



Influencing Dutch consumer behaviour with sustainable food products

Master Thesis Marketing

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The views stated in this thesis are those of the author and not necessarily those of the supervisor, second assessor, Erasmus School of Economics or Erasmus University Rotterdam.

Contents

Executive summary.....	4
Chapter 1: Introduction	7
1.1. The food market	7
1.2. Sustainability	7
1.3. Sustainable food in the Netherlands	8
1.4. Problem statement.....	9
1.5. Academic and managerial relevance.....	10
1.6. Research questions.....	10
Chapter 2: Theory	11
2.1. Literature review	11
2.1.1. What is sustainable food?.....	11
2.1.2. What is a sustainable company?	12
2.1.3. What are the steps in the purchasing process?	13
2.1.4. How can consumer behaviour be influenced?.....	15
2.2. Summary of the literature review	16
2.3. Hypotheses development.....	17
2.3.1. The moderating effect of extrinsic product characteristics	17
2.3.2. The moderating effect of the 4A's.....	18
2.3.3. The moderating effect of purchase intention	18
2.3.4. The moderating effect of fear appeal.....	18
2.4. Conceptual model	19
Chapter 3: Research methodology	20
3.1. Chapter guide.....	20
3.2. Research justification and research objectives.....	20
3.3. Research methodology description	20
3.3.1. Approaches for conducting research.....	20
3.3.2. Qualitative research	21
3.3.3. Quantitative research	21
3.4. Research participants	22
3.4.1. Qualitative research participants	22
3.4.2. Quantitative research participants.....	22
3.5. Research set up	23
3.5.1. Qualitative research set up	23
3.5.2. Quantitative research set up.....	23
3.6. Data collection methodology.....	24

3.6.1. Qualitative data collection	24
3.6.2. Quantitative data collection.....	24
3.7. Data analysis methodology.....	25
3.7.1. Qualitative data analysis.....	25
3.7.2. Quantitative data analysis	25
3.8. Methodology conclusion	26
Chapter 4: Research outcome	27
4.1. Results of the qualitative research.....	27
4.2. Results of the quantitative research	27
4.2.1. Data reliability and screening.....	27
4.2.2. Demographics	28
4.2.3. Hypothesis 1.....	29
4.2.4. Hypothesis 2.....	30
4.2.5. Hypothesis 3.....	33
4.2.6. Hypothesis 4.....	37
4.2.7 Key findings field research	38
Chapter 5: Conclusion and recommendations	40
5.1. Literature review outcomes.....	40
5.2. Field research outcomes.....	40
5.3. Comparison theoretical framework and field research	41
5.4. Answer to the central research question and hypotheses.....	42
5.5. Implications.....	44
5.6. Recommendations to Dutch food companies	45
5.7. Recommendations to future researchers.....	46
5.8. Limitations of the research	46
Appendix 1: References	47
Appendix 2: Figures and formula.....	53
Appendix 3: Questionnaire qualitative interview – Dutch text.....	54
Appendix 4: Questionnaire quantitative research – Dutch text.....	64
Appendix 5: Questionnaire quantitative research – English text	70
Appendix 6: Codebook.....	76
Appendix 7: Most important statements qualitative research - Dutch text.....	79
Appendix 8: Most important statements qualitative research – English text.....	91
Appendix 9: Variables’ frequencies	103
Appendix 10: Raw data	111

Executive summary

Over the last years, the number of sustainable food purchases is rising and is expected to keep growing. Therefore, this study investigates the influence of sustainable commercial expressions on the buying process of food products in the Netherlands.

The research question of this study is: 'How can sustainable companies operating in the food industry in the Netherlands influence consumer behaviour, causing an increase in sales?'. The answer to this question can be given after several theoretical and empirical sub questions has been answered.

The theoretical sub questions are:

1. What is sustainable food?
2. What is a sustainable company?
3. What are the steps in the purchasing process?
4. How can consumer behaviour be influenced?

The empirical sub questions are:

5. Why do Dutch companies in the food sector operate sustainably?
6. Can Dutch consumers be influenced by sustainability?

In order to answer the theoretical sub questions, the author first analysed the existing literature. This analysis made clear that it is important that sustainable food rightly balances matters of environmental soundness, economic viability, and social justice among all sectors of society.

When buying sustainable food - or any other product/service – the consumer goes through five different stages. In the right order, these are: problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase evaluation.

Consumer choices depend on consumer preferences that are related to intrinsic and extrinsic product characteristics. The renewed marketing 4P's, the 4A's, determine the main potential factors affecting the final decision.

When you sell product, you want to be part of the consumer's purchase decision. Therefore, consumer behaviour must be influenced. This can be done by the Theory of Planned Behaviour. This theory states that intention is the most important factor for planned behaviour, and that intention follows from three other factors: attitude toward to behaviour, subjective norm and perceived behavioural control. It is important that these three factors are intensively researched for the particular product (group). Lastly, fear appeal can influence consumer behaviour as well.

These findings then had to be tested for the Dutch consumer market. Several hypotheses were derived from the theory as stated above.

H1: Green extrinsic product characteristics influence the customer in the information search stage, which raises the purchase intention for sustainable food.

H2: Accessibility, acceptability, affordability and awareness influence the purchase decision, and lead to sustainable food purchase.

H3: Attitude toward behaviour, subjective norm and perceived behavioural control are all equally important for influencing the intention of buying a sustainable food product.

H4: A message with a strong fear appeal leads to more sustainable purchase than a regular message.

To investigate whether the hypotheses are valid for Dutch consumers, an extensive research was conducted. This study aimed to find out which factors influence sustainable food purchasing.

Both quantitative and qualitative research methods are used to form an answer on the research question. Qualitative research was used prior to the quantitative research. Exploratory interviews were held with a handful of people working in the food industry. These interviews gathered more information about Dutch companies selling and/or producing sustainable products.

The quantitative research identified relationships between various variables. Dutch adults were asked to fill in an online questionnaire about their purchase intention and preferred product characteristics. It concluded with several demographic questions. The data that followed was studied in SPSS, using linear regression to detect the relationships.

During the qualitative research it became clear that Dutch companies operating in the food industry all have other motives for operating sustainably. Yet, it stands out that most interviewees are obligated to operate sustainably. Those obligations come from supermarkets (for food producers) and from the government. For one supermarket it has a cost aspect since recycling saves money. One producer felt pressure from the consumer.

The quantitative research showed that Dutch consumers can be influenced by sustainability. The research found that green extrinsic product characteristics (sustainable product information, sustainable labels and price) influence the customer. In addition, the study showed that accessibility, acceptability and affordability also influence the purchasing process of Dutch consumers.

The research's results lead to several recommendations for Dutch companies operating in the food sector:

1. Place relevant labels on the product's packaging,
2. Find the right price,
3. Share sustainable product information,
4. Make the product accessible,
5. Keep the social environment of the consumer in mind.

Following these recommendations, sustainable companies operating in the food industry in the Netherlands can influence consumer behaviour, causing an increase in sales.

For further academic research, the suggestion is to overcome the research limitations of this research. The first limitation is the number of respondents. With a larger amount of time, a bigger network or an incentive for the participant, a larger number of respondents could be realised.

It could also be useful to measure the final purchases of the consumer. The researcher(s) must move part of the research to several supermarkets in order to make this happen. This way, the limitation where there is a difference between saying and doing is overcome.

Lastly, it is possible that respondents are influenced by the food product showed in the questionnaire. If they don't normally consume this, the answer could be different than when a favourable product is shown.

Chapter 1: Introduction

1.1. The food market

Food consumption is a big part of the economy, since it is a physiological need and therefore a big human motivation, according to Maslow's Hierarchy of Needs (Maslow, 1943). The Netherlands is the sixth-largest economy in the European Union. Almost half (44.3%) of the gross domestic product of the Netherlands is caused by consumption by households (Central Intelligence Agency, 2020). Those households spent more than 30.3 billion euros on food in 2018. It is almost 10% of the total spending, which was 323.8 billion euros in that same year (Wageningen University & Research, 2019). Most food products were bought in one of the 5815 Dutch supermarkets (CBS StatLine, 2019).

The Federatie Nederlandse Levensmiddelen Industrie [Dutch Food Industry Federation] or is the umbrella organization of companies and branches in the Dutch food industry. It is not required as a food company to connect with the FNLI, but many food companies did. About 500 bakeries, producers, retailers, supermarkets and more food related businesses choose to be a member of FNLI (FNLI, sd).

Those members caused a production value of 68.7 billion euros. Compared to 2017, there was a .2% increase. This is relatively limited, compared to the past 5 years where the annual growth was 3%. It is important that those numbers stay positive. Not just for the sector itself: the economic importance of the food industry goes beyond the sector. Other sectors depend on the food industry because the food industry is an important buyer. Examples of suppliers who rely on the food industry are the agriculture, paper (packaging) industry, the energy sector and advertising agencies (Geluk, 2019).

1.2. Sustainability

Over the last years, the number of sustainable food purchases is rising and is expected to keep growing (Nielsen, 2018). The first reason for this sudden jump is global warming. The globe is getting hotter: 2019 was the hottest year on record (Pappas, 2020). To limit global warming to below 2 degrees Celsius, the world must produce food in a much more sustainable way, according to Intergovernmental Panel on Climate Change (2019).

Another reason for eating more sustainably is deforestation. Since 1980, the total hectares of forest are decreasing (see figure 1.1, Appendix 1) (FAO, 2018). Unsustainable agriculture is the main cause of deforestation which leads to disappearance of habitat of animal species. Sustainable consumption makes the difference (WWF, sd).

The last important reason is overpopulation. From 1960 to today, the world population has doubled. Expected is a grow of about 4 billion in 80 years (The World Bank, 2019). All these mouths must be fed. Fossil energy is not in infinite supply, while this is the energy sort that the agriculture is relying on. When the world runs out of fossil energy, only 1 billion people can be fed. Sustainable and biological production will increase this number (Weeren, 2018).

The attention to these problems is increasing every year and so is the responsibility people feel to live in a sustainable way (Brüggenwirth & Witte, 2016).

1.3. Sustainable food in the Netherlands

To provide a Dutch citizen with food for one year, 1800 m² of land is needed and 1500 kilograms of CO² are emitted per person. This makes eating the most polluting form of consumption. It also means that there can be achieved much environmental gain by changing our food consumption (Planbureau voor de leefomgeving, 2019). The current Dutch menu is not sustainable (yet) (Valk, Hollander, & Zijp, 2016). But the expenditures in sustainable food are increasing. In 2018, it increased by 26% compared to 2015 (Statista, 2020). This indicates a trend.

Another food trend in the Netherlands is organic food. Organic food is produced without using pesticides (Stöppler, 2019). Also, the number of people who eat less meat (flexitarians), no meat (vegetarians) and no animal products (vegans) is increasing (ProVeg, 2019). Meat substitutes are therefore gaining sales as well (IRI Nederland, 2019).

‘Free from’ products are also gaining ground. ‘Free from’ products are products that exclude one or more ingredients, like lactose or gluten. Those products are mostly consumed by people with an allergy or intolerance (Chittock, 2013).

Another food trend is protein-enriched products, namely in the form of dairy. Market share of protein-enriched products in dairy has increased from 1,8 in 2016 to 5,4 percent in 2019 (Rensen, 2019).

The last food trend in the Netherlands is food boxes and meal kits (Statista, 2020). A food box consists of various ingredients, often sent to a home address, with which a meal can be prepared (Maaltijdbox, sd). The number of food boxes sold is increasing (HelloFresh, 2018). Food box providers are losing ground to meal kits. Meal kits can be bought in most supermarkets and contain the exact ingredients to make a complete meal. The number of households that sometimes opt for a meal kit in the supermarket has risen from 20% in 2017 to 25% in 2018 (GfK Netherlands, 2018).

In 2018, Dutch consumers spent 4.9 billion euros on sustainable food (Logatcheva, 2018). The expenditures increased with 7% in comparison with 2017. Consumption in sustainable food increased in every product group, except for dairy. The revenue of meat with a quality label increased with 110%. The quality label 'Beter Leven' [better life] (figure 1.2) grew the fastest, with an increase of 99%. It is also the second most popular label, after 'Biologisch' [biological] (figure 1.3) (AgriFoodTech Platform, 2018).



Figure 1.2: 'Beter Leven' label (Beter Leven, sd)

Supermarkets and 'on the go' selling points are the fastest growers in selling sustainable products. This is mainly due to the fact that they offer more and more sustainable alternatives (Logatcheva, Monitor Duurzaam Voedsel, 2016).



Figure 1.3: 'Biologisch' label (Voedingscentrum, sd)

There are some consumption differences per region. Citizens of Gelderland are more often vegetarian and people living in Noord-Holland are more often willing to replace meat (Keuchenius & Lelij, 2015). Numbers of sustainable purchases per region in the Netherlands are unknown. In comparison to the rest of the world, the Netherlands are at third place of the most sustainable countries. Only Finland and Denmark are ranking higher (Baselli, 2019).

Consumers that are conscious about sustainability have an increasingly large product range to choose from (Logatcheva, 2016). To make the transformation to sustainable profitable, companies need to differentiate themselves from their competitors and influence consumer behaviour in the best possible way. This research helps food companies who are willing to transform their company into a more sustainable one or helps companies with changing their current sustainable strategy and marketing expressions. It provides clear advice and recommendations for companies selling in the Netherlands.

1.4. Problem statement

The demand to sustainable food is rising (Chapter 1.2), while research to the best way of gaining the highest possible number of sales is lacking. Therefore, this study investigates the influence of sustainable commercial expressions on the buying process of food products in the Netherlands.

Relatable research assesses the influence of product-related tools of integrated marketing communications upon product demand at Latvian food retail chains (Šķiltere & Bormane, 2018).

Dutch scientist showed that the perceived quality of coffee and chocolate is more positive when it is packed in sustainable packaging than when it is packed in conventional packaging (Magnier, Schoormans, & Mugge, 2016). Baldassarre & Campo (2016) researched the different types of

approaches to sustainability communication. They focused on the different kinds of companies, and the way of communication that would fit their strategy.

This research differentiates itself from its predecessors, since it is focussed on the Dutch market.

Also, the goal is to help companies in the food sector with communicating their sustainable product.

A research similar to this one has not been published before.

1.5. Academic and managerial relevance

This study is scientifically relevant as it addresses an important overview in the literature of sustainability in the food sector for marketing purposes. It provides both a theoretical contribution to advance marketing research and a practical contribution for companies willing to transform their company into a more sustainable one. The study gives insights in the consumers' view on sustainability. It provides a clear advice for companies selling in The Netherlands.

It will provide new insights about why Dutch companies process a sustainable strategy. Therefore, this research could be used as a base and reference for further research on consumer behaviour and sustainability.

The study is relevant for managers because it could give relevant information and guidelines when transforming the company into a more sustainable one. Companies who will start up a business in the future, can use this research to shape their (communication) strategy.

Lastly, companies who are not thinking about sustainability as a part of their business model, could use the outcomes to determine if a sustainable strategy is something that would fit their business.

1.6. Research questions

The research question of this study is: 'How can sustainable companies operating in the food industry in the Netherlands influence consumer behaviour, causing an increase in sales?'. The answer to this question can be given after several theoretical and empirical sub questions has been answered.

The theoretical sub questions are:

7. What is sustainable food?
8. What is a sustainable company?
9. What are the steps in the purchasing process?
10. How can consumer behaviour be influenced?

