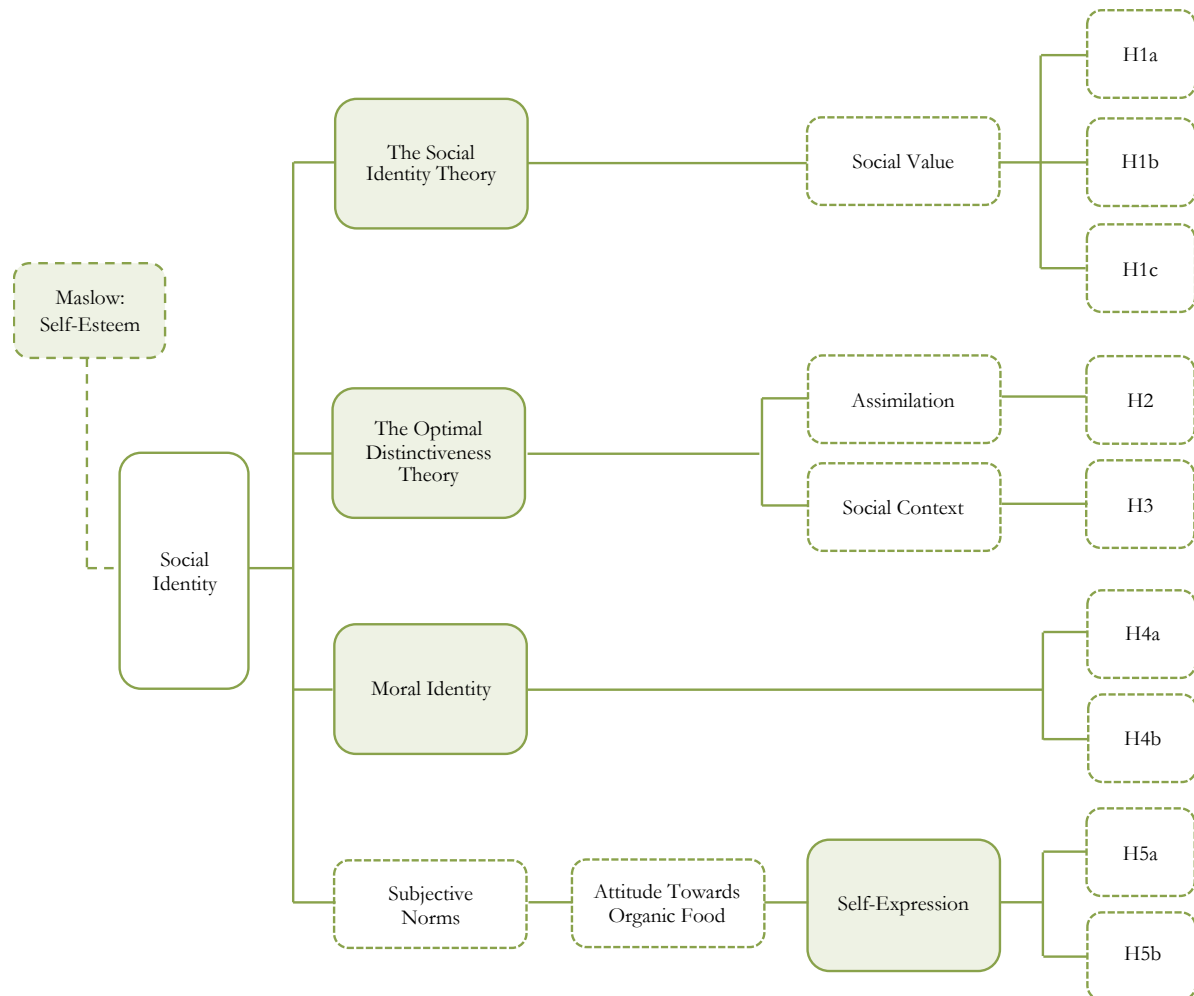
According to Katz (1960), attitudes serve specific functions and classifies attitudes into four different functions: Utilitarian, Knowledge, Ego-defensive and Value-expressive. The value-expressive function of an attitude, allows a person to express her/his personal values and to gain satisfaction from expressing those values. According to Katz's theory, value-expression refers to the need to express one's central values, which are a part of one's identity. Furthermore, he argues that by expressing certain values, individuals can gain social approval and value-expressive attitudes aid in crafting one's self-image. Values are assumed to be building blocks of attitudes (Eagly and Chaiken, 1995; Verplanken and Holland, 2002). Once a value is internalized, it becomes a standard or criterion for guiding action and for developing and maintaining attitudes toward relevant objects and situations (Dreezens, 2007). This would imply that when consumers form their attitude toward organic food, they would be guided by the values that are important to them. Since attitudes help in expressing these values and self-expression contributes to creating one's self-image and identity, we argue that a favorable attitude toward organic food serves to express organic food consumer's identity. Furthermore, attitude towards consuming a product has been found to be one of the most important antecedents for predicting and explaining consumers' choices across products and services, including food products (Bredahl, 2001; Cook, Kerr and Moore, 2002; Conner et al., 2003). Therefore, we hypothesize the following:

H5a: *Consumers who buy more organic food will have a higher need for self-expression than consumers who buy less organic food*

H5b: *Consumers who buy more organic food want other people to know about their organic food consumption to a greater extent than consumers who buy less organic food*

2.7 Summary of the Theoretical Framework

Figure 2: Theoretical Framework



3. METHODOLOGY

This section closely specifies the methodological approach and techniques used to perform our suggested tests. Moreover, it provides a discussion about the reliability as well as the validity of the methods used.

3.1 Research Approach

There are two approaches that can be used in a scientific study: the deductive and the inductive approach. The deductive approach implies that the hypotheses are derived from theory and concepts. The purpose with the deductive approach is to analyze and see if a hypothesis derived from theory has empirical support. The collection of data should be

deducted quantitatively. The inductive approach means that the theory and concepts arise from the collected data (Bryman, 2012).

Since our study and hypotheses are built upon existing theories we have used a deductive research approach. We derived our hypotheses essentially from the Social Identity Theory and the Theory of Planned Behavior, which is stated in the Theoretical Framework in section 2. We further used a quantitative method to collect the data in our main study. The main study is thoroughly explained in section 3.5 “Main Study”.

3.2 Research Design

Our research consisted of two parts: one smaller pre-study and one main study. The pre-study aimed to study different motives for why people buy organic food as well as receiving valuable insights for the survey in the main study. The main study aimed to provide empirical data with the variables of investigation and later through analysis answer our research question.

3.3 Pre-Study

To complement the theoretical foundation and background of this thesis we have used qualitative data and in-depth expert interviews.

3.3.1 Participants

Johan Ununger is CEO at Saltå Kvarn, a large Swedish producer and retailer of organic food. Ununger is responsible for the main goal and purpose at Saltå Kvarn. We also interviewed Susanne Skånberg who is Head of Marketing and Communication and is responsible for all marketing.

3.3.2 Data Collection

In-depth interviews are often referred to semi-structured interviews due to the lack of structure in the interview design as well as the focus on discussion (Bryman, 2012). This method implies that the interviewer has a series of questions to work from, but can however be more flexible by changing or asking further questions depending on the answers given. The interview with Johan Ununger and Susanne Skånberg aimed to gain more general insights and information about the increasing organic food market from a company who has produced

organic products since 1964. Moreover, the goal with the interviews was to see whether Saltå Kvarn had experienced any indicators of social identity that could complement the theoretical framework. Saltå Kvarn also provided us with information about their customers and how they have met the change that has evolved. Therefore, the semi-structured method is considered appropriate (See Appendix A).

3.5 Main Study

The pre-study results (displayed in section 4) were used as input when constructing the survey for the main study.

3.5.1 Survey Design

The survey was created with the help of Qualtrics, which is an online survey software. The survey consisted of three parts: introduction, demographic questions and questions about consumer behavior. In the design of the introduction and the questions, the pre-study was taken into account as well as previous designs and results from studies in similar areas of research and previous research (Podsakoff et al., 2003; Tourangeau, Rips and Rasinski, 2000). The demographic questions are located in the beginning of the survey in order to collect information about the respondents even though they might have not completed all the questions (Rademaker, 2013).

The survey was designed to test for social identity and other information such as purchasing behavior and demographical characteristics of the respondents. Most of the questions were designed to be closed questions, i.e. questions where the respondent had to choose between one or several answering alternatives. Since the respondents were to take a stand about given statements, it is recommended by Bryman (2012) to use a 7-grade Likert scale with two opposed answering options. The respondent will then have to indicate his or her level of agreement with the statement. The format for indicating the level of agreement is different depending on the statement but the majority of the statements were designed with a 7-grade scale going from “*Strongly disagree*” to “*Strongly agree*” (Swedish: “*Instämmer inte alls*” and “*Instämmer helt*”). Additionally, the minority of the questions in the survey were multiple-choice questions with single answers to gather demographic information about the respondents. In order to avoid bias among the responses, some of the questions were asked in third person. Giving a statement in third person could possibly make the respondents more

comfortable answering the statement, since they might feel pressured when having to answer directly about themselves (Monette, Sullivan and Dejong, 2010).