The empirical sub questions are:

11. Why do Dutch companies in the food sector operate sustainably?
12. Can Dutch consumers be influenced by sustainability?

Chapter 2: Theory

2.1. Literature review

In order to solve the problem statement, this chapter answers the theoretical sub questions. The content of this chapter is based on several academic papers.

2.1.1. What is sustainable food?

To understand the meaning of sustainable food, the term “sustainable” must be defined first.

“Sustainability” as search query is often typed into the Google toolbar. The average number of monthly searches is above 12.000, as can be seen in the Appendix 2 (figure 2.1). This could indicate the lack of a concrete definition and/or reflects the increasing interest in it.

A concrete definition of the term is missing, but many definitions are given in other related research. Tang et al. (2016) defines sustainability as “meeting the needs of a firm’s direct and indirect stakeholders, while also taking into account needs of future stakeholders”.

The focus on the future of stakeholders is something that goes back to the previous century. The World Commission on Environment and Development stated in 1987 that sustainability is concerned with environmental, social, and economic aspects and seeks to meet the needs of the current generation, without holding back future ones to fulfil their needs (WCED, 1987).

In the definition given by Kuhlman & Farrington (2010) the well-being of future generations is important as well. They define sustainability as “the state of affairs where the sum of natural and man-made resources remains at least constant for the foreseeable future, in order that the well-being of future generations does not decline”.

Sustainability can be encountered in different degrees. The classification of these degrees is often given in a range of weak to strong sustainability (Pelenc, 2015). Weak sustainability assumes that natural capital (resources, species, assimilative capacity and so on) can generally be substituted by human-made capital, thus sustaining human wellbeing over time. Strong sustainability proposes that natural capital cannot always or even mostly be substituted by human-made capital, with the implication that limits to human use of resources and environmental assets are real and close. (Dovers, 2005).

Concluded by those statements can be that sustainability focusses on the well-being of future generations and that it is important that they still have access to natural capital.

As there is not just one definition of the word “sustainability”, there is also no default definition for “sustainable food” (Duell, 2013). Allen et al. (1991) propose that a sustainable food system is one that rightly balances concerns of environmental soundness, economic viability, and social justice among all sectors of society. Even though this definition is almost 30 years old, it still seems relevant. More recent research considers more or less the same assumptions.

Fernandez et al. (2013) emphasize “the growing links between environmental, health, food security and social justice that reflect an emerging system understanding of agriculture of as a social and ecological activity in addition to an economic one”.

Zadianaki (2013) defines sustainable food as being environmentally conscious as well as health-promoting. Zadianaki also concludes that the definition needs to be open-ended to allow for interpretation depending on the variations of food.

Thus, sustainable food has a connection with health, but it goes further than producing and selling healthy food. For example, bananas are considered as healthy food, but banana production involves the second to largest amount of chemicals, compared to other agricultural food (BASIC, 2015). Hence, it is important to note that sustainable food rightly balances matters of environmental soundness, economic viability, and social justice among all sectors of society.

To conclude, supermarkets and brand are competing to be the greenest (Yates, 2009). This suggests that being sustainable is considered a competitive advantage within the food sector (Zabkar & Hosta, 2012).

2.1.2. What is a sustainable company?

In response of the environmental changes (Chapter 1.2) companies recognize the need for a sustainable way of doing business (Hardcastle, 2013).

There is no guidebook a company can follow in order to be labelled as sustainable. According to Tang et al. (2016), corporate sustainability involves the concept of a firm implementing environmentally conscious and ecologically friendly strategies, which leads to a better environmental record for the firm.

DesJardins (2007) highlights the environmental viability as well, but names two other areas sustainable business also must practice: social and economic viability.

Prothero et al. (2010) addresses three similar areas. Their work says that firms that are operating sustainably are not only focussed on growth and larger profits, but they recognize the full implication of marketing practice on the environment, the community and the economy.

According to Eccles et al. (2012) sustainable companies differ from traditional ones in three aspects:

1. Sustainable organizations are effective at engaging with external stakeholders and employees,
2. Sustainable organizations have cultures based on innovation and trust,
3. Sustainable organizations have a track record of implementing large-scale change.

In the past, firms were often seen as the main source of the pollution problem. Nowadays, they are often considered as a possible solution. This is largely thanks to their innovative activities (Cainelli, De Marchi, & Grandinetti, 2015).

Operating sustainably can provide an opportunity to boost the company image and increase consumer appreciation (Charter, Peattie, Ottman, & Polonsky, 2002). As discussed in Chapter 2.1.1, supermarkets and brands are competing to be the greenest. Companies can gain competitive advantage by positioning themselves as sustainable (Hudson, 1996).

It is important for businesses to adapt to the demand of the changing world, including the urgent demand for sustainability. Only then they will be more likely to thrive in the long term and enjoy strategic benefits (Banerjee, Kashyap, & Iyer, 2013).

A sustainable company is a company that does not only focus on making the highest possible profits. It also recognizes their influence on the environment, on the society and on the economy.

2.1.3. What are the steps in the purchasing process?

A consumer goes through a series of stages when purchasing, which all include different activities (Gilbert, 1999). The first step is recognition and awareness of the purchase problem. Secondly, the consumer will search for information, using external or internal sources. After searching, consumers compare the alternatives and choose the one that best fulfils their need or solves the purchasing problem. During this purchase decision stage, the consumer may form an intention to buy the most preferred brand or product (Lumen, sd). The last step in the purchasing process is post purchase evaluation, which explains the degree of satisfaction or dissatisfaction achieved after usage of the product or service. If the consumer is fully satisfied, it might lead to repurchase and/or loyalty (Byron, 2005). A graphic representation of those steps is shown in Figure 2.2.

Consumer Decision-Making Process Overview



Figure 2.2: Consumer Decision Making Process (Lucidchart, sd)

According to Mancini et al. (2017) consumer choices depend on consumer preferences that are related to two product characteristics. First, intrinsic product characteristics are physical aspects, such as colour and flavour. The second, extrinsic product characteristics, are also related to the product but not in physical way. Examples of extrinsic product characteristic are brand name, labels and price. Mancini et al. emphasize that extrinsic product characteristics play important roles in consumer choices.

Deliza and MacFie (1996) described purchasing process for food-related purchases. They explain that consumers retrieve information stored in memory and information from previous experiences with the same or a similar product. Consumers use this information during the decision-making process. After consumption, all the variables of the product such as physical aspects and packaging, may result in consumer expectations.

The variables that determine the main potential factors affecting consumers' final decision are defined as the 4A's: accessibility, acceptability, affordability and awareness. Identifying the most influential variable on specific purchases is helpful for attracting consumers' in the decision process (Türk & Erciş, 2017).

Zhen and Mansori (2012) also use the 4A's, but in a slightly different way. The new model of the marketing mix is used to identify and evaluate the relationship between factors and consumers' purchase intention towards organic foods.

Over the last years, a shift from egoistic purchase decisions toward altruistic considerations has been made. This is shown by the fact that consumers often choose organic food primarily because it is a pro-social and pro-environmental behaviour. It shows that consumers express their concern for the common good by choosing organic food (Kareklas, Carlson, & Muehling, 2014). Thøgersen (2011) agrees: "Consumers are now increasingly motivated to contribute to environmental problem solving by choosing organic food". Organic food may not be the same as sustainable food, but it is often

considered as a spearhead towards more sustainable consumption in the food sector (Vittersø & Tangeland, 2014).

The shift toward altruistic considerations is something that White et al. (2019) also found in their research. They describe that with these sustainable choices, consumer choices involve longer-term benefits to other people and the natural world.

Understanding facilitators of sustainable consumer behaviour should be of interest of marketers, according to Ripple et al (2017). Thus, marketers should be aware that the consumption mindset that conventional marketing encourages is a key driver of negative environmental impacts.

To conclude, the consumer goes through five different stages during their purchasing process. Consumer choices depend on consumer preferences that are related to intrinsic and extrinsic product characteristics. The renewed marketing 4P's, the 4A's, determine the main potential factors affecting consumers' final decision.

2.1.4. How can consumer behaviour be influenced?

The purchase intention is the best predictor to behaviour. Therefore, the best way to deduce if a consumer intends to or has decided to purchase organic food products is to examine the purchase intention. Theory of Planned Behaviour can be used in order to evaluate and predict consumers' behaviour and consumer intention (Hansen, 2008). This theory states that intention is the most important factor for planned behaviour, and that intention follows from three other factors: attitude toward to behaviour, subjective norm and perceived behavioural control (Ajzen, 1991), as can also be seen in figure 2.3.

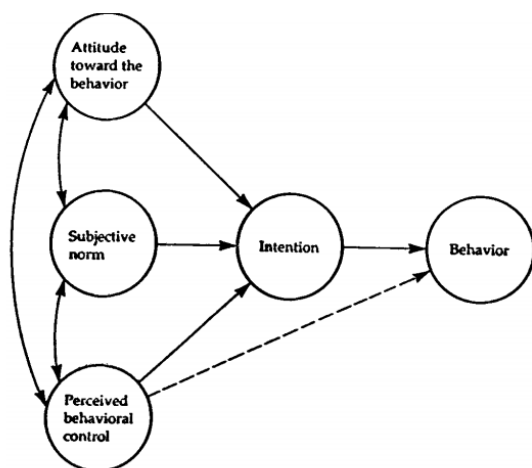


Figure 2.3: Theory of planned behaviour (Ajzen, 1991)

Jager (2000) states that economic affordability has a strong impact on behaviour, which implies that consumer behaviour can be influenced by the price of a product. Sustainable labels, on the other hand, do not influence consumer behaviour, as Mancini et al. (2017) found that those labels do not play a major role in consumers' food choices.

Consumer behaviour could be influenced by fear, meaning that a message with a strong fear appeal could send the consumer in a certain direction. Witte & Allen (2000) explains: "Fear appeals work when you make the customer very afraid and then show him or her how to reduce the fear by doing what you recommended". Fear is an emotion, and emotions are used during the evaluation of alternatives phase of the decision-making process (Stankevich, 2016).

Influencing and predicting sustainable consumer behaviour is complicated, because there is a huge difference between saying and doing. 30% to 70% of consumers say they want to buy greener, more socially responsible products, but only 1% to 5% actually do (Devinney, Auger, & Eckhardt, 2010).

Therefore, it is important that consumers first need to know and believe that there are differing impacts from their decisions and they need to be able to access meaningful information that distinguishes one choice from another. Providing sustainability-related information is often the first strategy deployed to advance more sustainable lifestyles and consumption patterns (O'Rourke & Ringer, 2015).

Carrington et al (2012) have identified a series of contributing factors that intervene between sustainability preferences and purchasing decisions. These include: a lack of credible information on environmental and social performance of products, consumers' wilful ignorance about product ethicality, negative beliefs about the quality and performance of greener products, brand loyalties that inhibit change, scepticism about corporate claims regarding product and supply-chain sustainability, and scepticism about the impact that an individual consumer can make.

In order to influence consumer behaviour, the Theory of Planned Behaviour can be used. It is important that the three factors leading to intention are widely researched for the particular product or product group.

2.2. Summary of the literature review

A standardized definition of the concept "sustainability" cannot be given, but it is clear that it focusses on the well-being of future generations and their access to natural capital. This explanation is also an important part of sustainable food.

Sustainable food has a clear connection with health concern but goes beyond just that. It is important that sustainable food rightly balances matters of environmental soundness, economic viability, and social justice among all sectors of society.

Selling sustainable food is seen as a competitive advantage. Therefore, companies are competing to be the greenest and so they are becoming more sustainably. The most important characteristic of a sustainable company is that it does not only focus on making the highest possible profits. Sustainable companies also recognize their influence on the environment, on the society, and on the economy.

When buying sustainable food - or any other product/service – the consumer goes through five different stages. In the right order, these are: problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase evaluation.

Consumer choices depend on consumer preferences that are related to intrinsic and extrinsic product characteristics. The renewed marketing 4P's, the 4A's, determine the main potential factors affecting the final decision.

When you sell a product, you want to be part of the consumer's purchase decision. Therefore, consumer behaviour must be influenced. This can be done by the Theory of Planned Behaviour. This theory states that intention is the most important factor for planned behaviour, and that intention follows from three other factors: attitude toward to behaviour, subjective norm and perceived behavioural control. It is important that these three factors are intensively researched for the particular product (group).

Lastly, price and fear appeal can influence consumer behaviour as well.

2.3. Hypotheses development

Several hypotheses can be derived from the theory as stated above. At the end of this chapter, the conceptual model of this research is explained.

Important for the formulation of the different hypotheses is that the consumer goes through various stages when purchasing a sustainable food product (2.1.3, p. 13). During those stages, there are different factors that could influence the purchase. Those variables have been assigned to the corresponding stage.

2.3.1. The moderating effect of extrinsic product characteristics

Extrinsic product characteristics are, in contrast to intrinsic characteristics, non-physical. Those non-tangible product characteristics pay important roles in consumer choices (Mancini et al., 2017) (2.1.3, p. 13).

It is useful to investigate if that statement is true for Dutch consumers as well, and if all individual extrinsic factors influence sustainable product purchase on the same level.

The characteristics that are reviewed in this research are: product information, price, brand name, animal welfare and environmental protection.

H1: Green extrinsic product characteristics influence the customer in the information search stage, which raises the purchase intention for sustainable food.

2.3.2. The moderating effect of the 4A's

The last stage before purchase in the decision-making process is the purchase decision. The main potential factors affecting consumers' final decision are defined as the 4A's: accessibility, acceptability, affordability and awareness (Türk & Erciş, 2017) (2.1.3, p. 14)

When you know which variable is most influential on the purchase intention, you can influence the consumers' decisions in the purchase decision.

H2: Accessibility, acceptability, affordability and awareness influence the purchase decision, and lead to sustainable food purchase.

2.3.3. The moderating effect of purchase intention

The best way to explain if a consumer intends to or decided to purchase organic food products is to examine the purchase intention. Intention follows from three other factors: attitude toward to behaviour, subjective norm and perceived behavioural control (Ajzen, 1991) (2.1.4, p. 15).

In this research, it was examined whether this is also true for Dutch consumers and if all three factors influence purchase intention at the same level.

H3: Attitude toward behaviour, subjective norm and perceived behavioural control are all equally important for influencing the intention of buying a sustainable food product.

2.3.4. The moderating effect of fear appeal

A strong fear appeal could influence consumer behaviour (Witte & Allen, 2000). This emotional response is important in the stage where consumers evaluate alternatives (2.1.4, p. 15).

This study shows whether fear is also an influencing emotion for Dutch consumers.

H4: A message with a strong fear appeal leads to more sustainable purchase than a regular message.

2.4. Conceptual model

All the hypotheses as stated above, are displayed in the conceptual model (figure 2.4), where all the hypotheses influence sustainable food purchase. The model contains a dependent variable (on the right) and various moderating variables.

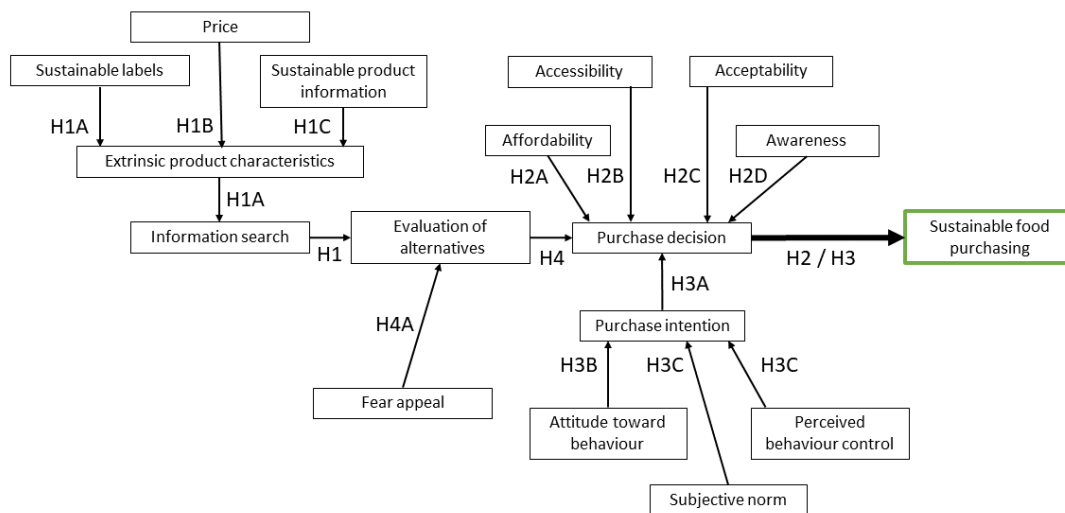


Figure 2.4: Conceptual model for influencing customer behaviour for sustainable food products

Chapter 3: Research methodology

3.1. Chapter guide

To investigate whether the hypotheses as stated in chapter 3 are valid for Dutch consumers, an extensive research was conducted. This study aimed to find out which factors influence sustainable food purchasing.

3.2. Research justification and research objectives

This research is important for sustainable food companies who want to increase their sales. There is a gap in knowledge, since the independent variables as shown in figure 2.4, have not been confirmed for the Dutch market. This research has closed the gap.

By sharing this new knowledge, supermarkets and food producers can increase their sustainable product sales. With more sustainable sales, the unsustainable variants are likely to decrease in volume. In the long term, this will help with creating more environmentally friendly production. By doing so, less harm to the environment will be done.

The objectives for this study are:

- To investigate if the variables influencing sustainable food purchase also count for Dutch consumers,
- To provide recommendations for Dutch food manufacturers.

3.3. Research methodology description

3.1.1. Approaches for conducting research

There are three common approaches for conducting research. Those are qualitative, quantitative, and mixed methods (Williams, 2007).

Qualitative research uses non-numerical data. It is an umbrella-term for various research methods, such as interviews, focus groups, and case studies (Muijs, 2011). This kind of research often has the goal to study for perceptions, opinions, attitudes or beliefs (Hammarberg, Kirkman, & de Lacey, 2016).

Quantitative research entails explaining phenomena by collecting numerical data that are analysed using mathematically based methods (Aliaga & Gunderson, 2006). Collecting numerical data makes it possible to use mathematically based methods for analysing the data.

In the mixed method, both quantitative and qualitative research methods are used to form an answer on the research question. Researchers collect not only numeric data, but also narrative data (Williams, 2007). The mix method is used in this study. The numeric data is extracted from the quantitative research, while the narrative data is extracted from the qualitative research.

3.3.2. Qualitative research

Qualitative research was used prior to the quantitative research. Exploratory interviews were held with a handful of people working in the food industry. These interviews gathered more information about Dutch companies selling and/or producing sustainable products.

Some interviews were held in the office building of the supermarket or food producer. The remaining interviews were held over the phone. Due to the COVID-19 pandemic, some interviewees were not comfortable with meeting in person, or were working from home and not willing to receive the interviewer there.

Within the interviews, a semi-structured questionnaire was used. It is a way of interviewing where the interviewer prepares a list of questions, but the interview unfolds in a conversational manner offering the interviewee to explore issues they feel are important (Clifford, Cope, Gillespie, & French, 2003). A big advantage of a semi-structural interview in comparison to a structured interview is that the questions can be adjusted throughout the interviews (Saks & Allsop, 2007).

Even though the focus of this research is a quantitative research, the qualitative research collected useful information about selling and distributing sustainable food products.

3.3.3. Quantitative research

The reason why quantitative research was most important for answering the research question is because it was not the goal to study for perceptions, opinions, attitudes or beliefs (Hammarberg, Kirkman, & de Lacey, 2016). This research aimed at observing the underlying factors that Dutch consumers evaluate when purchasing sustainable food. To do this, a survey among Dutch consumers had to be spread.

The questionnaire was published online. That way, it could be shared through social media and reach many Dutch consumers. Also, gathering respondents offline is too risky during the current corona-crisis.

The correlational quantitative research established relationships between various variables. Correlational research investigates the possibility of relationships between variables. The explanatory study helped explain human behaviour (Patel, 2014), or in this case the purchase decision.

The study is a cross-sectional study, meaning that the data was collected at one point in time (Levin, 2006). This fitted the research question, as the goal was to inquire how consumers could be influenced. These results are not expected to change much over time. For example, the consumer decision making process is over 20 years old and still accurate and widely used. Besides the arguments for the cross-sectional study, a longitudinal study did not fit the time and resources of this study.

3.4. Research participants

3.4.1. Qualitative research participants

Exploratory interviews were held with a handful of people working in the food industry. These interviews lay the basis for the subsequent quantitative research.

A mix between interviewees with different roles within the food industry was chosen. The interviewees are shown in table 1.

Organization	Branch	Name	Job title
Concorp	Manufacturer	Yvonne Feenstra	Manager quality and sustainability
Greenco	Manufacturer	Jos van Mil	Managing partner Product- and Market innovation
GreenSpice	Seller	Aad van Rijn	Owner
GS1 Nederland	Supplier of barcodes	Frits van den Bos	Manager Innovation
Lidl	Supermarket	Renee Bijvoets	Corporate Social Responsibility Specialist

Table 1: Interviewees

3.4.2. Quantitative research participants

In the Netherlands, children under the age of 18 years are considered underage. They are not independent by law and are not allowed to make their own (purchase) decisions (ConsuWijzer, 2020). Therefore, consumers under the age of 18 are excluded from the quantitative research sample.

In 2019, the Dutch population consisted of 13.7 million adults (World Population Review, 2020). Not all the millions of people could be surveyed. It was decided to submit the survey to approximately 200 Dutch adults. To make sure that this sample was representative of the population, a random selection procedure was used. This prevented selection bias. The simple random sampling method fitted the research due to the limited time and resources (Malhotra, Nunan, & Birks, 2017).

When spreading the online survey, it was mentioned that only people with the age 18 years or older with a Dutch nationality could participate. When there were still surveys submitted that did not fit the sample criteria, those were excluded from the results.

Before sharing the survey online, a pre-test was set up within a group of 5 people. This pre-test had as function to check if the survey was clear and every question was well interpreted. After adapting their feedback, the survey was spread widely to the research sample.

3.5. Research set up

3.5.1. Qualitative research set up

All interviewees are Dutch, and therefore the interviews were held in Dutch. The semi-structured questionnaire that was used is stated in Appendix 3 (p. 54). The questionnaire was divided into different subjects. First, some general questions about the organization were asked. Starting with these relatively easy questions puts the interviewee at ease (Harvard, 2020). Secondly, some general questions about their view on sustainability were asked. Third, the interviewee was asked various questions about their role in the organization in the field of sustainability. Other subjects include the strategy of the organization, the market, their sustainability marketing strategy and decision making and employees.

All interviews are recorded with permission of the interviewee. The most important statements can be found in Appendix 7 (p. 79).

3.5.2. Quantitative research set up

The questionnaire starts with a small introduction where the subject of the questionnaire is stated, why it is important to participate, who the researcher is, where to get the results afterwards, and how the researcher can be reached.

After that, the respondent started answering statements about the purchase intention and purchase decision. Then he or she had to answer a few questions about product characteristics. The respondent had to choose the product they are more likely to purchase. The choice is between two products that were graphically shown. It was chosen to use regular milk and sustainable milk in these graphics, because these products had the same brand, the same content but differ in their presentation. It was considered to use fruit or vegetables, but since they often do not come in packaging, it is harder to differentiate. The rest of the questionnaire addresses the other hypotheses. It finished with several demographic questions. The questionnaire can be found in Appendix 4 (Dutch text) and Appendix 5 (English text).

The questionnaire is written in Dutch. Using the interviewee's own language for the questionnaire results in a better understanding. Since Dutch is the author's native language, terms will not get lost in translation.

3.6. Data collection methodology

3.6.1. Qualitative data collection

As described in 3.3.2, the data collection method that was selected for this study were personal interviews. Advantages of this data collection method is that it allows for more in-depth data collection and that the interviewer can probe for explanations of responses. A disadvantage is that these interviews are more time-consuming to recruit and conduct (Marshall, 2016).

3.6.2. Quantitative data collection

A quantitative research design helps answer the research question while effectively reducing threats to design validity. Nonexperimental research design is a technique where there is no manipulative variable, while experimental research includes a manipulative variable (Mertler, 2016). Since this study does not contain a manipulative variable, only the nonexperimental research designs are mentioned next.

Causal-comparative research explores the reason behind existing differences between two or more groups (Mertler, 2016). In this research, the goal was to question one large group without comparisons between them, so this research method could not be used.

Descriptive research describes and interprets the current status of individuals, settings, conditions, or events (Merter, 2014). This type of research includes observational research and survey research. Observational research is often an aspect of qualitative research, but it could also be quantitative. It focusses on a particular aspect of behaviour that can be quantified through some measure (Leedy & Ormrod, 2013). The author was not looking for a description of the research sample, and therefore this research method is not fitting.

Correlational research discovers relationships or associations between two or more variables (Mertler, 2016). Within this research design, a survey method is most common (Formplus, 2020). In this research, the author is looking for a relationship between the independent variables and sustainable food purchasing, and therefore this research method is fitting.

The statistical technique that was used in this research is regression. A regression analysis allows examination of the relationship between two or more variables (Foley, 2018). In this case, the

regression analysis makes it possible to examine the relationship between the independent variables and sustainable food purchasing.

A simple linear regression tests the effect of one independent variable on a dependent variable (Lane, sd). It was wanted to test each independent variable individually, and therefore a simple linear regression was used during this research.

3.7. Data analysis methodology

3.7.1. Qualitative data analysis

All the interviews are recorded and transcribed. From the transcribed text, a summary was made with the most important statements. The summaries are shared in Appendix 7 (p. 79). The data has not been coded but used as information-source in order to set up the survey.

3.7.2. Quantitative data analysis

The survey was made Qualtrics, which is an online tool that allows to build surveys, distribute surveys, and analyse responses (CSULB, sd). The analysis functionality is limited, so the collected data was converted into SPSS. The worksheet that was used for the conversion is stated in Appendix 10 (p. 111).

When using a simple linear regression, it is important that variables are numeric. Therefore, non-numeric data has to be transformed into numeric data. For example, when asking how willing the respondent is to buy the product, non-willing is transformed into the value “1” and very willing is transformed into the value “5”.

All variables have been given a certain measurement in SPSS. The variables where answers are given within a range from 1 to 5, have been assigned as the measurement ‘scale’. The variables where respondents had to give their preference, are ‘nominal’ variables.

The measurement value has influence on the sort of test that is used in SPSS. When testing the influence between two nominal variables, a chi-square test is used. By testing the relationship between a nominal variable and a scale variable, the researcher had to use an ANOVA test.

3.8. Methodology conclusion

This chapter described the way the research was set up. It explained the research objectives, where the most important objective is investigating whether the independent variables influence sustainable food purchasing for Dutch consumers. The research that followed from this objective focus on quantitative research, since the author was not looking for perceptions, opinions or beliefs. The online cross-sectional survey that followed was shared within the sample of the study. The correlational quantitative research investigated the relationships between independent and dependent variables. The data that followed was studied in SPSS, using linear regression to detect the strongest relationships.

Chapter 4: Research outcome

4.1. Results of the qualitative research

The goal of the exploratory qualitative interviews was to answer the empirical sub question: “Why do Dutch companies in the food sector operate sustainably?”. During the five conducted interviews with people working in the food industry, it became clear that they all have other motives for operating sustainably.

Confectionery producer Concorp is obligated to operate sustainably, since they deliver to big supermarkets who impose their sustainability strategy on them. In addition, the government and developments in the market also impose regulations on Concorp. They try to connect those obligations in their sustainability strategy.

Greenco started with sustainability two years ago, because the supermarkets where they sell their products demanded it at that moment. There was also some pressure from the consumer.

GreenSpice owner Aad van Rijn noticed that farmers do not receive much for their herbs and spices, while they “do all the hard work”. Profit is not his goal, but a fair price is. GreenSpice values honesty in the world.

The innovation manager of barcode producer GS1 noticed that many companies struggle with sustainability. Companies in the food industry often say: “Do I have to do something with it? Can I do something with it?”. Frits stressed that companies find that the threat is often bigger than the chance.

Lastly, Lidl started with sustainability without realising it. They recycled products because it saves money. Ten years ago, they saw an opportunity in the changing market and jumped in. Their main goal with this jump was to differentiate from their competitors.

A summary of the interviews can be found in Appendix 7 (Dutch text) and Appendix 8 (English text).

4.2. Results of the quantitative research

4.2.1. Data reliability and screening

The quantitative research collected a total of 242 responses. Eight reactions had to be disregarded, three of which were given by minors, and for the remaining six, the respondents live outside the Netherlands. Therefore, they do not fit within the research’ target group. In total, 235 answers fitted the requirements of the research participants as stated in paragraph 3.4.2 (p. 22).

Respondents were found through LinkedIn, text messaging, Instagram, Facebook and personal approaches. To collect responses outside the network of the researcher, the survey was shared within popular public social media groups.

4.2.2. Demographics

The questionnaire was more often filled in by women than by men. Over 3 out of 4 of the respondents is female, as can be seen in Table 9.25 (Appendix 9, page 103) More females than men live in the Netherlands, but these proportions are closer together (50.3% versus 49.7% (CBS, 2020)). This is probably due to the fact that women are more likely to participate in a survey (Moore & Tarnai, 2002).

The average age of the respondents was 40 years (Table 4.1). For the Dutch population, the average age is 42 years (CBS, 2019). 53 different ages were filled in, ranging from 19 to 74 (table 9.26, Appendix 9). This wide range of respondents' ages increased the validity of the study. All respondents' ages are listed in Table 9.16 (Appendix 9, page 103).

Age	
Mean	39.78
Median	38.00
Mode	23

Table 4.1: Samples age

By far, most respondents are living in Zuid-Holland. This is mainly because the researcher lives there as well, and therefore the biggest part of her network does as well. The biggest province in the Netherlands is Zuid-Holland, followed by Noord-Holland and Noord-Brabant (CBS, 2020). In this quantitative research' data, these three provinces are represented best as well (Table 9.29, Appendix 9, page 103).

Almost half of the sample has an HBO diploma or is studying for an applied science degree. Only one respondent only finished primary school (Table 9.27, Appendix 9, page 103).

Finally, the study gives information about respondents' monthly gross income. More than half (58.3%) of the respondents earn less than €3001 euros per month (Table 9.28, Appendix 9, page 103). The average income in the Netherlands is also below €3001 (CPB, 2020).

4.2.3. Hypothesis 1

H1: Green extrinsic product characteristics influence the customer in the information search stage, which raised the purchase intention for sustainable food.

The extrinsic product characteristics that are tested in the quantitative research are labels, price and sustainable information.