In the design of the survey, the respondents were informed in the introduction that their responses were assured to be anonymous. According to Podsakoff et al. (2003), protecting the respondents' anonymity could be a technique to reduce method bias. Additionally, keeping the questions in the survey simple, specific and straightforward have helped this study to avoid method bias as well (Tourangeau, Rips and Rasinski, 2000). This was achieved through assembling potential improvements by having the survey tested and reviewed by a number of people before it was sent out to the respondents. We have had a research expert (Dr. Rademaker, Claudia), the production team at Nepa¹ as well as potential respondents providing us with feedback about the survey. Pre-testing the questions made it possible to ensure that the survey questions operated well and that there was no vagueness for the respondents. Further, the survey was sent out in a Swedish version. This was because of that the respondents live in Sweden and have Swedish as their native language. See the original Swedish version and a translated English version of the survey in Appendix B and C respectively.

3.5.2 Participants

Out of the 603 respondents, there were 35 missing values on the question where the respondent was to answer if she/he usually buys organic food, leaving it to 568 valid responses. From these 568 responses, 62.7 per cent answered *Yes* on the question, 30.5 per cent answered *Sometimes* and 6.9 per cent answered *No*. This gave us 529 respondents that to some extent buy organic food.

Frequencies of sample characteristics can be seen in Table 1. The respondents were between 13-89 years old where the mean was 38 years, which was derived outside Table 1. They all lived in Sweden where the majority lived in a city (61.0%) and the minorities lived in a suburb (20.3%) as well as in the countryside (18.7%). The sample had a majority of 75.6 per cent women and 24.4 per cent men. Income per month was nearly evenly distributed among the respondents up to the level of 40 000 SEK per month, where the final 11.7 per cent answered that they had an income over 40 000 SEK per month. The majority of the highest

¹ A research company that works with efficient research solutions.

completed education among the respondents was high school closely followed by university > 3 years and university ≤ 3 years. The clear minority consisted of respondents that had Ph.D. degree as their highest completed education and they only consisted of 1.1 per cent.

Table 1: Sample Characteristics – Organic Food Consumers
(n = 550-567)

<i>Total</i>	100%
<i>Gender</i>	
Female	75.6%
Male	24.4%
<i>Age</i>	
13-25 years	30.4%
26-35 years	19.6%
36-45 years	15.2%
46-55 years	21.2%
56-65 years	8.8%
66-75 years	4.3%
76-85 years	.5%
<i>Income</i>	
0 - 10 000 SEK	26.4%
10 001 - 20 000 SEK	21.9%
20 001 - 30 000 SEK	23.7%
30 001 - 40 000 SEK	16.3%
Over 40 000 SEK	11.7%
<i>Place</i>	
City	61.0%
Suburb	20.3%
Countryside	18.7%
<i>Education</i>	
High school	38.6%
University ≤ 3 years	26.3%
University > 3 years	34.0%
Ph.D. degree	.1%

These variables are based on questions Q1, Q2, Q3, Q4, Q5 respectively (Appendix C).

3.5.3 Data Collection

In order to get respondents that would be representable of the Swedish population as well as a sample on which our tests would be statistically significant, we aimed to collect at least 300 respondents. In order to collect at least 300 responses we collaborated with Nepa, which gave us access to 103 respondents. In addition to the 103 respondents, we collected another 500 respondents in order to get a bigger sample to analyze. The 500 respondents were collected

through the Qualtrics link, which was shared in social media to efficiently reach a broader range of people. The data collection took place over a period of 14 days and the total sample consisted of 603 respondents. Since both samples used the same Qualtrics link, the two data sets could be merged together. We aimed for collecting data for a sample as large as possible since we wanted to study two different groups of organic food consumers, i.e. those who consume less vs. more organic food. We needed these two groups to be as large as possible in order for the tests in both groups to be statistically significant. Furthermore, since the survey link was sent out to approximately 1500 people, our response rate was 40.2 per cent.

3.5.4 Variables of Investigation

The following variables are the primary basis of this survey's measurement and analysis. Indices have been created based on questions that measure the same type of outcome, which is recommended by Söderlund (2001). Also, the index has only been created if the Cronbach's alpha exceeded .70 (Bryman, 2012).

Social identity was measured through five key concepts: Social value, assimilation, social context, moral identity and self-expression.

Social Value

Higher status

This variable was measured through a statement where the respondents were to indicate his/her level of agreement on a 7-grade Likert scale going from *Strongly disagree* to *Strongly agree*. The statement was: "*People who buy organic food... usually do it to achieve a higher status in society*". (Appendix C: Q10.4)

Education and income

This variable was measured through a statement where the respondents were to indicate his/her level of agreement on a 7-grade Likert scale going from *Strongly disagree* to *Strongly agree*. The statement was: "*People who buy organic food... are usually well educated and have a decent income*". (Appendix C: Q10.1)

Lifestyle

This variable was measured through a combined index with three statements where the respondents were to indicate his/her level of agreement on a 7-grade Likert scale going from

Strongly disagree to Strongly agree. The statements were: “*People who buy organic food... are usually keen about living a better life*”, “*People who buy organic food... usually care about the environment*” and “*People who buy organic food... usually care about their health*”. The Cronbach’s alpha for this index was .817. (Appendix C: Q10.2, Q10.5, Q10.6)

Assimilation

Assimilation was measured through one statement. The statement was: “*People who are important to me usually eat organic food*”. The statement was given with a 7-grade Likert scale going from *Strongly disagree* to *Strongly agree*. (Appendix C: Q11.1)

Social Context

The social context was measured through three statements, which were combined to an index, where the respondents were to indicate his/her level of agreement on a 7-grade Likert scale going from *Strongly disagree* to *Strongly agree*. The statements were: “*I usually eat organic food when I eat with friends/colleagues*”, “*I usually eat organic food when I eat with my family*” and “*When hosting a dinner... I usually serve organic food*”. The Cronbach’s alpha for this index was .912. (Appendix C: Q14.2, Q14.3, Q16.1)

Moral Identity

As described earlier, moral identity is a type of social identity and therefore this variable will work as another control variable. If consumers want to maintain a consistent moral identity through organic food consumption, they should also express altruistic purchasing motivations. Furthermore, if consumers identify as being environmentally responsible, this should also indicate that they have a need to confirm a moral identity.

Altruism

The first variable was measured through an index with the following statements: “*I buy organic food because: It is better for the environment and the farmers*”, “*I buy organic food because: I want my family to eat better*”, “*I can make a positive contribution to society and the environment by choosing organic*” and “*Purchasing organic food should be everyone’s moral obligation*”. These statements were measured through a 7-grade Likert scale going from *Strongly disagree* to *Strongly agree*. Cronbach’s alpha for this index was .749. (Appendix C: Q7.3, Q7.4, Q11.3, Q11.4)

Environmentally responsible

The second variable was measured through a statement where the respondents were asked to indicate her/his level of agreement on a statement about what friends and colleagues would say about her/him. The statement was: “*She/he is a person who... cares about the environment*”. These statements were measured through a 7-grade Likert scale going from *Strongly disagree* to *Strongly agree*. (Appendix C: Q17.4)

Self-Expression

Need for self-expression

The reason for why we chose to include two questions relating to their social media habits was because it has been shown that an individual’s relationship to social networks is important in explaining buying behavior for organic food products (Bartels and Reinders, 2010). The need for self-expression was measured with a combined index with four statements. The respondents were to indicate his/her level of agreement on a 7-grade Likert scale going from *Never* to *Always* for the first statement, from *None* to *A Great Amount* for the second statement and from *Strongly disagree* to *Strongly agree* for the final two statements. The statements were: “*How often do you post a picture/comment about food?*”, “*How many users that focus on organic food do you follow on social media (Facebook, Instagram, Twitter, blogs, etc.)?*”, “*I would like to be updated with new organic alternatives*” and “*When hosting a dinner... I usually serve organic food*”. Cronbach’s alpha for this index was .756. (Appendix C: Q12.2, Q13.2, Q15.3, Q16.1).