4.2.3.1. Labels

73.6% of the respondents would rather buy a product that has a sustainable label on the packaging than exactly the same product without the label (Table 9.22, Appendix 9, page 103). Almost 25% indicates that they have no preference. Only 1.7% would rather buy the product without label.

4.2.3.2. Price

The majority (83,4%) of the respondents would rather buy the cheapest product, when all other factors are the same (Table 9.23, Appendix 9, page 103). Yet it also stands out that 8,1% of the respondents is more likely to buy the more expensive product.

There is no relationship between preferred price and monthly gross income (Table 4.2) since the relationship is not significant¹. Price / affordability is also tested within hypothesis 2.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.394	5	.279	.742	.593
Within Groups	86.070	229	.376		
Total	87.464	234			

Table 4.2: Relationship price and income (ANOVA)

4.2.3.3. Product information

The package where was stated that the product is sustainable, would rather be bought by 80.4% of the respondents (Table 9.21, Appendix 9, page 103).

The variables “sustainable information” and “labels” have a positive relationship, since the significance value is .000 (Table 4.3). This means that people who would rather buy a product with sustainable information, would also rather buy a product with sustainable labels.

¹ This study assumes significance when the value is less than 0.05

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	43.287 ^a	4	.000
Likelihood Ratio	27.203	4	.000
Linear-by-Linear Association	9.040	1	.003
N of Valid Cases	235		

Table 4.3: Relationship sustainable information and labels (Chi-Square Test)

4.2.4. Hypothesis 2

H2: Accessibility, acceptability, affordability and awareness influence the purchase decision, and lead to sustainable food purchase.

4.2.4.1. Accessibility

216 participants (91,3%) find it important that sustainable food is accessible, as can be seen in Table 9.16 (Appendix 9, page 103).

32,8% of the people feel frustrated when buying sustainable food (Table 9.17, Appendix 9, page 103). Those 77 people were asked to rank their biggest frustration. Results are shown in Table 4.4. The biggest frustration people have when buying sustainable food product is that their favourite supermarket does not have a sustainable variant in their assortment. The second largest frustration is when the respondent cannot find the sustainable variant. The smallest frustration is “the sustainable variant is sold out”.

	Biggest frustration	Second largest frustration	Smallest frustration
My favourite supermarket does not have a sustainable variant in its assortment	31	13	12
I cannot find the sustainable variant	17	29	10
The sustainable variant is sold out	8	14	34

Table 4.4: Accessibility - Frustrations when buying sustainable food products

An ANOVA test shows a relationship between buying sustainably and accessibility. The significant value is 0,00 which indicates significance (Table 4.5).

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.031	4	3.758	11.932	.000
Within Groups	72.433	230	.315		
Total	87.464	234			

Table 4.5: Relationship between buying sustainably and accessibility (ANOVA)

		Sustainable	Non-sustainable	No preference	Total
I think it is important that a sustainable food product is accessible.	Strongly disagree	0	1	0	1
	Disagree	0	1	1	2
	Neither agree nor disagree	4	7	5	16
	Agree	104	12	10	126
	Strongly agree	81	5	4	90
Total		189	26	20	235

Table 4.6: Crosstab buying sustainably and accessibility

When showing these variables in a cross table, it becomes clear that people who think accessibility is important when buying sustainable food, would rather buy a sustainable food product (Table 4.6).

This shows a positive relationship.

4.2.4.2. Acceptability

The majority of the respondents score high on acceptability. 81% of the participants think it is important that sustainable food meets their expectations (Table 9.10, Appendix 9, page 103).

For this factor it is also clear that there is a significance value for the relationship with sustainable food purchases. The significance value is .000 (Table 4.7), which indicates a significant relationship. Respondents who think it is important that sustainable food meet their expectations, are more likely to choose a sustainable variant.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.836	4	4.209	5.742	.000
Within Groups	168.585	230	.733		
Total	185.421	234			

Table 4.7: Relationship between buying sustainably and acceptability (ANOVA)

4.2.4.3. Awareness

Awareness is tested through three different variables. To measure the first variable, the respondent was asked to answer "I buy at least one sustainable food product per week". 65.1% (strongly) agrees (Table 9.11, Appendix 9, page 103).

The ANOVA test shows a significance value ($.01 < .05$) (Table 4.8), which means that people who agree with this statement, are more likely to buy a sustainable food product.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.895	4	1.224	3.409	.010
Within Groups	82.569	230	.359		
Total	87.464	234			

Table 4.8: Relationship between buying sustainably and buying behaviour (ANOVA)

The second variable was measured with the question: “I enjoy trying new things from the supermarket”. 67.3% (strongly) agrees with this statement. Only 1.3% does not like trying new things at all (Table 9.12. Appendix 9, page 103).

The value is not significant (Table 4.9). This means that if a person enjoys trying new products more, it does not mean the person is more likely to buy a sustainable food product.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.813	4	.203	.539	.707
Within Groups	86.651	230	.377		
Total	87.464	234			

Table 4.9: Relationship between buying sustainably and enjoying trying new product (ANOVA)

With the last awareness related question, “I know the sustainable variants of my favourite food products”, participants agreed to a lesser degree. 35,3% agrees, but 28,9% disagrees and 27,7% is in between (Table 9.13, Appendix 9, page 103).

This variable does also not have a significant relationship with buying sustainably, since the significance value is .307 (Table 4.10).

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.804	4	.451	1.211	.307
Within Groups	85.660	230	.372		
Total	87.464	234			

Table 4.10: Relationship between buying sustainably and knowing the sustainable variant (ANOVA)

To conclude, there is a significant relationship between awareness and buying sustainably, but only between buying sustainable food products already and rather buying the sustainable variant. This makes sense, because those people already buy sustainably.

People who are more aware of the sustainable variants of their favourite food products are not more likely to buy more sustainably. Therefore, we can conclude that awareness does not influence

sustainable buying behaviour. It is possible that awareness does contribute, but just being aware is not enough.

4.2.4.4. Affordability

The questions about affordability, or price, show that most respondents think it is important that sustainable food product is not more expensive than their non-sustainable counterparts (57.9%) (Table 9.14, Appendix 9, page 103), but it also shows that most respondents (97.9%) are willing to pay more for sustainable food (Table 9.15, Appendix 9, page 103).

Table 4.11 shows that the importance of price does not have a significant effect on buying sustainably, since the significance value is .316 ($>.05$). Meanwhile, Table 4.12 shows that people who are willing to pay more, are more likely to buy a sustainable food product.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.775	4	.444	1.191	.316
Within Groups	85.689	230	.373		
Total	87.464	234			

Table 4.11: Relationship between buying sustainable and importance of price

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.330	5	1.466	4.189	.001
Within Groups	80.134	229	.350		
Total	87.464	234			

Table 4.12: Relationship between buying sustainable and willingness to pay more

Affordability does have a significant relationship with buying sustainable, since people who are willing to pay more for a sustainable food product, are also more likely to buy a sustainable product.

4.2.5. Hypothesis 3

H3: Attitude toward behaviour, subjective norm and perceived behavioural control are all equally important for influencing the intention of buying a sustainable food product.

4.2.5.1. Attitude toward behaviour

The first factor in this hypothesis, attitude toward behaviour, is tested in the quantitative research with two questions.

With the first one, "I think buying sustainable food products is a good idea" over 3 out of 4 people (strongly) agree (Table 9.1, Appendix 9, page 103).

When calculating the significance level using the ANOVA analysis, it becomes clear that people who think buying sustainable food products is a good idea, are more likely to buy sustainable food products. The significance level is .000 (Table 4.13), which is smaller than the significance threshold of .05.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.281	4	3.820	12.173	.000
Within Groups	72.183	230	.314		
Total	87.464	234			

Table 4.13: Relationship between buying sustainably and thinking buying sustainable is wise

The second question where attitude was measured, was “I think buying sustainable food products is wise”. This statement focusses more on the effects of buying sustainably on the environment. 91.5% (strongly) agrees with the statement and acknowledges the importance for the environment (Table 9.2, Appendix 9, page 103).

Here it is interesting to test the relationship with buying sustainably as well. In Table 4.33 it becomes clear that people who agree with this statement, are more likely to choose a sustainable variant. The significance value of .002 indicates a significant relationship (Table 4.15).

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.277	4	1.569	4.445	.002
Within Groups	81.187	230	.353		
Total	87.464	234			

Table 4.15: Relationship between buying sustainably and thinking buying sustainable food products is wise

The attitude toward behaviour does significantly influence the purchase behaviour, since both statements have a significance relationship with choosing the sustainable variant.

4.2.5.2. Subjective norm

The subjective norm test if family and/or friends influence the purchase decision. Table 9.14 (Appendix 9, page 103) shows that most respondents' family do not expect the respondent to buy sustainable food product (60.4%). But most respondents do appreciate the opinion of their family about purchasing sustainable food product, namely 54.5% (Table 9.4, Appendix 9, page 103).

In Table 4.16, a significant value (.022<.05) is stated for the relationship between sustainable buying and the expectations from family.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.246	4	1.061	2.934	.022
Within Groups	83.218	230	.362		
Total	87.464	234			

Table 4.16: Relationship between buying sustainably and expectations from family

Table 4.17 gives more information about this type of relationship. In this cross table, it becomes clear that people whose families have fewer expectations regarding sustainable food purchase, are more likely to buy a sustainable variant.

Which product would you rather buy if all other factors are equal?					
		Sustainable	Non-sustainable	No preference	Total
My family expects me to buy sustainable food products	Strongly disagree	33	3	1	37
	Disagree	81	14	10	105
	Neither agree nor disagree	38	6	9	53
	Agree	27	2	0	29
	Strongly agree	10	1	0	11
Total		189	26	20	235

Table 4.17: Crosstab buying sustainable and expectations from family

Table 4.18 shows a significant relationship ($.001 < .05$) between sustainable buying and the statement “I appreciate the positive opinion of my family about purchasing sustainable food products”. This means that respondent who appreciate their family’s opinion more, are more willing to purchase sustainable food.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.623	4	1.656	4.711	.001
Within Groups	80.841	230	.351		
Total	87.464	234			

Table 4.18: Relationship between sustainable buying and appreciation of opinions of family (ANOVA)

It could also be possible that friends influence the consumers’ buying behaviour. Table 9.5 (Appendix 9, page 103) shows that most respondents disagree with the statement “My friends expect me to buy sustainable food products. It does not have a significant relationship with buying sustainably, as can be seen in Table 4.19 ($.510 > .05$).

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.238	4	.310	.826	.510
Within Groups	86.225	230	.375		
Total	87.464	234			

Table 4.19: Relationship between buying sustainable and expectations of friends

The last statement that was used to measure the variable ‘subjective norm’ was “I appreciate the positive opinion of my friends about purchasing sustainable food products”. Most respondents agree with this statement, as can be seen in Table 9.6 (Appendix 9, page 103).

The relationship between this factor and sustainable food purchase is significant ($.023 < .05$), as is stated in Table 4.20. People who do appreciate the positive opinion of friends, are more likely to buy sustainably.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.180	4	1.045	2.886	.023
Within Groups	83.284	230	.362		
Total	87.464	234			

Table 4.20: Relationship between sustainable buying and appreciation of opinions of friends (ANOVA)

To summarize, the subjective norm has an influence on sustainable food purchase, but not all forms of social pressure influence in the same way. Expectations of family has a negative influence: people who receive less expectations are more likely to buy a sustainable variant. Expectations of friends does not (significantly) influence the purchase decision.

Respondents who appreciate their family’s and friends’ opinion better, are more likely to choose a sustainable variant.

4.2.5.3. Perceived behavioural control

Perceived behavioural control is defined as a person’s estimation of how easy or difficult it will be for them to show some kind of behaviour (T.J. & I., 1986). In this study, it is tested through three statements.

Most respondents (88.9%) (strongly) agree with the first statement, “I can decide for myself whether is buy sustainable food” (Table 9.7, Appendix 9, page 103). Whether a person can decide for themselves or not, does not (significantly) influence sustainable buying, since the significant value is .244 ($> 0,05$) (Table 4.21).

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.039	4	.510	1.372	.244
Within Groups	85.425	230	.371		
Total	87.464	234			

Table 4.21: Relationship between sustainable buying and able to decide for him/herself (ANOVA)

The second statement, “I have sufficient financial resources to buy sustainable food products” has resulted in more divided answers, as can be seen in Table 9.8 (Appendix 9, page 103). These divided answers did not result in a significant relationship with buying sustainably. Table 4.22 shows a significant value of .223.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.132	4	.533	1.437	.223
Within Groups	85.332	230	.371		
Total	87.464	234			

Table 4.22: Relationship between sustainable buying and having sufficient financial resources (ANOVA)

The last statement that was presented to the respondents about perceived behaviour control was: “I have enough time to delve into sustainable food products. The biggest group (34%) agrees, but there is also a large group (33.6%) that does neither agrees nor disagrees (Table 9.9, Appendix 9, page 103). Having enough time does (just) not have a significant relationship with choosing the sustainable variant, as stated in Table 4.23.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.452	4	.863	2.362	.054
Within Groups	84.012	230	.365		
Total	87.464	234			

Table 4.23: Relationship between sustainable buying and having enough time (ANOVA)

The results of the statements within the perceived behaviour control are all not significant, meaning it does not influence sustainable food purchase.

4.2.6. Hypothesis 4

H4: A message with a strong fear appeal leads to more sustainable purchases than a regular message.

The respondents were shown a packaging with and without a fear message. The packaging with the fear message was supposed to give a scare. By buying this package, they contributed with environmental issues. The package without this message was the sustainable variant.

Table 9.24 (Appendix 9, page 103) shows that most respondents, 85,1%, would buy the sustainable variant.

The cross table in table 4.24 displays the relationship of fear appeal with choosing the sustainable variant. Here it looks like there is a relationship. Participants that choose the product without the message on the packaging, are more likely to purchase sustainable products. In Table 4.25 it is stated that this relationship is not significant. The significant value is .077, which is bigger than the .05 limit.

Which product would you rather buy if all other factors are equal? Fear appeal					
		No text	Text	No preference	Total
Which product would you rather buy if all other factors are equal? Sustainable	Sustainable	162	13	14	189
	Non-sustainable	24	1	1	26
	No preference	14	1	5	20
Total		200	15	20	235

Table 4.24: Relationship buying sustainably with fear appeal

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.422 ^a	4	.077
Likelihood Ratio	6.475	4	.166
Linear-by-Linear Association	2.973	1	.085
N of Valid Cases	235		

Table 4.25: Relationship buying sustainably with fear appeal (2) (Chi-Square Test)

4.2.7 Key findings field research

Based on the data collected by 235 valid respondents, data has been statistically analysed. The outcomes suggested that, as proposed by the literature, that Dutch consumer's purchase decision can be influenced with sustainable food products.

Dutch consumer behaviour for purchasing sustainable food products can be influenced by presenting sustainable labels on the package. 73.6% of the respondents would rather buy a product that has a sustainable label on the packaging than the same product without the label. The research also found a significant relationship with sustainable labels and sustainable food purchase.

The respondents showed that accessibility has a relationship with sustainable purchase. Respondents who think accessibility is important when purchasing sustainable food are more likely to buy a sustainable food product.

Respondents who find it important that sustainable food meets their expectations are more likely to choose a sustainable variant of the food product. Therefore, acceptability influences the consumer behaviour as well.

Affordability has a significant relationship with sustainable food purchase, since people who are willing to pay more for a sustainable food product, are also more likely to buy a sustainable food product.

Attitude toward behaviour has a significant relationship with sustainable food purchase. Subjective norm influences sustainable purchases as well, meaning that family influence the purchase decision.

Chapter 5: Conclusion and recommendations

5.1. Literature review outcomes

In the literature review in Chapter 2 (p. 11) it is described that selling sustainable food is seen as a competitive advantage. Therefore, companies are competing to be the greenest and so they are becoming more sustainable. A sustainable company does not only focus on making the highest possible profit, but also recognize their influence on the environment, on the society, and the economy.

The literature review also showed that the consumer goes through five different phases when buying a sustainable food product. These are problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase evaluation.

Consumer choices depend on consumer preferences that are related to intrinsic and extrinsic product characteristics. The literature concluded that extrinsic product characteristics influence sustainable food purchase. It also described that the renewed marketing 4P's, the 4A's, determine the main potential factors affecting the final decision. These four A's are acceptability, affordability, accessibility, and awareness.

In order to be part of the consumer's purchase decision, consumer behaviour must be influenced. The Theory of Planned Behaviour believes that intention is the most important factor for planned behaviour, and that intention follows from the attitude toward behaviour, subjective norm and perceived behavioural control.

Lastly, the theory stated that a message with a strong fear appeal influences consumer behaviour.

5.2. Field research outcomes

The food companies that cooperated with the qualitative research have different motives for operating sustainably. Yet, it stands out that most interviewees are obligated to operate sustainably. Those obligations come from supermarkets (for food producers) and from the government. For one supermarket it has a cost aspect since recycling saves money. One producer also felt pressure from the consumer.

The qualitative research showed that some green extrinsic product characteristics influence sustainable purchase. Presenting sustainable labels does influence it, but price does not.

The research showed that almost 1 out of 3 respondents feel frustrated when buying sustainable food products. The biggest frustration is that their favourite supermarket does not have a sustainable

variant of a particular product in its assortment. Frustration is part of the variable accessibility.

Respondents who think accessibility is important when purchasing sustainable food are more likely to buy a sustainable food product.

Acceptability also influences sustainable food purchase, since respondents who find it is important that sustainable food meets their expectations are more likely to choose a sustainable variant of a food product.

Awareness does not seem to influence sustainable food purchase. Enjoying trying new products and being aware of a sustainable variant does not imply an increased interest in sustainable products.

Yet, respondents who buy at least one sustainable food product a week, are more likely to choose a sustainable variant. This sounds logical since they already acknowledged to buy sustainably.

Affordability has a significant relationship with sustainable food purchase, since people who are willing to pay more for a sustainable food product, are also more likely to buy a sustainable food product. Thinking it is important that sustainable food products are not more expensive than their non-sustainable counterparts does not influence sustainable purchase.

In the third hypothesis, the influence of attitude toward behaviour, subjective norm and perceived behavioural control on sustainable food purchase are tested. Attitude toward behaviour has a significant relationship with sustainable food purchase, meaning that someone who scores higher on attitude toward the behaviour is more likely to purchase the sustainable food variant.

Subjective norm influences sustainable purchases as well, but only in terms of the expectations of family. People whose families have fewer expectations about sustainable food purchases are more likely to buy a sustainable food product. Also, people who appreciate their family's and friends' opinion better, are more likely to purchase sustainable food.

Perceived behavioural control does not significantly influence sustainable buying, meaning that people who feel like they are able to decide what to purchase for themselves, people who have enough financial recourses and people who have enough time to familiarize themselves with sustainable food products are not more likely to choose the sustainable variant.

Lastly, it became clear that a message with a strong fear appeal on a food product does not influence the number of sustainable food purchases.

5.3. Comparison theoretical framework and field research

The theoretical framework gave multiple variables that influence consumer behaviour. These variables are tested in the quantitative research of this study.

First, the theoretical framework showed that intention is an important factor for (planned) behaviour, and that intention follows from three other factors: attitude toward behaviour, subjective norm, and perceived behaviour control. These three factors were tested in this study within hypothesis 3. The study concluded that perceived behaviour control does not influence consumer behaviour, and subjective norm only partly.

Secondly, the theory made clear that labels do not play a major role in consumers' food choices, while the quantitative research contradicted this statement. In this study, labels did have a significant relationship with sustainable purchases.

Consumer behaviour could also be influenced by fear, according to the theoretical framework. The study of 235 Dutch consumers contradicted this: a product with a negative fear message does not (significantly) influence the number of purchases.

The theory gave four factors that could be used to identify relationships with consumers' purchase intention toward sustainable food. Those four factors are accessibility, acceptability, affordability, and awareness. The relationship of those four factors with sustainable purchasing has been tested in the study. It became clear that only awareness does not have this relationship.

Product characteristics play an important role in consumer choices, as described in Chapter 2.1.3 (p. 13). The quantitative research confirmed this. Sustainable extrinsic product characteristics influence purchase intention.

As described above, there are some differences in the theory and the results of this study. This may be due to several factors. First, some statements from the theory are outdated. For example, the Theory of Planned behaviour is published in the year 2008. A second reason for the differences may be that this study focusses on the Dutch market, while the theory did not.

5.4. Answer to the central research question and hypotheses

The central research question of this study is:

'How can sustainable companies operating in the food industry in the Netherlands influence consumer behaviour, causing an increase in sales?'

The comparison of the results from the theoretical framework and the field research showed that several factors influence sustainable consumer behaviour in the Netherlands. These factors are attitude toward behaviour, accessibility, acceptability, affordability and sustainable extrinsic product characteristics. By applying these factors on the product and in their communication expressions, sustainable companies operating in the food industry in the Netherlands can influence consumer behaviour.

The factors that influence consumer behaviour were researched through different hypotheses. The hypotheses and their results are stated below.

H1: Green extrinsic product characteristics influence the customer in the information search stage, which raises the purchase intention for sustainable food.

The research results described that more than 80% of the respondents would rather buy a food product with sustainable product information than a product without sustainable information. Also, sustainable labels have a positive relationship with sustainable food purchases. Hence, H1 is accepted. Green extrinsic product characteristics influence purchase intention for sustainable food for the Dutch consumer.

H2: Accessibility, acceptability, affordability and awareness influence the purchase decision, and lead to sustainable food purchase.

The quantitative research showed a significant relationship between buying sustainably and accessibility. People who think accessibility is important when buying sustainable food are more likely to buy a sustainable food product than a non-sustainable food product. Acceptability also has a significant influence on buying sustainably. Respondents who think it is important that sustainable food meets their expectations are more likely to choose a sustainable variant. Affordability has a significant relationship with buying sustainable, since people who are willing to pay more for a sustainable food product, are also more likely to purchase a sustainable food product. Respondents who are more aware of the sustainable variants of their favourite food products are not more likely to buy more sustainably. Therefore, we can conclude that awareness does not influence sustainable buying behaviour.

Hypothesis 2 cannot fully be accepted since awareness does not influence the purchase decision. The other three factors do influence the purchase decision of the Dutch consumer.

H3: Attitude toward behaviour, subjective norm and perceived behavioural control are all equally important for influencing the intention of buying a sustainable food product.

The attitude toward behaviour does significantly influence the purchase behaviour since both statements have a significant relationship with choosing the sustainable variant of the food product.

Family's expectations influence sustainable food purchase. People who receive fewer expectations are more likely to buy a sustainable variant. Also, respondents who appreciate their family's and friends' opinion better, are more likely to choose a sustainable variant. Hence, the subjective norm does influence the purchase intention.

Perceived behavioural control does not influence the purchase intention, since being able to decide for yourself whether to buy sustainable food, having enough financial resources, and having enough time to delve into the sustainable food alternatives does not lead to a higher or lower number of sustainable food purchases.

Therefore, H3 needs to be rejected. The three factors are not equally important for influencing the intention of buying a sustainable food product.

H4: A message with a strong fear appeal leads to more sustainable purchases than a regular message.

H4 needs to be rejected as well since the study did not show a significant relationship between sustainable purchases and a packaging with a strong fear appeal.

The results of the hypotheses helped answering the empirical sub-question. The empirical sub-questions are answered with both qualitative and quantitative research.

5.2.1. Why do Dutch companies in the food sector operate sustainably?

As described in Chapter 4, the food companies that cooperated with an interview have different motives for operating sustainably. Yet, it stands out that most interviewees are obligated to operate sustainably. Those obligations come from supermarkets (for food producers) and from the government. For one supermarket it has a cost aspect since recycling saves money. A producer also felt pressure from the consumer.

5.2.2. Can Dutch consumers be influenced by sustainability?

Yes, Dutch consumers can be influenced by sustainability. The quantitative research studied the relationship between several factors and purchasing sustainable food. It became clear that green extrinsic product characteristics (sustainable product information, sustainable labels, and price) influence the customer. In addition, the study showed that accessibility, acceptability and affordability also influence the purchasing process of Dutch consumers.

5.5. Implications

Organizations operating in the Dutch food industry can benefit from the findings of this study the most. They can use this information to push the Dutch consumer into sustainable purchases by adapting their products to it. This way, the sustainable food products can become favourable for the Dutch consumer. Companies can use the results as a guideline for transforming the organization into a more sustainable one.

Companies who are not primarily thinking about sustainability as a part of their business model can use the results of this study to determine if a sustainable strategy is something that would fit their business.

In addition, when consumers purchase sustainable food products instead of their non-sustainable counterparts, the pollution of the earth can be countered.

5.6. Recommendations to Dutch food companies

The research's results lead to several recommendations for Dutch companies operating in the food sector:

1. Place relevant labels on the product's packaging

Dutch consumers would rather buy a food product with a sustainable label, than a product without a label. By adding a relevant label on the package, the consumer may be more inclined to choose that product. Before being able to place a label on a product, companies must meet certain requirements. These differ per label.

2. Find the right price

A low product price is often preferred, but consumers who are willing to pay more, are also more likely to purchase a sustainable food product. To find the right price, the company must further investigate its target group and their willingness to pay.

3. Share sustainable product information

If the product is created or distributed sustainably, communicate this to the consumer. Packages with sustainable product information are more likely to be purchased than their non-sustainable counterparts.

4. Make the product accessible

It may sound obvious, but a product that cannot be accessed cannot be bought. The study found that Dutch consumers who attach great importance to accessibility, are more likely to purchase a sustainable food product. The biggest frustration of the consumers is that their favourite supermarket does not have a sustainable variant of a certain product in its assortment. By offering sustainable variants, Dutch consumers will be more content.

5. Keep the social environment of the consumer in mind

Respondents who appreciate their family's and friends' opinion better are more likely to purchase a sustainable food product. Hence, it is important to understand that the environment of the consumer could also influence their decision. Word-of-Mouth marketing has already proven to be the most effective form of marketing (Whitler, 2014) and this may hold in the Netherlands as well.

5.7. Recommendations to future researchers

For further academic research, the suggestion is to overcome the research limitations of this research.

To overcome the limited number of respondents, a larger number of Dutch consumers must be recruited. With a larger amount of time, a bigger network or an incentive this amount could easier be realised more easily.

It could be useful to measure the final purchases of the consumer. The researcher(s) must move part of the research to several supermarkets in order to make this happen. This way, the limitation where there is a difference between saying and doing is overcome.

To make sure that the result also is true for other food products than milk, other products need to be tested in the field research. For example, future research should test the purchase decision for vegan products. This way, the respondents could feel more emphasized.

5.8. Limitations of the research

The first limitation of the research is that the number of respondents is limited. To represent the 13.1 million adults in the Netherlands, the number of respondents needed to be at least 543 (Formula 1, Appendix 1). Due to the fact the average age, income and province of the respondents are close to the national average, the results are still reliable.

Additionally, there is a difference between people who say they would buy a sustainable food product and the people who actually make the purchase. When standing in the supermarket, the consumer receives a lot of information which can be the cause of a different purchase decision.

Lastly, in the questionnaire the respondent is asked to choose their preferred product. They had to choose between two cartons of milk. It is possible that respondents do not like drinking milk or consciously choose not to. It could be possible that this influenced the answers of respondents.

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Appendix 2: Figures and formula

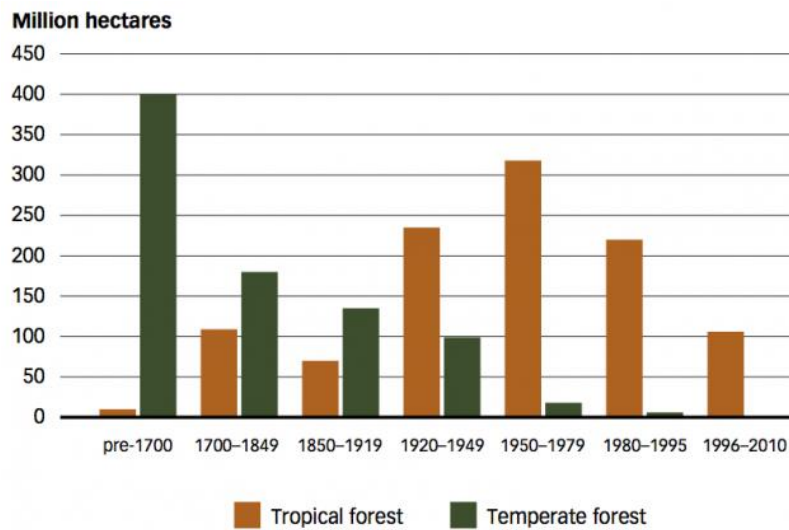


Figure 1.1: Global forest change over the last centuries (FAO, 2018)

Zoekwoorden die u heeft opgegeven						
☐ sustainability	12.100		Laag	—	€ 2,31	€ 4,62
☐ sustainability definition	590		Laag	—	€ 0,40	€ 1,81

Figure 2.1: Search volume for the query "sustainability"

$$n \geq \frac{N \times z^2 \times p(1-p)}{z^2 \times p(1-p) + (N-1) \times F^2}$$

Formula 1: Calculation of the minimum number of respondents (AOM, 2020).

Where $N = 13.7$ million because of the population

And $z = 1.96$, because we work with a 96% reliability

And $p = 0,5$ because the probability that someone will give a certain answer is set at 50%

And $F = 0,05$ because the margin of error is 5%

This makes the minimum number of respondents:

$$n \geq \frac{13700000 \times 1,96^2 \times 0,5(1-0,5)}{1,96^2 \times 0,5(1-0,5) + (13700000-1) \times 0,05^2} \geq 542,55$$

Appendix 3: Questionnaire qualitative interview – Dutch text

3.1. Questionnaire Yvonne Feenstra – Concorp

A. Vragen om toestemming aan geïnterviewde om opname te mogen maken

B. Toelichting doel van het interview: *inzicht krijgen in waarom Nederlandse voedselbedrijven een duurzame strategie hebben gekozen / willen kiezen.*

C. Uitleg aan geïnterviewde dat het niet verplicht is om antwoorden te geven

D. Inspreken registratiedata interview

- Datum interview
- Naam bedrijf
- Adres bedrijf
- Geïnterviewde
- Functie geïnterviewde

1. Onderneming algemeen

1. Jaartal van oprichting
2. Activiteit / sector bedrijf

2. Introductie duurzaamheid

1. Hoe definieert u/uw bedrijf het begrip 'duurzaamheid'?
2. Heeft een supermarkt een verantwoordelijkheid op gebied van duurzaamheid?
3. Waar komt deze verantwoordelijkheid vandaan?
4. Tot wie heeft het betrekking?