Want people to know

This variable was measured with a single statement where the respondents were to indicate his/her level of agreement on a 7-grade Likert scale going from *Strongly disagree* to *Strongly agree*. The statement was: “*There is no secret that I like organic food and I would like to recommend it to my friends/colleagues/family*”. (Appendix C: Q15.2)

3.6 Reliability and Validity

3.6.1 Reliability

The reliability of the study is determined by looking at the consistency of our measures. If the consistency is high the study is viewed upon as reliable. The consistency can be measured in 3 major ways; by looking at stability, the internal reliability, or the inter-observer consistency

(Bryman, 2012). Since the time frame is restricted for this study, we have not been able to test for the long-term stability. Since the open questions in the study are few and are categorized by the same person, there will be a high inter-observer consistency. The main reliability measure for this study will therefore be the internal reliability. The internal reliability is set to determine whether the scores on one indicator are consistent with the scores on another indicator. To test for the internal reliability, the Cronbach's Alpha measure is used with a satisfactory level of .70. Since only indices with a Cronbach's alpha of over .70 are used in the analysis, the study can be viewed upon as reliable.

3.6.2. Validity

Testing for the validity helps to make sure the indicators in this study truly measure what they are assigned to measure (Malhotra, 2010).

Content Validity

Every set of answers to the questions in the survey are designed to capture every facet of the context. To questions with a limited number of answers, an open question is provided if the suggested answers do not suit the respondent.

To make sure the content validity is high, the Likert scale is the most frequently used scale in this study. This scale is derived from theory and is a common scale used in many questionnaires. The use of this specific scale whenever possible made sure every aspect and possible answer was covered in these questions. This together with the open-end answers to most of the remaining questions should provide a high level of content validity for this study.

Construct Validity

The construct validity is one concept of validity that implicates that the hypothesis should be derived from a theory that is essential to the concept (Bryman, 2012). Our hypotheses are mainly derived from the Social Identity Theory and the Optimal Distinctiveness Theory together with additional theory about moral identity and self-expression. These theories suggest that the different types of respondents should answer the questions in a similar way. If this is not the case and one question has a more random pattern in the answers or an opposite set of answers than what is expected, there might be a problem with the question. To reduce this risk there are several questions that are designed to provide the same answer. This is more

thoroughly described in section 3.5.4 “Variables of Investigation”. The construct validity of this study can therefore be considered to be high.

3.7 Tool of Analysis

After collecting the data, it will be transferred to the computer program IBM SPSS Statistics version 22 for statistical analysis. With the help of this program, tests were made to obtain empirical results regarding the established hypothesis. Reliability analysis was made in order to create reliable indices with Cronbach’s alpha exceeding .70. Initially, One-sample T test was made to investigate whether there was any initial tendency among organic food consumer wanting to maintain a social identity. In order to compare means, Independent-samples T-tests were used between two different groups; consumer who consume more and consumers who consume less. All statistical analysis was performed with 95.0 per cent level of significance and no hypothesis was accepted at a level lower than this ($p < .05$).

4. PRE-STUDY RESULTS

This section provides the contributions from our interview-based pre-study. The analysis of the results that serves as the foundation for the main study is also provided here.

Johan Ununger at Saltå Kvarn identified knowledge about the benefits with organic food as an important factor that drives the consumption of the Swedish organic food consumers. However, he also stated that there are other motives to take into consideration such as emotions, social status, social context and at which point in life the consumer are in. For example, having children could be a turning point in life for the mother. He argues that this could be a time when the mother question what she really thinks about the food she eats and thus the food she serves to her children. This could be interpreted as an example of a situation where her social identity changes and therefore her choice of food consumption changes. Further, Ununger believes that consumers feel the need of belonging, which could be seen as an element for assimilation. He also believes that this phenomenon has increased together with the organic food market. In today’s society, people do everything they can in order to be loved and get a feeling of belonging, according to Ununger. This could result in people changing their behavior or identity in order to feel belonging to a group.

Further, Susanne Skånberg at Saltå Kvarn stated that social aspects, such as status and belonging, affect the consumption of organic food. She has seen an increasing trend in these aspects and they have come to matter a lot. Skånberg argues that having a strong brand together with having products that are popular in social contexts makes consumers wanting to brand themselves with showing the products. Saltå Kvarn have focused on having a brand that signal credibility, premium and a feeling of belonging. This focus has been even more important since the large increase of social motives behind organic food consumption, according to Skånberg. Also, she argues, it has become more and more important for consumers to build their identity in social media. This need for identity construction can be fulfilled through social factors such as social contexts, belonging and how the identity is communicated. Finally, she states that the brand you choose is an important part of the need for expressing your identity.

To conclude, the pre-study indicates that the theory of social identity should be highly applicable on organic food consumers.

5. MAIN STUDY RESULTS

This section provides the findings from our main study and performed tests including interpretation and explanatory analyses. A summary of the findings can be seen in section 5.4.

5.1 Basis of Analysis

At the basis of this analysis, the respondents have been divided into two groups depending on how much organic food they usually buy. The first group consists of *consumers who buy less organic food* and was based on a consumption of > 50.0 per cent of the total food they purchase. The second group consists of *consumers who buy more organic food* and was based on a consumption of < 50.0 per cent of the total food they purchase (based on a scale with 10 percentage point intervals). The total sample had a mean consumption of 54.5 per cent, which indicated where to divide the respondents into groups. We also looked at whether there was a difference between the groups' consumption in each food categories. Even though the groups differed in the extent of consumption in each category, the pattern was similar. For example, fruits and vegetables was the most prioritized food category for both groups. There were 277 consumers who buy more organic food and 232 consumers who buy less organic food. Since the number of observations exceeded 30 in both groups, normal distribution was assumed.

Further frequencies of sample characteristics can be seen in Table 2 for both groups. The age range was 13-85 years for consumers who buy less organic food and 13-75 years for the consumers who buy more organic food. The mean age was 38 years in both groups, which was derived outside Table 2. The distribution of income per month in the two groups are closely related where the biggest difference between the two groups was that consumers who buy less organic food had slightly more consumers that had the lowest stated income as well as the highest income. The majority of consumers in both groups lived in a city. Consumers who buy less organic food had 21.7 per cent that lived in a suburb whereas consumers who buy more organic food had 19.4 per cent that lived in a suburb. However, there was slightly more consumers who buy more organic food that lived on the countryside compared to consumers who buy less organic food. The majority of the consumers who buy less organic food had high school as their highest completed education whereas the majority of the consumers who buy more organic food had university > 3 years as their highest completed education. Consumers in both groups had almost equal distribution of university \leq 3 years and Ph.D. degree as the consumers' highest completed education.

The conclusion that can be made from these frequencies is that the two groups had similar distribution of the different demographic elements, which made these two groups suitable for further analysis.

Table 2: Sample Characteristics – Consumers who Buy *Less* and *More* Organic Food

	<i>Consume less</i> (<i>n</i> = 230-232)	<i>Consume more</i> (<i>n</i> = 270-277)
<i>Total</i>	100%	100%
<i>Gender</i>		
Female	71.9%	84.0%
Male	28.1%	16.0%
<i>Age</i>		
13-25 years	35.6%	19.8%
26-35 years	12.0%	32.4%
36-45 years	15.3%	17.2%
46-55 years	24.4%	16.8%
56-65 years	8.0%	9.5%
66-75 years	4.3%	4.3%
76-85 years	.4%	.0%
<i>Income</i>		
0 - 10 000 SEK	28.0%	21.2%
10 001 - 20 000 SEK	20.7%	22.9%
20 001 - 30 000 SEK	23.3%	26.8%
30 001 - 40 000 SEK	15.6%	18.6%
Over 40 000 SEK	12.4%	10.4%
<i>Place</i>		
City	63.4%	58.6%
Suburb	21.7%	19.4%
Countryside	14.9%	22.0%
<i>Education</i>		
High school	41.2%	33.9%
University ≤ 3 years	25.9%	26.1%
University > 3 years	31.8%	39.1%
Ph.D. degree	1.1%	.9%

These variables are based on questions Q1, Q2, Q3, Q4, Q5 respectively (Appendix C).

5.2 Indications of Social Identity

Initially, a One-sample T-test was made for 9 different variables in order to see if there was a tendency among organic food consumers wanting to maintain a social identity. The variables were tested against a value of 3.50, which is the neutral value on a scale going from 1 to 7 that was given at each statement. The test value of 3.50 suggests that a mean above or below this point indicates whether there is a positive or a negative influences of social identity among organic food consumers. The results are showed in Table 3 below. It shows that there is a significant difference ($p = .000$) on all 9 variables, meaning that all variables are significantly different from 3.50. Furthermore, the first variable *Social media* has a mean of 2.69, which

differs from the test value 3.50 and has therefore a negative impact on social identity. The final 8 variables have a mean between 3.82 and 5.58, which indicates that the variables have a positive impact on social identity. To conclude, the results in Table 3 shows that there is a tendency of social identity among organic food consumers. The phenomenon is thus worth investigating more deeply through the following statistical tests.

Table 3: Mean Comparison for Social Identity Indicators
(One-sample T-test, test value = 3.50)

<i>Organic food consumers</i>					
<i>Variable</i>	<i>N</i>	<i>M</i>	<i>SD</i>	<i>t</i>	<i>p</i>
Social media	496	2.69	1.38	-13.07	.000
Restaurants	484	4.59	2.05	11.74	.000
Recommend	485	5.00	2.09	15.74	.000
Updated about alternatives	482	4.82	2.10	13.85	.000
Describe - Like organic	482	5.15	1.84	19.68	.000
Describe - Health	483	5.12	1.58	22.57	.000
Describe - Environment	481	5.58	1.42	32.24	.000
Describe - Trend conscious	483	3.82	1.83	3.87	.000
Describe - Social	483	5.45	1.44	29.84	.000
These variables are based on questions Q12.2, Q15.1, Q15.2, Q15.3, Q17.1, Q17.2, Q17.3, Q17.4, Q17.5 respectively (Appendix C).					

5.3 Survey

5.3.1 Social Value

In order to see whether consumers who buy more organic food attach more social value to organic food consumption, we conducted t-tests on three variables based on different perceptions that people might have about organic food consumers. These perceptions were whether organic food consumers want to achieve a higher status in society, are well-educated and have a decent income and that they aim for a better lifestyle.

Higher status

As can be seen in Table 4 below, the mean for *Higher status* was higher among the consumers who buy less organic food. Consumers who buy more organic food agree less with the assumption that organic food consumers would do it to achieve a higher status in society, which is actually the opposite from what we hypothesized ($M = 2.99$ vs. $M = 3.37$). Since this difference, which we thought would occur the other way around, is significant at a 5 per cent level ($p = .02$), it implies that we have not found empirical support for H1a:

H1a: *Consumers who buy more organic food consume organic food to achieve a higher status to a greater extent than consumers who buy less organic food* → Not supported

Education and income

Table 4 shows that there is only a small difference in the mean for the *Education and income* variable. Those who buy more organic food agree slightly more with the statement that organic food consumption is associated with a higher education and income compared to the consumers who buy less ($M = 4.42$ vs. $M = 4.31$). This difference was however not significant ($p = .478$), and therefore we have not found empirical support for H1b.

H1b: *Consumers who buy more organic food associate organic food consumption with a higher education and income to a greater extent than those who buy less organic food* → Not supported

Lifestyle

The last variable that was used to test whether consumers who buy more organic food attach more social value to organic food consumption was *Lifestyle*. This variable included the questions to what extent they perceive organic food consumers to be health conscious, to care about the environment and being keen on living a better life. As can be seen in Table 4, those who consume more organic food have a mean of 6.00 and those who buy less have mean of 5.41. This difference was significant ($p = .000$) and therefore we have found empirical support for H1c.

H1c: *Consumers who buy more organic food consume organic food to aim for a better lifestyle to a greater extent than consumers who buy less organic food* → Supported

5.3.2 Assimilation

The result from the test of the variable *Assimilation* shows that there is a significant difference ($p = .000$) between the extent to which organic food consumers with higher consumption (group 2) are surrounded with other organic food consumers, compared to consumers with lower consumption (group 1). The consumers that consume more do to a higher extent surround themselves with other organic food consumers, as can be seen in Table 4. ($M = 4.30$ vs. $M = 3.36$). Therefore, we have found empirical support for H2.

H2: *Consumers who buy more organic food surround themselves with other organic food consumers to a greater extent than consumers who buy less organic food* → Supported

5.3.3 Social Context

The result from the test of the variable *Social context* can be seen in Table 4. The result shows that there is a significant difference ($p = .001$) between the degree of consumption in social contexts between organic food consumers who consume more and organic food consumers who consume less ($M = 5.92$ vs. $M = 3.68$). Therefore, we have found empirical support for H3.

H3: *Consumers who buy more organic food consume organic food to a greater extent in social contexts than consumers who buy less organic food* → Supported

5.3.4 Moral Identity

Altruism

This variable was measured through four statements combined to an index. Based on this index, those who consume more organic food have a mean of 6.34, whereas those who consume less organic food have a mean of 5.19, as can be seen in Table 4. This difference indicates that consumers who buy more organic food are to a greater extent driven by altruistic motives than consumers who buy less organic food. Since this difference is significant ($p = .000$), we have found empirical support for H4a.

H4a: *Consumers who buy more organic food are to a greater extent driven by altruistic motives than consumers who buy less organic food* → Supported

Environmentally responsible

This variable consisted of one question and should show to what extent organic food consumers identify themselves as being environmentally responsible. Those consumers who buy more organic food have a mean of 6.19 and those who buy less have a mean of 5.05. This difference is significant ($p = .000$) as can be seen in Table 4. Hence, we have found empirical support for H4b.

H4b: *Consumers who buy more organic food identify themselves as being environmentally responsible to a greater extent than those who buy less organic food* → Supported

5.3.5 Self-Expression

Self-expression was measured through two variables, *Need for self-expression* and *Want people to know*. The first variable was measured through four different statements that related to one's habits and behavior that can be seen to have a value-expressive function. The latter variable was directly used to measure one's need to let other people know of their consumption, which was based on a single statement.

Need for self-expression

As can be seen in Table 4, consumers who buy more organic food have a higher mean than those who buy less ($M = 4.84$ vs. $M = 3.20$). This difference between the groups was significant ($p = .000$) which means that consumers who buy more organic food will have a higher need for self-expression than consumers who buy less organic food. Therefore, we have found empirical support for H5a.

H5a: *Consumers who buy more organic food will have a higher need for self-expression than consumers who buy less organic food* → Supported

Want people to know

The result in Table 4 shows that there is a significant difference between those who buy more organic food and those who buy less organic food ($p = .000$). There is a considerably large difference between the groups. Those who buy more organic food show a mean of 6.27 and those who buy less organic food show a mean of 3.89. Hence, we have found empirical support for H5b.

H5b: *Consumers who buy more organic food want other people to know about their organic food consumption to a greater extent than consumers who buy less organic food* → Supported

Table 4: Mean Comparison for Variables of Investigation
(Independent-samples T-test)

<i>Variable</i>	<u><i>Consume less</i></u>			<u><i>Consume more</i></u>			<i>t</i>	<i>p</i>
	<i>N</i>	<i>M</i>	<i>SD</i>	<i>N</i>	<i>M</i>	<i>SD</i>		
Higher status	269	3.37	1.89	227	2.99	1.72	-2.33	.020
Education and income	271	4.42	1.73	229	4.31	1.72	-.71	.478
Lifestyle	270	5.41	1.22	230	6.00	.99	5.99	.000
Assimilation	268	3.36	1.63	230	4.30	1.72	6.23	.000
Social context	268	3.68	1.49	230	5.92	1.03	19.42	.000
Altruism	276	5.19	.77	232	6.34	1.24	12.81	.000
Environmentally responsible	257	5.05	1.48	220	6.19	1.06	9.73	.000
Need for self-expression	265	3.20	1.36	229	4.84	.99	15.48	.000
Want people to know	260	3.89	2.09	221	6.27	1.17	15.73	.000

These variables are explained in further detail in section 3.5.4 "Variables of Investigation".

5.4 Summary of Findings

Table 5: Summary of Findings

Hypothesis	Empirical support
<i>H1a</i> : Consumers who buy more organic food consume organic food to achieve a higher status to a greater extent than consumers who buy less organic food	No
<i>H1b</i> : Consumers who buy more organic food associate organic food consumption with a higher education and income to a greater extent than those who buy less organic food	No
<i>H1c</i> : Consumers who buy more organic food consume organic food to aim for a better lifestyle to a greater extent than consumers who buy less organic food	Yes
<i>H2</i> : Consumers who buy more organic food surround themselves with other organic food consumers to a greater extent than consumers who buy less organic food	Yes
<i>H3</i> : Consumers who buy more organic food consume organic food to a greater extent in social contexts than consumers who buy less organic food	Yes
<i>H4a</i> : Consumers who buy more organic food are to a greater extent driven by altruistic motives than consumers who buy less organic food	Yes
<i>H4b</i> : Consumers who buy more organic food identify themselves as being environmentally responsible to a greater extent than those who buy less organic food	Yes
<i>H5a</i> : Consumers who buy more organic food will have a higher need for self-expression than consumers who buy less organic food	Yes
<i>H5b</i> : Consumers who buy more organic food want other people to know about their organic food consumption to a greater extent than consumers who buy less organic food	Yes

6. DISCUSSION

This section will discuss the results presented in the previous section. Furthermore, the implications and contributions of our study will be presented.