3. Rol geïnterviewde op gebied van duurzaamheid

1. Op welke aspecten van duurzaamheid richt u zich?
Bv. producten, productie, afkomst, verpakking, transport.
Of intern: papier gebruik, bekers, recyclen, stimuleren van gezonde levensstijl bij werknemers.
2. Welke personen/afdeling binnen het bedrijf houden zich hier mee bezig?
3. Hoe is uw rol veranderd bij de verduurzaming van de organisatie?

4. Strategie

1. Is er een duurzaamheidsstrategie?
2. Hoe is deze geïntegreerd met de brede bedrijfsstrategie?
3. Wat zijn de duurzaamheids-doelen?
4. Waarom zijn de strategie en de doelen geïmplementeerd?
Gebaseerd op data/gevoel?

5. Op welke manier heeft de duurzaamheidsstrategie invloed op andere besluitvormingen?
6. Kan elke medewerker de strategie uitleggen?
7. Is er een programma om medewerkers te informeren?
8. Waarom zijn de strategie en de doelen belangrijk?

5. Markt

1. Houdt u de concurrentie in de gaten m.b.t. duurzaamheid?
2. Wat doet de concurrentie anders?
3. Past u uw strategie hierop aan?
4. Wat doet u anders?

6. Marketing

1. Vindt u het communiceren van de duurzame strategie belangrijk?
2. Op welke manier wordt dit gedaan?
 - a. Is er een communicatiestrategie m.b.t. duurzaamheid?
 - b. Is er een sectie op de website om duurzaamheid te promoten?
 - c. Wordt het direct gecommuniceerd op verpakkingen?

7. Besluitvorming en medewerkers

1. Wat is de relatie van de CEO met betrekking tot duurzaamheid?
2. Wie is er verantwoordelijk voor duurzaamheid gerelateerde besluitvormingen?
CEO, CMO, CFO, Strategie consultant, duurzaamheidsmanager, etc.
3. Als er een werknemer een idee heeft met betrekking tot duurzaamheid heeft, bij wie kan hij/zij deze voorleggen?
4. Heeft u of het bedrijf oog op alle acties m.b.t. duurzaamheid die binnen het bedrijf worden uitgevoerd?
Weet u wie over duurzaamheid praat en wie duurzame initiatieven koopt namens het bedrijf.

3.2. Questionnaire Jos van Mil – Greenco

A. Vragen om toestemming aan geïnterviewde om opname te mogen maken

B. Toelichting doel van het interview: *inzicht krijgen in waarom Nederlandse voedselbedrijven een duurzame strategie hebben gekozen / willen kiezen.*

C. Uitleg aan geïnterviewde dat het niet verplicht is om antwoorden te geven

D. Inspreken registratiedata interview

- Datum interview
- Naam bedrijf
- Adres bedrijf
- Geïnterviewde
- Functie geïnterviewde

1. Onderneming algemeen

1. Jaartal van oprichting:
2. Activiteit / sector bedrijf:

2. Introductie duurzaamheid

1. Hoe definieert u/uw bedrijf het begrip 'duurzaamheid'?
2. Heeft een producent een verantwoordelijkheid op gebied van duurzaamheid?
3. Waar komt deze verantwoordelijkheid vandaan?
4. Tot wie heeft het betrekking?

3. Rol geïnterviewde op gebied van duurzaamheid

1. Op welke aspecten van duurzaamheid richt u zich?
Bv. producten, productie, afkomst, verpakking, transport.
Of intern: papier gebruik, bekers, recyclen, stimuleren van gezonde levensstijl bij werknemers.
2. Welke personen/afdeling binnen het bedrijf houden zich hier mee bezig?
3. Hoe is uw rol veranderd bij de verduurzaming van de organisatie?

4. Strategie

1. Is er een duurzaamheidsstrategie?
2. Hoe is deze geïntegreerd met de brede bedrijfsstrategie?
3. Wat zijn de duurzaamheids-doelen?
4. Waarom zijn de strategie en de doelen geïmplementeerd?
Gebaseerd op data/gevoel?
5. Op welke manier heeft deze duurzaamheidsstrategie invloed op andere besluitvormingen?
6. Kan elke medewerker de strategie uitleggen?
7. Is er een programma om medewerkers te informeren?

8. Waarom zijn de strategie en de doelen belangrijk?

5. Markt

1. Houdt u de concurrentie in de gaten m.b.t. duurzaamheid?
2. Wat doet de concurrentie anders?
3. Past u uw strategie hierop aan?
4. Wat doet u anders?

6. Marketing

1. Vindt u het communiceren van de duurzame strategie belangrijk?
2. Op welke manier wordt dit gedaan?
 - a. Is er een communicatiestrategie m.b.t. duurzaamheid?
 - b. Is er een sectie op de website om duurzaamheid te promoten?
 - c. Wordt het direct gecommuniceerd op verpakkingen?

3.3. Questionnaire Aad van Rijn – GreenSpice

A. Vragen om toestemming aan geïnterviewde om opname te mogen maken

B. Toelichting doel van het interview: *inzicht krijgen in waarom Nederlandse voedselbedrijven een duurzame strategie hebben gekozen / willen kiezen.*

C. Uitleg aan geïnterviewde dat het niet verplicht is om antwoorden te geven

D. Inspreken registratiedata interview

- Datum interview
- Naam bedrijf
- Adres bedrijf
- Geïnterviewde
- Functie geïnterviewde

1. Onderneming algemeen

1. Jaartal van oprichting
2. Activiteit / sector bedrijf

2. Introductie duurzaamheid

1. Hoe definieert u het begrip 'duurzaamheid'?
2. Heeft een voedselverkoper een verantwoordelijkheid op gebied van duurzaamheid?
3. Waar komt deze verantwoordelijkheid vandaan?

3. Rol geïnterviewde op gebied van duurzaamheid

1. Op welke aspecten van duurzaamheid richt u zich?
Bv. producten, productie, afkomst, verpakking, transport.
Of intern: papier gebruik, bekers, recyclen
2. Is de rol van een directeur/medewerker hierin veranderd ten opzichte van een aantal jaar geleden?

4. Strategie

1. Is er een duurzaamheidsstrategie?
2. Hoe is deze geïntegreerd met de brede bedrijfsstrategie?
3. Wat zijn de duurzaamheids-doelen?
4. Op welke manier heeft deze duurzaamheidsstrategie invloed op andere besluitvormingen?

5. Markt

1. Houdt u de concurrentie in de gaten m.b.t. duurzaamheid?
2. Wat doet de concurrentie anders?

3. Past u uw strategie hierop aan?
4. Wat doet u anders?

6. Marketing

1. Vindt u het communiceren van de duurzame strategie belangrijk?
2. Op welke manier wordt dit gedaan?
 - a. Is er een communicatiestrategie m.b.t. duurzaamheid?
 - b. Is er een sectie op de website om duurzaamheid te promoten?
 - c. Wordt het direct gecommuniceerd op verpakkingen?

3.4. Questionnaire Frits van den Bos – GS1

A. Vragen om toestemming aan geïnterviewde om opname te mogen maken

B. Toelichting doel van het interview: *inzicht krijgen in waarom Nederlandse voedselbedrijven een duurzame strategie hebben gekozen / willen kiezen.*

C. Uitleg aan geïnterviewde dat het niet verplicht is om antwoorden te geven

D. Inspreken registratiedata interview

- Datum interview
- Naam bedrijf
- Adres bedrijf
- Geïnterviewde
- Functie geïnterviewde

1. Onderneming algemeen

1. Jaartal van oprichting:
2. Activiteit / sector bedrijf
3. Verband/relatie met voedselindustrie

2. Introductie duurzaamheid

1. Hoe definieert u/uw bedrijf het begrip 'duurzaamheid'?
2. Heeft een supermarkt en voedsel leveranciers een verantwoordelijkheid op gebied van duurzaamheid?
3. Waar komt deze verantwoordelijkheid vandaan?
4. Tot wie heeft het betrekking?

3. Rol geïnterviewde op gebied van duurzaamheid

1. Op welke aspecten van duurzaamheid richt u zich?
Bv. producten, productie, afkomst, verpakking, transport.
Of intern: papier gebruik, bekers, recyclen, stimuleren van gezonde levensstijl bij werknemers.
2. Welke personen/afdeling binnen het bedrijf houden zich hier mee bezig?
3. Hoe is uw rol veranderd bij de verduurzaming van de organisatie?

4. Strategie

1. Is er een duurzaamheidsstrategie?
2. Hoe is deze geïntegreerd met de brede bedrijfsstrategie?
3. Wat zijn de duurzaamheids-doelen?
4. Waarom zijn de strategie en de doelen geïmplementeerd?
Gebaseerd op data/gevoel?
5. Op welke manier heeft deze duurzaamheidsstrategie invloed op andere besluitvormingen?
6. Kan elke medewerker de strategie uitleggen?
7. Is er een programma om medewerkers te informeren?
8. Waarom zijn de strategie en de doelen belangrijk?

6. Marketing

1. Vindt u het communiceren van de duurzame strategie belangrijk?
2. Op welke manier wordt dit gedaan?
 - a. Is er een communicatiestrategie m.b.t. duurzaamheid?
 - b. Is er een sectie op de website om duurzaamheid te promoten?
 - c. Wordt het direct gecommuniceerd op verpakkingen?

7. Besluitvorming en medewerkers

1. Wat is de relatie van de CEO met betrekking tot duurzaamheid?
2. Wie is er verantwoordelijk voor duurzaamheid gerelateerde besluitvormingen?
CEO, CMO, CFO, Strategie consultant, duurzaamheidsmanager, etc.
3. Als er een werknemer een idee heeft met betrekking tot duurzaamheid heeft, bij wie kan hij/zij deze voorleggen?
4. Heeft u of het bedrijf oog op alle acties m.b.t. duurzaamheid die binnen het bedrijf worden uitgevoerd?
Weet u wie over duurzaamheid praat en wie duurzame initiatieven koopt namens het bedrijf.

3.5. Questionnaire Renee Bijvoets – Lidl

A. Vragen om toestemming aan geïnterviewde om opname te mogen maken

B. Toelichting doel van het interview: *inzicht krijgen in waarom Nederlandse voedselbedrijven een duurzame strategie hebben gekozen / willen kiezen.*

C. Uitleg aan geïnterviewde dat het niet verplicht is om antwoorden te geven

D. Inspreken registratiedata interview

- Datum interview
- Naam bedrijf
- Adres bedrijf
- Geïnterviewde
- Functie geïnterviewde

1. Onderneming algemeen

1. Jaartal van oprichting
2. Activiteit / sector bedrijf

2. Introductie duurzaamheid

1. Hoe definieert u/uw bedrijf het begrip 'duurzaamheid'?
2. Heeft een supermarkt een verantwoordelijkheid op gebied van duurzaamheid?
3. Waar komt deze verantwoordelijkheid vandaan?
4. Tot wie heeft het betrekking?

3. Rol geïnterviewde op gebied van duurzaamheid

1. Op welke aspecten van duurzaamheid richt u zich?
Bv. producten, productie, afkomst, verpakking, transport.
Of intern: papier gebruik, bekers, recyclen, stimuleren van gezonde levensstijl bij werknemers.
2. Welke personen/afdeling binnen het bedrijf houden zich hier mee bezig?
3. Hoe is uw rol veranderd bij de verduurzaming van de organisatie?

4. Strategie

1. Is er een duurzaamheidsstrategie?
2. Hoe is deze geïntegreerd met de brede bedrijfsstrategie?
3. Wat zijn de duurzaamheids-doelen?
4. Waarom zijn de strategie en de doelen geïmplementeerd?
Gebaseerd op data/gevoel?

5. Op welke manier heeft deze duurzaamheidsstrategie invloed op andere besluitvormingen?
6. Kan elke medewerker de strategie uitleggen?
7. Is er een programma om medewerkers te informeren?
8. Waarom zijn de strategie en de doelen belangrijk?

5. Markt

1. Houdt u de concurrentie in de gaten m.b.t. duurzaamheid?
2. Wat doet de concurrentie anders?
3. Past u uw strategie hierop aan?
4. Wat doet u anders?

6. Marketing

1. Vindt u het communiceren van de duurzame strategie belangrijk?
2. Op welke manier wordt dit gedaan?
 - a. Is er een communicatiestrategie m.b.t. duurzaamheid?
 - b. Is er een sectie op de website om duurzaamheid te promoten?
 - c. Wordt het direct gecommuniceerd op verpakkingen?

7. Besluitvorming en medewerkers

1. Wat is de relatie van de CEO met betrekking tot duurzaamheid?
2. Wie is er verantwoordelijk voor duurzaamheid gerelateerde besluitvormingen?
CEO, CMO, CFO, Strategie consultant, duurzaamheidsmanager, etc.
3. Als er een werknemer een idee heeft met betrekking tot duurzaamheid heeft, bij wie kan hij/zij deze voorleggen?
4. Heeft u of het bedrijf oog op alle acties m.b.t. duurzaamheid die binnen het bedrijf worden uitgevoerd?
Weet u wie over duurzaamheid praat en wie duurzame initiatieven koopt namens het bedrijf.

Appendix 4: Questionnaire quantitative research – Dutch text

Wat is de beste manier op duurzame voedselproducten te verkopen?

Bedankt dat je wilt deelnemen aan mijn onderzoek! Het invullen van de vragenlijst duurt maar 5 minuten.

Je kunt beginnen door op het pijltje rechts onder te klikken.

Mijn naam is Valerie van Niekerk en ik voer dit onderzoek uit als onderdeel van mijn Master scriptie Marketing op de Erasmus Universiteit in Rotterdam. Ik onderzoek hoe duurzame voedselproducten het best verkocht kunnen worden. Je medewerking maakt het mijn mogelijk om mijn master scriptie te schrijven.

Duurzame voedselproducten focussen zich niet alleen op milieuvriendelijkheid, maar ook op sociale rechtvaardigheid in de samenleving. In een sociaal rechtvaardige samenleving heeft elke mens toegang tot de basisbehoeften. Tegelijkertijd is het belangrijk dat het bedrijf winstgevend bent in de toekomst kan blijven bestaan.

Je antwoorden blijven volledig anoniem en worden uitsluitend voor dit onderzoek gebruikt. Als je nog vragen heeft, kun je contact met mij opnemen via e-mail: 532972vn@eur.nl.

Alvast bedankt!

Valerie

Hierna wordt een aantal stelling weergegeven. Geef telkens aan in hoeverre je het met deze stelling eens bent.

1. Aanvaardbaarheid

Ik vind het belangrijk dat duurzaam voedsel voldoet aan mijn duurzame verwachtingen (dat wil zeggen: dat ik weet hoe ik mijn steentje bijdraag).

1 – Helemaal mee oneens

5 – Helemaal mee eens

2. Bewustzijn

Ik koop elke week minimaal één duurzaam voedselproduct.

1 – Helemaal mee oneens

5 – Helemaal mee eens

Ik vind het leuk om nieuwe producten uit de supermarkt te proberen.

1 – Helemaal mee oneens

5 – Helemaal mee eens

Ik ken de duurzame varianten van mijn favoriete producten.

1 – Helemaal mee oneens

5 – Helemaal mee eens

3. Omgeving

Mijn familie verwacht dat ik duurzame voedselproducten koop.