6.1 Discussion of Results

6.1.1 The Role of Social Value in Social Identity

There was a significant difference between the consumer groups regarding higher status and organic food consumption. The consumers who buy less organic food consume organic food

to achieve a higher status to a greater extent than the consumers who buy more organic food. This is the opposite from what we had proposed, since we suggested that those who buy more organic food would do this to achieve a higher status. However, since both groups only agreed to a small extent that consuming organic food would be a way of achieving a higher status, higher status might not be associated with organic food consumption or it is not something that consumers want to associate with. There was no significant difference between the groups concerning education and income and organic food consumption. Both groups agreed to some extent that organic food consumers have a higher education and income. This does not support our suggestion that consumers buy more organic food in order to be associated with well-educated people that have a high income. This result rather suggests that consumers associate organic food consumption with a high education and income to some extent but they are not essential for their identity. On the other hand, we found that organic consumers want to identify themselves as individuals who aim for a better lifestyle.

Since the organic food consumers in our study mostly associate organic food consumption with a better lifestyle and less with socioeconomic status, there is evidence that organic food consumption has a social value among the consumers. It could be the case that individuals, through their consumption of organic food, rather wish to be identified as someone who cares about his/her health and the environment. This would be in line with previous findings where consumers validate their commitment to sustainability by purchasing organic food (Costa, Zepeda and Sirieix, 2014).

6.1.2 The Role of Assimilation in Social Identity

There is a significant difference in the extent to which consumers who buy more organic food surround themselves with other organic food buyers compared to those who buy less organic food. In the test for assimilation (section 5.3.2), the mean of the consumers who buy less organic food (3.36) stays just under the neutral value 3.50, which indicates that these consumers do not surround themselves with other organic food buyers, as much as the consumers who buy more organic food. The mean for the consumers who buy more organic food (4.30) is substantially above the neutral value, which indicates these individuals do indeed surround themselves with other organic food consumers. This suggests that if people in a person's surroundings buy organic food, it is more likely that the person also buys organic food. Since the group seems to affect the buying pattern of the individual, it can be supported that organic food consumers will consume organic food because they have a need

to assimilate with a group. In this way, organic food consumption helps in maintaining the individuals' sense of belonging, which is essential to their identity.

6.1.3 The Role of Social Context in Social Identity

There is a large difference between the consumers who buy more organic food ($M = 5.92$) and the consumers who buy less organic food ($M = 3.68$) when it comes to the social contexts in which they consume organic food. The consumers who buy more organic food seem to consume organic food while spending time with others, and thus they do not only consume organic food by themselves. The mean of the consumers who buy less organic food is close to the neutral value 3.50, and therefore it does not seem as important for this group to consume organic food in social contexts. Since the people in the group that consumes more organic food seem to have the same consumption pattern regardless of the context, they have a stronger need to maintain their identity. If they would alter the consumption depending on the context, they would have a weaker and more inconsistent identity. Therefore, we conclude that consumers who buy more organic food have a stronger need to live up to their social identity concerning organic food consumption.

6.1.4 The Role of Moral Identity in Social Identity

According to our results, consumers who buy more organic food are to a higher extent driven by altruistic motives than those who buy less and also identify more strongly as being environmentally responsible. Although the differences in mean between the groups were not very large (6.34 vs. 5.19) and (6.19 vs. 5.05) respectively, the differences were significant.

The finding that consumers who buy more organic food identify as more environmentally responsible suggests that they may see this to be more central to their moral identity than those who buy less organic food. Therefore, it will be important for the consumers who buy more organic food to maintain their moral identity by consuming more organic food. Furthermore, the fact that our results show that consumer who buy more organic food are more strongly driven by altruistic motivations provides further support that they want to maintain consistency in their identity. However, since the values for altruistic motives and identification as environmentally responsible were still high for the consumers who buy less organic food, we can conclude that these consumers still have a sense of moral identity although their consumption of organic food is rather low.

6.1.5 The Role of Self-Expression in Social Identity

The results showed that consumers who buy more organic food are more keen on expressing their identity and they want other people to know of their organic food consumption. There was a rather large and significant difference between the consumer groups on the question whether they wanted people to know of their organic food consumption. 6.27 was the mean for those who buy more and 3.89 for those who buy less organic food. Hence, consumers who buy more organic food find it important to express their identity through consumption. The finding that it was important for these consumers to show this to other people supports the theory that consumers want to maintain a social identity. This is also in line with previous research in other countries (Costa, Zepeda and Sirieix, 2014; Griskevicius, Tybur and Van den Bergh, 2010). Furthermore, this supports prior research that found that people's relationship to social media is important in explaining buying behavior for organic food (Bartels and Reinders, 2010).

6.2 Conclusion

We have found support for 7 out of our 9 hypotheses. The lack of support for hypotheses H1a and H1b show that only some parts of social value have impact on the organic food consumption. All hypotheses derived from the Optimal Distinctiveness Theory, Moral identity and Self-expression have empirical support. These results have quite strong implications as are described above in section 6.1.1 through 6.1.5. We therefore argue that social identity is a driver for organic food consumption and that this drive is stronger for consumers who buy more organic food compared to consumers who buy less organic food.

6.3 Limitations

One limitation with this study is the fact that the 603 respondents that answered our survey consisted of a greater amount of women compared to men (75.6% and 24.4% respectively). This unbalanced distribution could limit this study due to that there is a lot more women than men. However, since this study is comparing groups based on consumption levels and not explicit having gender distribution as our main focus we believe that our sample is still accurate to use. Though, this study has not been able to determine any general conclusions about gender and organic food consumption.

Another limitation to this study was the time limit and setbacks we have had. We initially had trouble finding the right main research question and when we finally knew what we wanted to analyze in this study it took a lot more time to collect our data. The work with this study started in the middle of January 2015 and ended in the middle of May 2015. Many elements such as organizing, planning, analyzing, testing, discussing and making a conclusion were to take place during this period of four months. Therefore, if there would have been more time to provide for this study the study could have been developed more thoroughly with more advanced analysis. A suggestion for improvement would be to use a more specific index for measuring social identity. For example, we could have had a more direct approach in our survey by having more variables that solely measured social identity. Furthermore, regarding H1a, which concerned the question whether organic food consumers consumed organic food in order to achieve a higher status, respondents might not have been completely honest, since the word “higher status” might have evoked negative associations.

6.4 Academic and Managerial Implications

6.4.1 Future Research

In this study, we have chosen to focus on people who to some extent buy organic food. However, there are still a lot of people that chose not to consume organic food and an interesting aspect of this is whether they have other motives for not buying organic food than the most studied ones, such as health and environmental care. Therefore, we suggest that future research should investigate if social identity is a driver for not consuming organic food. Perhaps, it might be the same for organic food consumers as with people that do not consume organic food that people make their food choice due to their social identity in mind. Either way, it is a most interesting question that could be investigated more thoroughly.

Furthermore, there is still much more that can be said about the relationship between organic food consumers and social identity through social value, assimilation, social context, moral identity and self-expression. Hence, our second suggestion for future research is to solely focus on each of these variables separately to obtain an even more specific and deeper relationship. In addition, since organic food consumers buy organic food due to various reasons and the fact social identity has been shown to be important as well, it might be possible to put more research into the segmentation of organic food consumers based on these

factors. Possibly organic food consumers want to be associated with different types of social identities.

6.4.2 Practical Application

This study shows that companies in the organic food sector are highly exposed to social factors. Ignoring the social identity impact on organic food consumption could result in fewer sales and lose customers. When working with branding and other marketing related aspects in the company, you need to make sure you appeal to the social part of the customers' lives. With the help of these findings that social identity is a driver for organic food consumption, marketers could find segments, which are based on social factors in order to better work out their product positioning for organic food. Since product choice can reflect the image of the self, the findings of this study could be used to advertise products that can be a tool for presenting the identity of the consumer.

Also, companies could gain competitive advantages by the knowledge of this study. Since many companies today use the most used drivers for organic food consumption in their marketing, an advantage will arise when the company can market both with insights about the usual motives behind the consumption such as health and environment concern, as well as the drivers for social identity.

7. REFERENCES

- Ajzen, I., 1988, Attitudes, Personality and Behaviour, 1st edition, Chicago: Dorsey Press.
- Aquino, K. and Reed A., 2002, The Self-Importance of Moral Identity, *Journal of Personality and Social Psychology*, vol. 38, no. 6, pp. 1423–1440.
- Bartels, J. and Hoogendam, K., 2011, The Role of Social Identity and Attitudes Toward Sustainability Brands in Buying Behaviors for Organic Products, *Journal of Brand Management*, vol. 18, no. 9, pp. 697–708.
- Bartels, J. and Onwezen, M. C., 2013, Consumers' Willingness to Buy Products with Environmental and Ethical Claims: The Roles of Social Representations and Social Identity, *International Journal of Consumer Studies*, vol. 38, no. 1, pp. 82–89.
- Bartels, J. and Reinders, M.J., 2010, Social Identification, Social Representations and Consumers Innovativeness in an Organic Food Context: A Cross-National Comparison, *Food quality and preference*, vol. 21, no. 4, pp. 347–352.
- Baumeister, R. F., Leary, M. R., 1995, The Need to Belong: Desire for Interpersonal Attachments as a Fundamental Human Motivation, *Psychological Bulletin*, vol. 117, no. 3, pp. 497–529.
- Belk, R. W., 1988, Possessions and the Extended Self, *Journal of Consumer Research* vol. 15, no. 9, pp. 139–168.
- Bhattacharya, C. B., Rao, H. and Glynn, M. A., 1995, Understanding the Bond of Identification: And Investigation of Its Correlates Among Art Museum Members, *Journal of Marketing*, vol. 59, no. 4, pp. 46–57.
- Bellew, R., Gilbert, P., Mills, A., McEwan, K., and Gale, C., 2006, Eating Attitudes and Striving to Avoid Inferiority, *Eating Disorders: The Journal of Treatment & Prevention*, vol. 14, no. 4, pp. 313–322.
- Blasi, A., 1984, Moral Identity: Its Role in Moral Functioning, in Kurtines W. M. and Gewirtz J. L. (ed.), *Morality, Moral Behavior, and Moral Development*, pp. 129–139, New York, NY: Wiley.
- Bredahl, L., 2001, Determinants of Consumer Attitudes and Purchase Intentions with Regard to Genetically Modified Foods - Results of a Cross-National Survey, *Journal of Consumer Policy*, vol. 24, no. 1, pp. 23–61.
- Brewer, M. B., 1991, The Social Self: On Being the Same and Different at the Same Time, *Personality and Social Psychology Bulletin*, vol. 17, no. 5, pp. 475– 482.
- Bryman, A., 2012, Social Research Methods, 4th edition, Oxford: Oxford university press.

- Chang, M. K., 1998, Predicting Unethical Behavior: A Comparison of the Theory of Reasoned Action of the Theory of Planned Behavior, *Journal of Business Ethics*, vol. 17, no. 16, pp. 1825–1833.
- Conner, M., Povey, R., Sparks, P., James, R. and Shepherd, R., 2003, Moderating Role of Attitudinal Ambivalence within the Theory of Planned Behaviour, *British Journal of Social Psychology*, vol. 42, no. 1, pp. 75–94.
- Cook, A. J., Kerr, G. N. and Moore, K., 2002, Attitudes and Intentions Towards Purchasing GM Food, *Journal of Economic Psychology*, vol. 23, no. 5, pp. 557–572.
- Costa, S., Zepeda, L. and Sirieix, L., 2014, Exploring the Social Value of Organic Food: A Qualitative Study in France, *Journal of Consumer Studies*, vol. 38, no. 3, pp. 228–237.
- Dahm, M. J., Samonte, A. V. and Shows, A. R., 2009, Organic Foods: Do Eco-Friendly Attitudes Predict Eco-Friendly Behaviors?, *Journal of American College Health*, vol. 58, no. 3, pp. 195–202.
- Dreezens, E., Martijn, C., Tenbült, P., Kok, G. and De Vries, N. K., 2005, Food and Values: an Examination of Values Underlying Attitudes Toward Genetically Modified-and Organically Grown Food Products, *Appetite*, vol. 44, no. 1, pp. 115–122.
- Eagly, A. H. and Chaiken, S., 1995, The Psychology of Attitudes, *Psychology & Marketing*, vol. 12, no. 5, pp. 459–466.
- Ellemers, N., Spears, R. and Doosje, B., 2002, Self and Social Identity, *Annual Review of Psychology*, vol. 53, pp. 161–186.
- Elliott, R. and Wattanasuwan, K., 1998, Brands as Symbolic Resources for the Construction of Identity, *International Journal of Advertising*, vol. 17, no. 2, pp. 131–144.
- Euromonitor International, 2014, Passport: Consumer Lifestyles in Sweden (Euromonitor International)
- Fielding, K. S., Hogg, M.A., Terry, D. J. and Masser, B. M., 2008, Integrating Social Identity Theory and the theory of Planned Behavior to Explain Decisions to Engage in Sustainable Agricultural Practices, *British Journal of Psychology*, vol. 47, no. 1, pp. 23–48.
- Foster, C. and Padel, S., 2005, Exploring the Gap Between Attitudes and Behavior: Understanding Why Consumers Buy or Do Not Buy Organic Food, *British Food Journal*, vol. 107, no. 8, pp. 606–625.
- Griskevicius, V., Tybur, J. M. and Van den Bergh, B., 2010, Going Green to be Seen: Status, Reputation, and Conspicuous Conservation, *Journal of Personality and Social Psychology*, vol. 98, no. 3, pp. 392–404.
- Hardy, S. A. and Carlo, G., 2005, Identity as a Source of Moral Motivation, *Human Development*, vol. 48, no. 3, pp. 232–256.

Hart, D., Atkins, R. and Ford, D., 1998, Urban America as a Context for the Development of Moral Identity in Adolescence, *Journal of Social Issues*, vol. 54, no. 3, pp. 513–530.

Hogg, M. A., Terry D. J. and White K. M., 1999, The Theory of Planned Behavior: Self-Identity, Social Identity and Groups Norms, *The British Journal of Social Psychology*, vol. 38, no. 3, pp. 225–244.

Honkanen, P., Verplanken, B. and Olsen S. O., 2006, Ethical Values and Motives Driving Organic Food Choice, *Journal of Consumer Behaviour*, vol. 5, no. 5, pp. 420–431.

Hwang, J., 2015, Organic Food as Self-Presentation: The Role of Psychological Motivation in Older Consumers' Purchase Intention, *Journal of Retailing and Consumer Services*, 30 January (in press).

Jordbruksverket, 2014, [online] available at:

<http://www.jordbruksverket.se/amnesomraden/miljoklimat/ekologiskproduktion/vadarekologiskproduktion.4.7850716f11cd786b52d80001021.html> [Accessed 4 March 2015]

Kalafatis, S., Pollard M., East, R., and Tsogas, M. H., 1999, Green Marketing and Ajzen's Theory of Planned Behaviour: A Cross-Market Examination, *Journal of Consumer Marketing*, vol. 16, no. 5, pp. 441–460.

Kareklas, I., Carlson, J. and Muehling, D., 2013, 'I Eat Organic for My Benefit and Yours': Egoistic and Altruistic Considerations for Purchasing Organic Food and Their Implications for Advertising Strategists, *Journal of Advertising*, vol. 43, no. 1, pp. 18–32.

Katz, D., 1960, The Functional Approach to the Study of Attitudes, *Public opinion quarterly*, vol. 24, no. 2, pp. 163–204.

Leavitt H., Pondy, L. R. and Boje, D. M., 1988, Readings in Managerial Psychology, 4th edition, Chicago: University of Chicago Press.

Lernoud, J. and Willer, H., 2015, The World of Organic Agriculture, Statistics and Emerging Trends (Research Institute of Organic Agriculture FiBL & IFOAM – Organics International, Frick, Switzerland)

van Lenthe F. J., Jansen, T. and Kamphuis, C. B. M., 2015, Understanding Socio-Economic Inequalities in Food Choice Behaviour: Can Maslow's Pyramid Help?, *British Journal of Nutrition*, vol. 113, no. 7, pp. 1139–1147.

Mael, F. and Ashforth, B. E., 1992, Alumni and Their Alma Mater: A Partial Test of the Reformulated Model of Organizational Identification, *Journal of Organizational Behavior*, vol. 13 no. 2, pp. 103–123.

Magnusson, M. K., Arvola, A., Koivisto Hursti, U.-K., Åberg, L. and Sjöden, P.-O., 2001, Attitudes Towards Organic Foods Among Swedish Consumers, *British Food Journal*, vol. 103, no. 3, pp. 209–227.

Malhotra, N. K., 2010, Marketing Research: An Applied Orientation, 6th edition, New Jersey: Prentice Hall.

Maslow, A., 1943, A Theory of Human Motivation, *Psychological Review*, vol. 50, no. 4, pp. 370–396.

Matthews, V., 1994, Give Farmers a Coffee Break, *Marketing Week*, 13 May, p. 26.

McEachern, M. G. and McClean, P., 2002, Organic Purchasing Motivations and Attitudes: Are They Ethical?, *International Journal of Consumer Studies*, vol. 26, no. 2, pp. 85–92.