1 – Helemaal mee oneens

5 – Helemaal mee eens

Ik waardeer de positieve mening van mijn familie over de aankoop van duurzame voedingsproducten.

1 – Helemaal mee oneens

5 – Helemaal mee eens

Mijn vrienden verwachten dat ik duurzame voedselproducten koop.

1 – Helemaal mee oneens

5 – Helemaal mee eens

Ik waardeer de positieve mening van mijn vrienden over de aankoop van duurzame voedingsproducten.

1 – Helemaal mee oneens

5 – Helemaal mee eens

4. Houding

Ik vind het kopen van duurzame voedselproducten een goed idee.

1 – Helemaal mee oneens

5 – Helemaal mee eens

Ik vind het kopen van duurzame voedselproducten verstandig.

1 – Helemaal mee oneens

5 – Helemaal mee eens

5. Gedrag

Ik kan zelf beslissen of ik duurzame voedingsmiddelen koop.

1 – Helemaal mee oneens

5 – Helemaal mee eens

Ik heb voldoende financiële middelen om duurzame voedselproducten te kopen (indien deze duurder zijn dan niet-duurzame voedselproducten).

1 – Helemaal mee oneens

5 – Helemaal mee eens

Ik heb voldoende tijd om mij te verdiepen in duurzame voedselproducten.

1 – Helemaal mee oneens

5 – Helemaal mee eens

6. Prijs

Ik vind het belangrijk dat duurzaam voedsel niet duurder is dan niet-duurzaam voedsel.

1 – Helemaal mee oneens

5 – Helemaal mee eens

Ik ben bereid om ... meer betalen voor een duurzaam voedselproduct dan voor een niet duurzaam voedselproduct.

Niets

1 - 5%

6 - 10%

11 - 15%

16 – 20%

Meer dan 20%

7. Bereikbaarheid

Ik vind het heel belangrijk dat duurzaam voedsel beschikbaar is.

1 – Helemaal mee oneens

5 – Helemaal mee eens

Voel je je wel eens gefrustreerd bij het kopen van duurzaam voedsel?

Ja

Nee

Weet ik niet

[Indien ja] Wat is je grootste frustratie bij het kopen van duurzaam voedsel? Sorteert ze van 1 tot 3, waar 1 uw grootste frustratie is.

Mijn favoriete supermarkt heeft geen duurzame in haar assortiment (dat wil zeggen: de inhoud is hetzelfde, maar het heeft een duurzame reis afgelegd naar de supermarkt)

Ik kan de duurzame variant niet vinden

De duurzame variant is uitverkocht

Product kenmerken

8. Welk product zou je eerder kopen, als alle andere factoren (prijs, winkel, locatie, etc.) gelijk zijn?



A.



B.

C. Geen voorkeur

9. Welk product zou je eerder kopen, als alle andere factoren (prijs, winkel, locatie, etc.) gelijk zijn?



A.



B.

C. Geen voorkeur

10. Welk product zou je eerder kopen, als alle andere factoren (winkel, locatie, etc.) gelijk zijn?

Het bedrag is in euro's.



A.



B.

C. Geen voorkeur

11. Welk product zou u eerder kopen, als alle andere factoren (prijs, winkel, locatie, etc.) gelijk zijn?

Tekst verpakking B: "Deze verpakking heeft een negatieve impact op het milieu"



A.



B.

C. Geen voorkeur

Demografische vragen

Ten slotte wil ik graag nog wat dingen over je weten. Het is volledig anoniem en wordt enkel gebruikt om de antwoorden met elkaar te kunnen vergelijken.

12. Wat is je geslacht?

Man

Vrouw

Anders / zeg ik liever niet

13. Wat is je leeftijd in jaren?

14. Wat is je hoogst genoten opleidingsniveau?

Basisonderwijs

Middelbaar onderwijs

MBO

HBO

Universitaire bachelor

Universitaire master

15. Wat is je maandelijkse bruto-inkomen?

Minder dan € 1.500

€ 1.500 – € 3.000

€ 3.001 - € 4.500

€ 4.501 - € 6.000

Meer dan € 6.000

Zeg ik liever niet

Appendix 5: Questionnaire quantitative research – English text

What is the best way to sell sustainable food products?

Thank you for participating in my research! Completing the questionnaire only takes 5 minutes. You can start by clicking on the bottom in the right corner.

My name is Valerie van Niekerk and I carry out this research as part of my Master thesis Marketing at the Erasmus University in Rotterdam. I investigate how sustainable food products can be sold in the best possible way. Your cooperation makes it possible for me to write my master's thesis.

Sustainable food products focus not only on environmental friendliness, but also on social justice in society. In a socially just society, every person has access to basic needs. At the same time, it is important that the company can remain profitable in the future.

Your answers will remain completely anonymous and will only be used for this survey. If you have any questions, you can contact me by e-mail: 532972vn@eur.nl.

Thanks in advance!

Valerie

A number of statements are presented below. Please indicate to what extent you agree with this statement.

1. Acceptability

I think it is important that sustainable food meets my sustainable expectations (that is, that I know how to contribute).

1 - Strongly disagree

5 - Strongly agree

2. Awareness

I buy at least one sustainable food product per week.

1 - Strongly disagree

5 - Strongly agree

I enjoy trying new products from the supermarket.

1 - Strongly disagree

5 - Strongly agree

I know the sustainable variants of my favourite products.

1 - Strongly disagree

5 - Strongly agree

3. Personal environment

My family expects me to buy sustainable food products.

1 – Strongly disagree 5 – Strongly agree

I appreciate the positive opinion of my family about purchasing sustainable food products.

1 – Strongly disagree 5 – Strongly agree

My friends expect me to buy sustainable food products.

1 – Strongly disagree 5 – Strongly agree

I appreciate the positive opinion of my friends about purchasing sustainable food products.

1 – Strongly disagree 5 – Strongly agree

4. Attitude

I think buying sustainable food products is a good idea.

1 – Totally disagree 5. Totally agree

I think buying sustainable food products is wise.

1 – Strongly disagree 5. Strongly agree

5. Behavioural control

I can decide for myself whether I buy sustainable food.

1 – Strongly disagree 5 – Strongly agree

I have sufficient financial resources to buy sustainable food products (if they are more expensive than non-sustainable food products).

1 – Strongly disagree 5 – Strongly agree

I have enough time to delve into sustainable food products.

1 – Strongly disagree 5 – Strongly agree

6. Price

I think it is important that sustainable food is no more expensive than non-sustainable food.

1 – Strongly disagree 5 – Strongly agree

I am willing to pay ... more for a sustainable food product than for a non-sustainable food product.

Nothing

1 - 5%

6 - 10%

11 - 15%

16 – 20%

More than 20%

7. Accessibility

I think it is important that a sustainable food product is accessible.

1 – Strongly disagree

5 – Strongly agree

Do you ever feel frustrated when buying sustainable food?

No

Yes

I don't know

[if yes] What is your biggest frustration when buying sustainable food? (meaning: the content is the same, but it has taken a sustainable journey to the supermarket)

My favourite supermarket does not have a sustainable one in its assortment (i.e. the content is the same, but it has taken a sustainable journey to the supermarket)

I cannot find the sustainable variant

The sustainable variant is sold out

8. Product characteristics

8. Which product would you rather buy if all other factors (price, store, location, etc.) are equal?



A.



B.

C. No preference

9. Which product would you rather buy if all other factors (price, store, location, etc.) are equal?

Please look at the bottom left of the package for the difference.



A.



B.

C. No preference

10. Which product would you rather buy if all other factors (store, location, etc.) are equal?

Price is in euros.



A.



B.

C. No preference

11. Which product would you rather buy if all other factors (price, store, location, etc.) are equal?

Text B: "This package has a negative impact on the environment"



A.



B.

C. No preference

Finally, I would like to know a few more things about you. It is completely anonymous and is only used to compare the answers.

12. What is your gender?

Male

Female

Different / I would rather not say

12. What is your age in years?

13. What is your highest level of education?

Primary school

Secondary school

MBO

HBO

University bachelor

University master

15. What is your monthly gross income?

Less than € 1.500

€ 1.500 – € 3.000

€ 3.001 - € 4.500

€ 4.501 - € 6.000

Over € 6.000

I would rather not say

Appendix 6: Codebook

Name	Type	Label	Values	Measurement
Att_idea	Numeric	I think buying sustainable food products is a good idea.	1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree	Scale
Att_wise	Numeric	I think buying sustainable food products is wise.	1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree	Scale
Acc_expectations	Numeric	I think it is important that sustainable food meets my sustainable expectations.	1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree	Scale
Awe_week	Numeric	I buy at least one sustainable food product per week.	1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree	Scale
Awe_enjoy	Numeric	I enjoy trying new products from the supermarket.	1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree	Scale
Awe_favorite	Numeric	I know the sustainable variants of my favorite products.	1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree	Scale
Env_famexpect	Numeric	My family expects me to buy sustainable food products.	1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree	Scale
Env_famappreciate	Numeric	I appreciate the positive opinion of my family about purchasing sustainable food products.	1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree	Scale
Env_friendsexpect	Numeric	My friends expect me to buy sustainable food products.	1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree	Scale
Env_friendappreciate	Numeric	I appreciate the positive opinion of my friends about purchasing sustainable food products.	1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree	Scale
Beh_decide	Numeric	I can decide for myself whether I buy sustainable food.	1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree	Scale
Beh_resources	Numeric	I have sufficient financial resources to	1 = strongly disagree, 2 = disagree, 3 = neither	Scale

		buy sustainable food products.	agree nor disagree, 4 = agree, 5 = strongly agree	
Beh_time	Numeric	I have enough time to delve into sustainable food products.	1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree	Scale
Pri_expensive	Numeric	I think it is important that sustainable food is no more expensive than non-sustainable food.	1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree	Scale
Pri_pay	Numeric	I am willing to pay ... more for a sustainable food product than for a non-sustainable food product.	1 = nothing, 2 = 1 – 5%, 3 = 6 – 10%, 4 = 11 – 15%, 5 = 16 – 20%, 6 = > 20%	Scale
Acc_easily	Numeric	I think it is important that a sustainable food product is accessible.	1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree	Scale
Acc_frustrated	Numeric	Do you ever feel frustrated when buying sustainable food?	1 = no, 2 = yes, 3 = I don't know	Nominal
Acc_assortment	Numeric	What is your biggest frustration when buying sustainable food? My favourite supermarket does not have a sustainable one in its assortment	1 = biggest, 2 = middle, 3 = smallest	Nominal
Acc_find	Numeric	What is your biggest frustration when buying sustainable food? I cannot find the sustainable variant	1 = biggest, 2 = middle, 3 = smallest	Nominal
Acc_soldout	Numeric	What is your biggest frustration when buying sustainable food? The sustainable variant is sold out	1 = biggest, 2 = middle, 3 = smallest	Nominal
Pro_bio	Numeric	Which product would you rather buy if all other factors are equal? Sustainable	1 = sustainable, 2 = non-sustainable, 3 = no preference	Nominal
Pro_label	Numeric	Which product would you rather buy if all other factors are equal? Label	1 = with label, 2 = without label, 3 = no preference	Nominal
Pro_price	Numeric	Which product would you rather buy if all other factors are equal? Price	1 = cheapest, 2 = less cheap, 3 = no preference	Nominal

Fea_text	Numeric	Which product would you rather buy if all other factors are equal? Fear appeal	1 = no text, 2 = text, 3 = no preference	Nominal
Dem_gender	Numeric	What is your gender?	1 = male, 2 = female, 3 = different	Nominal
Dem_age	Numeric	What is your age in years?		Ordinal
Dem_edu	Numeric	What is your highest level of education?	1 = Primary school, 2 = Secondary school, 3 = MBO, 4 = HBO, 5 = University bachelor, 6 = University master	Scale
Dem_income	Numeric	What is your monthly gross income?	1 = Less than € 1.500, 2 = € 1.500 – € 3.000, 3 = € 3.001 - € 4.500, 4 = € 4.501 - € 6.000, 5 = Over € 6.000, 6 = I would rather not say	Scale

Appendix 7: Most important statements qualitative research - Dutch text

7.1. Yvonne Feenstra – Concorp

1. Onderneming algemeen

Concorp is Nederlandse snoepfabrikant, vooral bekend door de productie van Autodrop, Skittles, Old Timers en Ricola. Het is een familiebedrijf dat in 1917 is opgericht, met de productie van pepermunt. In 1970 werd officieel het distributeursbedrijf opgericht, toen nog onder de naam Nedan. In 2007 werd deze naam veranderd naar Concorp.

2. Introductie duurzaamheid

Duurzaamheid gaat erom dat je al bedrijf verantwoordelijk draagt voor de maatschappij. Voor Concorp is continuïteit de belangrijkste prioriteit, zodat het bedrijf in de toekomst overgedragen kan worden aan de volgende familiegeneraties.

Een voedselproducent heeft een verantwoordelijkheid voor duurzaamheid. Deze wordt vooral door wetgeving en leveranciers opgelegd.

3. Rol Yvonne Feenstra op gebied van duurzaamheid

Ik ben nu een jaar binnen bij Concorp. Ze hebben mij of ik duurzaamheid verder wil oppakken. Voordat ik hier werkte deden ze er wel al wat mee, maar toen ik binnen ben gekomen zijn we begonnen met een verdiepingsslag, en vooral ook keuzes maken. Je kunt wel 1000 onderwerpen verzinnen die je kunt oppakken, maar dat gaat natuurlijk niet.

Ik ben niet de enige die zich hier mee bezig houdt, maar MVO doe je met zijn allen, alleen ik ben de aanjager.

4. Strategie

Concorp richt zich met duurzaamheid op 5 thema's:

Verantwoordelijk genieten van zoetwaren. Door eerlijke communicatie over de ingrediënten, geen reclame gericht op kinderen onder 13 jaar, gebruik van duurzame ingrediënten en een verkleining van de portiegrootte met minder calorieën.

De beste en lekkerste producten. Dit doen wij bijvoorbeeld door een eigen center of excellence, het gebruik van natuurlijke kleur- en smaakstoffen.

Zo min mogelijk (voedsel)verspilling en afval. We proberen zo min mogelijk fout te produceren, de CO2-uitstoot terug te dringen, door zelf (afval)water te zuiveren en door minder en duurzamer verpakkingsmateriaal.

Respect voor de directe en indirecte omgeving. We werken met mensen met een afstand tot de arbeidsmarkt en voldoen aan de doelstellingen uit het klimaatakkoord.

Onder deze 4 pilaren staan onze mensen. We vinden het belangrijk dat onze mensen het beste in zichzelf naar boven halen. Bijvoorbeeld door training en opleiding, vrijheid en gezondheid. We streven daarbij naar een laag ziekteverzuim.

Hier hebben we acties aangehangen, voor de korte- en lange termijn. Op basis daarvan hebben we communicatiemiddelen gemaakt.

Nog niet iedere medewerker kan de duurzaamheidsstrategie uitleggen, maar we gaan intern een folder verspreiden en hebben een presentatie gemaakt voor intern.

5. Markt

Wij leveren aan bedrijven als Albert Heijn, Lidl, Jumbo en ga maar door. Die hebben elk hun eigen duurzaamheidsstrategie die wij ook opgelegd krijgen. Dus ook al zou je niet willen, dan moet je nog steeds. Thema's die zij aangeven belangrijk te vinden hebben wij meegenomen in dit geheel.