Michaelidou, N. and Hassan, L. M., 2008, The Role of Health Consciousness, Food Safety Concern and Ethical Identity on Attitudes and Intentions Towards Organic food, *International Journal of Consumer Studies*, vol. 32, no. 2, pp. 163–170.

Monette, D. R., Sullivan, T. J., and Dejong, C. R., 2010, Applied Social Research: A Tool for the Human Services, 8th edition, Belmont: Cengage Learning.

Moscovici, S., 1981, On Social Representations, in: Social Cognition. Perspectives on Everyday Understanding, Forgas, J. P. (ed.), pp. 181–209, London: Academic Press.

Nationalencyklopedin, altruistisk, 2015, [online] available at: <http://www.ne.se/uppslagsverk/ordbok/svensk/altruistisk> [Accessed 7 May 2015]

OECD, How's Life in Sweden?, 2014, (OECD Better Life Initiative, Paris, France).

Pickett, C. L. and Brewer M. B., 2001, Assimilation and Differentiation Needs as Motivational Determinants of Perceived In-Group and Out-Group Homogeneity, *Journal of Experimental Social Psychology*, vol. 37, no. 4, pp. 341–348.

Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y. and Podsakoff, N. P., 2003, Common Method Biases in Behavioral Research: A Critical Review of the Literature and Recommended Remedies, *Journal of Applied Psychology*, vol. 88, no. 5, pp. 879–903.

Rademaker, C. A., 2013, Green Media: Exploring Green Media Selection and Its Impact on Communication Effectiveness, Ph.D. dissertation, Stockholm School of Economics.

Rodriguez, J.C., 2011, The Role of Social Identity in Organic Food Purchasing, Ph.D. dissertation, University of Florida.

Ryegård, C. and Ryegård, O., 2015, Ekologisk Livsmedelsmarknad (Ekoweb.nu, Lidköping, Sweden).

Schroeder, J., 2014, Organic Marketing Report (Academics Review).

Senauer, B., 2001, The Food Consumer in the 21st Century: New Research Perspectives, The Retail Food Industry Center working paper 01-03, University of Minnesota.

Sparks, P., and Shepherd, R., 1992, Self Identity and the Theory of Planned Behaviour: Assessing the Role of Identification with Green Consumerism, *Social Psychology Quarterly*, vol. 55, no. 4, pp. 388–399.

The Swedish Institute (SI), 2012, Sustainable Living: Living for the Future (The Swedish Institute, Stockholm, Sweden).

The Swedish Institute (SI), 2013, CSR: Sweden Leads by Example in Corporate Social Responsibility (The Swedish Institute, Stockholm, Sweden).

Söderlund, M., 2001, Den Lojala Kunden, 1st edition, Malmö: Liber.

Tajfel, H., 1972, Experiments in a Vacuum, in: The Context of Social Psychology, Isreal J. and Tajfel, H. (ed.), p. 438, London: Academic Press.

Tajfel H., 1978, Differentiation Between Social Groups: Studies in the Social Psychology of Intergroup Relations, London: Academic Press.

Tajfel H. and Turner J., 1979, An Integrative Theory of Intergroup Conflict, in: The Social Psychology of Intergroup Relations, Austin, W. G. and Worchel S. (ed.), pp. 33–48. Monterey, CA: Brooks-Cole.

Tajfel, H., and Turner, J., 1986, The Social Identity Theory of Intergroup Behavior, in: Psychology of Intergroup Relations, Worchel, S., and Austin, W. G. (ed.), 2nd edition, pp. 7–24, Chicago: Nelson-Hall.

Tapp, A. and Warren, S., 2010, Field-Capital Theory and its Implications for Marketing, *European Journal of Marketing*, vol. 44, no. 1/2, pp. 200–222.

Tarkiainen, A. and Sundqvist, S., 2005, Subjective Norms, Attitudes and Intentions of Finnish Consumers in Buying Organic Food, *British Food Journal*, vol. 107, no. 11, pp. 808–822.

Tourangeau, R., Rips, L. J. and Rasinski, K., 2000, The Psychology of Survey Response, Cambridge: Cambridge University Press.

Turner, J. C., 1987, Rediscovering the Social Group: A Self-Categorization Theory, Oxford: Basil Blackwell.

Vaughan, L., 1993, Fairness, a New Commodity, *The Independent*, 18 October, p. 24.

Verplanken, B. and Holland, R. W., 2002, Motivated Decision Making: Effects of Activation and Self-Centrality of Values on Choices and Behavior, *Journal of Personality and Social Psychology*, vol. 82, no. 3, pp. 434–447.

Weldon, E. and Weingart, L. R., 1993, Group Goals and Group Performance, *British Journal of Social Psychology*, vol. 32, no. 4, pp. 307–334.

World Values Survey, 2015, How Culture Varies, [online] available at: <http://www.worldvaluessurvey.org/WVSContents.jsp?CMSID=Findings> [Accessed 12 April 2015].

8. APPENDICES

Appendix A

Interview with Johan Ununger, CEO at Saltå Kvarn, 6 March 2015. (Translated from Swedish to English).

Q1. What characterizes your customers?

Answer: Our customers are conscious consumers. Our customers are not like the "early adopters" of Facebook, it is not cool to leave the trend of eating organic food.

Q2. Do you believe that consumers feel the need of belonging? In other words, do they feel that they want to buy organic because of that their friends/colleagues do it?

Answer: Yes! Everyone wants to be loved, so people do everything in order to be loved.

Q3. How important do you think knowledge/education is (apart from price)?

Answer: Knowledge is important, but there are other aspects to. Feelings, social status and on the context are important. For example, having children can be a turning point in life for the mother, a time when you question what you really think about the food you eat and thus the food you serve to your children.

Interview with Susanne Skånberg, Head of Marketing and Communication at Saltå Kvarn, 9 April 2015. (Translated from Swedish to English).

Q1. Who are your customers?

Answer: We have conscious consumers. The majority are women, 30-60 years old, and lives in a big city.

Q2. Why do you think your customers choose Saltå Kvarn?

Answer: Mainly for our quality, credibility and that everything is organic.

Q3. How do you want to be perceived by your customers?

Answer: Saltå Kvarn want to be perceived as credible, a premium brand and a feeling of belonging.

Q4. Do you think that your customers have special values that makes them choose Saltå Kvarn and if so, which ones?

Answer: Our credibility is our most important asset. We do what we say and we give the possibility to have a relationship with us with a place to visit and through social media.

Q5. How do you think social aspects (status, belonging, etc.) affects the willingness to buy your products/organic products in general?

Answer: I think they matter a lot. The strength in our brand together with our graphic design on our products makes our customers want to brand themselves with showing our products.

Q6. Do you think that those who buy organic are doing it because it is part of their lifestyle?

Answer: Yes, because health and care of the environment is essential for today's consumers.

Q7. Do you think that those who buy organic food have a need to express their identity?

Answer: Yes, it has become more and more important in social media to build their identity, and then the brand you choose is an important part of this.

Q8. How is it that you do not use your conventional advertising to communicate your sustainability focus?

Answer: We are working on relationship marketing and therefore social media is a better fit compared to media you purchase.

Appendix B

Original survey from the main study

Intro:

Hej!

Vi genomför en undersökning med syftet att få insikt om konsumenter och ekologisk mat. När du besvarar frågorna, fundera då på din konsumtion vad gäller mat både när du äter ute och hemma. Dina svar är mycket värdefulla.

Du är helt anonymt och svaren används enbart i forskningssyfte.

Tack för din medverkan!

--- Page break ---

Fråga 1:

Kön

- ☐ Kvinna
- ☐ Man

Fråga 2:

Ålder (i antal år, t.ex. 30)

_____ Fri text

Fråga 3:

Vad har du för inkomst per månad (innan skatt)?

- ☐ 0 – 10 000 SEK
- ☐ 10 001 – 20 000 SEK
- ☐ 20 001 – 30 000 SEK
- ☐ 30 001 – 40 000 SEK
- ☐ Över 40 000 SEK

Fråga 4:

Var bor du?

- ☐ Stad
- ☐ Förort
- ☐ Landsbygd

Fråga 5:

Vad är din högsta avklarade utbildning?

- ☐ Gymnasium
- ☐ Universitet/högskola ≤ 3 år
- ☐ Universitet/högskola > 3 år
- ☐ Doktorandprogram

--- Page break ---

Fråga 6:

Brukar du köpa ekologisk mat?

- ☐ Ja
☐ Nej
☐ Ibland

Om "Nej" väljs, gå till Fråga 18!

--- Page break ---

Fråga 7: (Likert-skala 1 – 7)

I vilken utsträckning instämmer du med följande påståenden?

Jag köper ekologisk mat därför att:

	Instämmer inte alls						Instämmer helt
Det är bättre för hälsan (mindre tillsatser, gifter, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mina bekanta (vänner, kollegor, familj) tycker att det är bättre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det är bättre för miljön och de lokala bönderna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag vill att min familj ska äta bättre mat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det smakar bättre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Övrigt: _____ Fri text

Fråga 8: (Skala med procent)

	0 %					50 %					100 %
Hur stor andel av maten du köper brukar vara ekologisk?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fråga 9: (Likert-skala 1 – 7)

I vilken utsträckning brukar du köpa följande ekologiska livsmedel?

	Aldrig						Alltid
Frukt & grönsaker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mjölk och andra mejeriprodukter (t.ex. yoghurt)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kött, kyckling & ägg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bröd och spannmål (t.ex. ris, havre)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dryck (te, kaffe, vin)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Övrigt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

--- Page break ---

Fråga 10: (Likert-skala 1 – 7)

I vilken utsträckning instämmer du med följande påståenden?

Personer som köper ekologisk mat...

	Instämmer inte alls						Instämmer helt
...är ofta välutbildade och har en högre inkomst	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...är ofta måna om att leva ett bättre liv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...gör ofta det för att ha ett gott samvete	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...gör ofta det för att uppnå en högre status i samhället	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...brukar vara miljömedvetna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...brukar vara måna om sin hälsa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fråga 11: (Likert-skala 1 – 7)

I vilken utsträckning instämmer du med följande påståenden?

	Instämmer inte alls						Instämmer helt
Personer som är viktiga för mig brukar äta ekologisk mat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det är värt att lägga lite mer pengar på ekologisk mat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genom att välja ekologisk mat kan jag bidra positivt till samhället och miljön	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Köpa ekologisk mat borde vara allas moraliska skyldighet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

--- Page break ---

Fråga 12: (Likert-skala 1 – 7)

Aktivitet på social media (t.ex. Facebook, Instagram, Twitter, bloggar, etc.)

	Aldrig	Nästan aldrig	Sällan	Ibland	Ofta	Nästan alltid	Alltid
Hur ofta är du online?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hur ofta lägger du upp en bild/text om mat?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fråga 13: (Likert-skala 1 – 7)

Aktivitet på social media (t.ex. Facebook, Instagram, Twitter, bloggar, etc.)

	Inga						Väldigt många
Hur många användare som fokuserar på mat följer du på sociala medier (Facebook, Instagram, Twitter, bloggar, etc.)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hur många användare som fokuserar på ekologisk mat följer du på sociala medier (Facebook, Instagram, Twitter, bloggar, etc.)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

--- Page break ---

Fråga 14: (Likert-skala 1 – 7)

I vilken utsträckning instämmer du med följande påståenden?

	Instämmer inte alls						Instämmer helt
När jag äter ensam brukar jag ofta äta ekologisk mat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
När jag äter med bekanta brukar jag ofta välja ekologisk mat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
När jag äter med min familj brukar jag ofta välja ekologisk mat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fråga 15: (Likert-skala 1 – 7)

I vilken utsträckning instämmer du med följande påståenden?

	Instämmer inte alls						Instämmer helt
Jag föredrar att gå på restauranger/caféer som har ett ekologiskt utbud	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det är ingen hemlighet att jag tycker om ekologisk mat och rekommenderar det gärna till mina bekanta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag håller mig gärna uppdaterad om nya ekologiska alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fråga 16: (Likert-skala 1 – 7)

I vilken utsträckning instämmer du med följande påståenden?

När jag bjuder på middag...

	Instämmer inte alls						Instämmer helt
...brukar jag ofta servera ekologisk mat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...brukar jag servera mer ekologisk mat än vad jag normalt äter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...tycker jag att det är värt att spendera mer pengar på ekologisk mat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag bjuder aldrig på middag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fråga 17: (Likert-skala 1 – 7)

Om dina bekanta skulle beskriva dig som person, i vilken utsträckning skulle de påstå följande om dig?

Hon/han är en person...

	Instämmer inte alls						Instämmer helt
...som tycker att hälsan är viktig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...som tycker om ekologisk mat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...som är social och utåtriktad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...som bryr mig om miljön	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...som är trendmedveten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ingen av dessa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

--- Page break ---

Fråga 18:

Tack för din medverkan!

Appendix C

Survey from the main study (translated from Swedish to English)

Intro:

Hi!

We are conducting a study to gain insight about consumers and organic food. When you answer the questions, think about your consumption of the food you eat at home and when dining out. Your answers are very valuable.

You are completely anonymous and responses are used solely for research purposes.

Thank you for participating!

--- Page break ---

Question 1:

Gender

- ☐ Female
- ☐ Male

Question 2:

Age (number of years, e.g. 30)

Question 3:

Approximately, what is your income per month (pre-tax)?

- ☐ 0 - 10 000 SEK
- ☐ 10 001 - 20 000 SEK
- ☐ 20 001 - 30 000 SEK
- ☐ 30 001 - 40 000 SEK
- ☐ Over 40 000 SEK

Question 4:

Where do you live?

- ☐ City
- ☐ Suburb
- ☐ Countryside

Question 5:

What is your highest completed education?

- ☐ Upper Secondary School/High School
- ☐ University/College ≤ 3 years
- ☐ University/College > 3 years
- ☐ Ph.D. degree

--- Page break ---

Question 6:

Do you buy organic food?

- ☐ Yes
☐ No
☐ Sometimes

If "No" is answered, go to Question 18!

--- Page break ---

Question 7: (Likert-scale 1 – 7)

To what extent do you agree with the following statements?

I buy organic food because:

	Strongly Disagree						Strongly Agree
It is better for my health (less additives, pesticides, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My friends/colleagues/family thinks it is better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is better for the environment and the farmers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want my family to eat better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It tastes better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other: _____

Question 8: (Scale with percent)

	0%					50%					100%
What percentage of the food you buy tends to be organic?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 9: (Likert-scale 1 – 7)

To what extent do you usually buy the following organic food?

	Never						Always
Fruits & vegetables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Milk and other dairy products (e.g. yogurt)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meat, poultry & eggs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bread and grains (e.g. rice, oats, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beverage (tea, coffee, wine)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

--- Page break ---

Question 10: (Likert-scale 1 – 7)

To what extent do you agree with the following statements?

People who buy organic food...

	Strongly Disagree						Strongly Agree
...are usually well educated and have a decent income	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...are usually keen about living a better life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...usually do it to get a better conscious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...usually do it to achieve a higher status in society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...usually care about the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...usually care about their health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 11: (Likert-scale 1 – 7)

To what extent do you agree with the following statements?

	Strongly Disagree						Strongly Agree
People who are important to me usually eat organic food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is worth spending a bit extra money on organic food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can make a positive contribution to society and the environment by choosing organic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing organic foods should be everyone's moral obligation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

--- Page break ---

Question 12: (Likert-scale 1 – 7)

Activity on social media (e.g. Facebook, Instagram, Twitter, blogs, etc.)

	Never	Rarely	Occasionally	Sometimes	Often	Most of the Times	Always
How often are you online?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often do you post a picture/comment about food?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 13: (Likert-scale 1 – 7)

Activity on social media (e.g. Facebook, Instagram, Twitter, blogs, etc.)

	None						A Great Amount
How many users that focus on food do you follow on social media (Facebook, Instagram, Twitter, blogs, etc.)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How many users that focus on organic food do you follow on social media (Facebook, Instagram, Twitter, blogs, etc.)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

--- Page break ---

Question 14: (Likert-scale 1 – 7)

To what extent do you agree with the following statements?

	Strongly Disagree						Strongly Agree
I usually eat organic food when I eat alone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I usually eat organic food when I eat with my friend/colleagues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I usually eat organic food when I eat with my family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 15: (Likert-scale 1 – 7)

To what extent do you agree with the following statements?

	Strongly Disagree						Strongly Agree
I prefer to go to restaurants/coffeehouses that have an organic selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is no secret that I like organic food and I would like to recommend it to my friends/colleagues/family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to be updated with new organic alternatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 16: (Likert-scale 1 – 7)

To what extent do you agree with the following statements?

When hosting a dinner...

	Strongly Disagree						Strongly Agree
...I usually serve organic food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...I usually serve more organic food than I normally eat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...I think it is worth spending a bit extra money on organic food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not host dinners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 17: (Likert-scale 1 – 7)

If your friends/colleagues/family would describe you as a person, to what extent would they say the following about you?

She/he is a person who...

	Strongly Disagree						Strongly Agree
...thinks that health is important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...likes organic food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...is social and outgoing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...cares about the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...is aware of trends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
None of the above	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

--- Page break ---

Question 18:

Thank you for participating!