Daarnaast krijgen wij ook dingen vanuit de overheid opgelegd, maar ook de ontwikkelingen in de markt en hoe kunnen we daar zo goed mogelijk bij aansluiten. Dat hebben we allemaal in overweging genomen om keuzes te maken in deze eerste acties. Die hangen onder de strategie. Die gaan we verder uitwerken richting de toekomst. En elke keer zullen we daar weer nieuwe acties verkrijgen, voor de komende jaren.

6. Marketing

We hebben een folder gemaakt voor interne communicatie, maar deze folder is ook ontworpen voor onze sales mensen om mee naar de klanten te gaan. Klanten krijgen allemaal deze folder.

Op basis daarvan gaan we ook de website aanpassen.

Op basis van alle ontwikkelingen op gebied van duurzaamheid en de acties die daarbij horen, kunnen we natuurlijk de website en de folder ook weer aanpassen.

7. Besluitvorming en medewerkers

Wij hebben een familiebedrijf, wat betekent dat het door een familie gerund is. Samen met de directie hebben we deze strategie bedacht. En die hebben we voorgelegd aan de familie: "Kunnen jullie je vanuit de familie vinden in deze strategie voor het bedrijf?". Dat is nooit een eenmansactie. Dat doen we gezamenlijk. Ik kan niet voor het hele bedrijf bedenken wat we moeten doen. Als het vanuit één persoon bedacht is, wordt het niks.

7.2. Jos van Mil – Greenco

1. Onderneming algemeen

Wij zijn een bedrijf dat bestaat uit 5 families, en dus 5 aandeelhouders, die al hun hele leven werken in de tuinbouw. In 2008 zijn we samengegaan en is Greenco ontstaan. In 2005 hebben twee families het merk “Tommies” en de snoeptomaatjes verzonnen. Daarin waren wij de trendsetter. Daar zijn we heel trots op. Ik ben één van de oprichters en één van de eigenaren.

Wij zijn niet het bedrijf dat heel veel vierkante meters wil hebben, heel veel kassen wil hebben, heel veel productie willen maken maar we willen uniek zijn op het gebied van innovatie, nieuwe producten, nieuwe marktconcepten. En dat is waar ons bedrijf heel sterk in is.

2. Introductie duurzaamheid

Duurzaamheid begint vaak bij de consument. Zolang zij plastic op een juiste manier scheiden en weggooien, hoeft plastic helemaal geen verkeerd product te zijn. Dat eenmalige plastic kan allemaal veel minder. Daar spelen wij ook op in. Mensen weten dat als ze Tommies kopen: “dat is een verantwoord product, dat is een goed product waar met passie aan is gewerkt”.

Voor Greenco betekent duurzaamheid dat je natuurlijke bestrijdingsmiddelen gebruikt, dat je zo min mogelijk water en energie verspilt, goed omgaan met mensen en goede verpakkingen.

Onze passie en kracht liggen in het vernieuwen en verrassend zijn voor de klant. En daarbij hoort duurzaamheid. We vinden alle facetten van het ondernemen belangrijk. Duurzaamheid is een belangrijk onderdeel daarvan.

3. Rol Jos van Mil op gebied van duurzaamheid

Ik ben verantwoordelijk voor de juiste verpakkingen: duurzame verpakkingen en nieuwe verpakkingen die passen bij het moment. Ik vind dat heel erg leuk en het past goed bij me. De afgelopen 15 jaar hebben we toch elke keer weer verrassende dingen uitgebracht. Niet alleen op duurzaamheid, maar ook leuke opvallende verpakkingen die door de consument heel enthousiast opgepakt werden. Zoals een oranje deksel tijdens de voetbal. Met dat soort kleine dingen hebben we de markt weten te bezetten en de klanten enthousiast gemaakt voor ons product en dat heeft er tot geleid dat we een merk hebben opgebouwd.

Sinds we twee jaar geleden over zijn gegaan naar Planet Proof is hierin wel de focus gelegd op duurzaam. Dit is iets wat hiervoor minder een onderdeel was van mijn werkzaamheden.

4. Strategie

Planet Proof is een nieuwe teeltmethode. Het is een soort duurzaamheidslabel dat wij aan onze producten kunnen hangen, waarop je je op meerdere gebieden verantwoord voor de productie. Wij waren één van de eerste telers die hebben gezorgd dat onze kassen Planet Proof zijn.

Duurzaamheid is daarom ook onderdeel van onze strategie. In 2018 hebben we een MVO-rapport gemaakt. Het is wel uniek voor een tuinder op een eigen MVO-rapport te hebben. Daar hebben we een hoop in geïnvesteerd. In het MVO-verslag staat onder andere Planet Proof, het sociale stuk en goed willen zijn voor de lokale omgeving. Op alle aspecten wil je maatschappelijk verantwoord zijn en daar is duurzaamheid een hele belangrijk pijler in.

We proberen het iedere keer bij te schaven en mee te gaan met hoe de maatschappij aan het veranderen is en te zorgen dat we aansluiting vinden op een stuk duurzaamheid en een duurzame verpakking.

Het laatste jaar zijn we in wat veranderingen terecht gekomen waardoor we op het gebied van verantwoord minder aandacht hebben gehad, omdat we andere uitdagingen hadden. Maar duurzaamheid staat voorop bij het bedrijf Greenco. We willen dat mensen weten als tomaatjes van Greenco komen dat het eigenlijk altijd goed is.

We hebben op meerdere plaatsten, bijvoorbeeld in de kantine, posters hangen waar iconen opstaan die we twee jaar geleden hebben bedacht, toen we het hele MVO-traject zijn aangegaan. Het is dus zichtbaar voor onze mensen. En dat proberen we ook binnen het bedrijf te delen. Het is niet zo dat we continue bezig zijn, maar het is wel zichtbaar.

We hebben nu een nieuwe verpakking voor PLUS, een kartonnen doosje. PLUS wil naar een nog duurzamere omgeving en verpakking is daarbij voor hun belangrijk. We krijgen soms dus ook van supermarkten regels opgelegd waarop onze producten aangepast moeten worden.

Toen Planet Proof in het leven kwam zeiden Albert Heijn en Jumbo gelijk “onze producten moet straks allemaal Planet Proof zijn”. Daarom zijn we toen ook het hele traject ingegaan. Uiteindelijk hebben sommige supermarkten dit wel weer laten schieten omdat het niet haalbaar was.

De consument gooit plastic in feite in de ban, mede door alle media-aandacht. Bij groente komt hier wel meer bij kijken. Mensen willen graag het product zien. Met karton is dit lastiger. Een verpakking is ook vaak om een product te beschermen. Dat vergeten mensen nog wel eens. Als je een product onverpakt verkoopt, en daardoor de houdbaarheid minder wordt en het product eerder weggegooid wordt, ben je ook niet zo duurzaam bezig. Daarnaast kun je het door een verpakking ook makkelijker mee nemen, een handje tomaatjes neem je niet zo mee.

Onze verpakkingen zijn voor 100% gemaakt van oude drinkflessen. De verpakking kan na gebruik nogmaals gerecycled worden. Als we weet wat dat betekent voor de CO2 uitstoot, dan is het zeker een goede optie, en soms nog wel duurzamer dan een kartonnen verpakking.

5. Markt

Het is heel groot geworden, maar de exclusiviteit is nu weg. Er is veel concurrentie. Dat weet je ook wel, als je innoveert. Voor ons het belang dat we kijken waar we goed in zijn en probeer dat naar voren te laten komen.

We houden de concurrentie goed in gaten. Ze volgen ons. Als wij een nieuwe verpakking volgen ze binnen een maand of anderhalve maand of een jaar de trend die wij ingezet hebben. Dat is wel jammer, maar hoort bij het ondernemen.

Twee jaar geleden zijn wij overgegaan naar gerecycled plastic voor onze bekertjes en emmertjes. Na anderhalf jaar zei de concurrent: "Dat hebben wij nu ook". Dat is een tactiek. Zij kunnen misschien goedkoper telen en leveren waarvoor ze bij andere klanten weer interessanter zijn.

Iedereen heeft zijn eigen kracht en daarom proberen wij met dat verrassende, innoverende en duurzaamheid ons te onderscheiden. En daarin lopen we voorop.

Voor is Planet Proof wel een manier om ons te kunnen onderscheiden. Het is voor ons een klein concurrentievoordeel.

6. Marketing

Voor ons is het communiceren van onze strategie belangrijk. Als we het jaargesprek hebben komt de communicatie ter sprake. Op het moment dat wij iets nieuws doen proberen we dat via de media onder de aandacht te brengen. Daarnaast hebben we een sectie op de website die hierover gaat. De gerecyclede verpakking wordt ook op de verpakking vermeld.

7.3. Aad van Rijn - GreenSpice

1. Onderneming algemeen

Na 25 jaar werken in de commodity ben ik in 2016 voor zichzelf begonnen. Ik verbind de boer met de fabrikant en ben hierbij veel bezig met duurzaamheid. De verdieping zoeken met de boer is voor mij het allerbelangrijkste.

2. Introductie duurzaamheid

De kreet “duurzaam” bestaat al heel lang. Maar het valt ook samen met de definitie die er je aan geeft. Bij duurzaamheid is het belangrijk is de wereld intact blijft. De wereld is dan de mensen en de processen en de bedrijven. Intact betekent dan ook voor de mensen die er na komen. Dat betekent dus dat je een soort evenwicht moet zoeken tussen datgene dat je doet met de wereld en de mensen en de andere kant; wat je doet als bedrijf.

Als je kijkt naar sustainability, dan heb je drie kernen: people (mensen), profit en planet. Je moet tot een evenwicht komen waarbij iedereen zijn deel krijgt waarmee je kunt blijven bestaan, en je kinderen kunnen blijven leven. In het midden van de drie kernen zit sustainability. Dat betekent dat iedereen toestaat dat iemand zo veel mag verdienen en zo veel de planeet mag gebruiken, zodat het sustainable blijft bestaan. Profit is eigenlijk de belangrijkste, omdat dat de grootste drijfveer is waarom het nog niet gebeurt. De hele economie wordt gedreven door een bonusstructuur. Managers hebben in een arbeidscontract staan dat als je meer profit maakt, je meer geld krijgt. Die bonuscultuur, met waarde voor de aandeelhouders, dat is eigenlijk de drijfveer die bepaald of duurzaamheid gaat slagen of niet.

Duurzaamheid in het algemeen moet wijd gedragen worden. Het moet door mensen gedragen worden, door de politiek. We moeten tot het besef komen dat we uiteindelijk iets moeten doen om dat evenwicht in stand te houden.

De producent heeft een zekere mate van verantwoordelijkheid voor sustainability, maar de grootste verantwoordelijkheid ligt bij de consument. Dat moet wel geholpen worden. In de tussentijd kun je de supply chain zo kort mogelijk maken.

3. Rol Aad van Rijn op gebied van duurzaamheid

Ik maak de supply chain zo kort mogelijk met GreenSpice. Normaal gesproken heb je de boer, de collector, de traider, exporteur, dan komt het hier, traider, traider, en dan naar de consument. Daar zitten een aantal schijven tussen waardoor marges zo groot zijn dat er eigenlijk niks overblijft voor de boer. Wat ik probeer te doen is een exporteur uit het buitenland, direct hier aan de eindconsument te laten verkopen.

Mijn werk is niet veel veranderd in de afgelopen 25 jaar. Ik heb altijd gezocht naar verdieping met de supplier en naar de boer die erachter zit.

4. Strategie

Duurzaamheid is een onderdeel van mijn strategie. Ik heet “farmers first”. Ik maak de supply chain kort, en winst is voor mij geen doelstelling. Ik moet wel mijn inkomen kunnen betalen, maar ik hoef geen maximale winst. Ik wil dat iedereen fair behandeld wordt en dat de wereld fair behandeld wordt. Dat begint bij jezelf. Dat begint bij het overbrengen naar de westerse wereld, niet als marketing stuk, maar echt hoe het is. Ik denk dat het nog even met stempeltjes moet, en certificaten en dat soort zaken.

Het gaat erom dat we wereldwijd goed met elkaar om kunnen gaan, en dat we wereldwijd dingen met elkaar afspreken. En dat we fair betalen en fair met elkaar zijn: open, eerlijk en transparant. Als we dat kunnen, dan zijn we een stuk dichterbij duurzaamheid.

5. Markt

Er zijn concurrenten die de supply chain ook kort houden. Maar een kortere supply chain betekent ook grotere winstmogelijkheden voor degene die de supply chain korter maakt. Een korte supply chain zou dus kunnen betekenen dat een organisatie meer marge heeft. Het betekent niet per definitie dat ze de boeren meer betalen. Ik denk dat dit bij mijn concurrenten het geval is. Ik reserveer deze marge niet voor mezelf maar voor de boer.

6. Marketing

Communicatie als onderdeel van een (duurzame) strategie is altijd heel belangrijk, zeker als een strategie gebouwd is op het vertrouwen tussen (origine) leverancier en eindconsument. Inzicht, transparantie moet beschikbaar zijn; is zelfs een voorwaarde voor een lange termijn succes (dus ook de sustainability van je eigen company). Daar heb je communicatie voor nodig.

De laatste 10 jaar is een beeld ontstaan dat als we meer marge willen maken, dat er een stempel op je verpakking moet staan. Dat kan Max Havelaar zijn, eco en alle andere certificaten. Terwijl daar in feite maar heel weinig achter zit, omdat die pull aan de andere kant er nog steeds niet echt veel beter van wordt.

Wij zijn bezig met een app waar je kan zien waar de producten vandaan komen, dat je met de boer kan spreken, dat je een beeld hebt van wat de mensen doen. Dat geeft de burger een beetje inzicht in hoe het daadwerkelijk is.

7.4. Frits van den Bos – GS1 Nederland

1. Onderneming algemeen

Ik ben nu 10 jaar werkzaam bij GS1 Nederland. GS1 ontwikkelt en beheert internationale standaarden voor de identificatie, het vastleggen en delen van gegevens. Het is het bedrijf achter de bekende streepjescode, wat op ieder supermarktproduct verplicht is. Ik heb veel contact met supermarkten en producenten en ben op de hoogte van de ontwikkelingen op duurzaamheidsgebied in het voedsellandschap. Ten slotte breng ik fabrikanten en retailers bij elkaar om na te denken over het efficiënter indelen van de processen.

2. Introductie duurzaamheid

Ik vind dat duurzaamheid gaat over met zo min mogelijk grondstoffen iets creëren wat waarde heeft, en wat je daarna weer kunt hergebruiken.

Duurzaamheid is een containerbegrip waar heel veel dingen aangehangen worden. Ik merk dat bedrijven hiermee worstelen. Mensen kijken snel: “moet ik er iets mee, kan ik er iets mee?” en dan is vaak de bedreiging groter dan de kans die ze zien.”

Circulaire economie zegt dat je hetzelfde met minder grondstoffen moet kunnen produceren, je moet niks weggooien. Als je dat heel strikt neemt, betekent het dat alle artikelen goedkoper moeten worden. Veel bedrijven denken hier nog zo over.

Duurzaamheid is een heel koppig monster. Als je kijkt naar duurzaamheid in levensmiddelen-land, dan zal je dus met name in die sectoren komen waar er verspilling is. Vers is een hele belangrijke, dan moet je denken aan houdbaarheid van producten. Dat is één van de dingen waar verbetering mogelijk is. Maar ook in producten waar je bijproducten hebt in de fabricage die je dan weer kunt gebruiken.

3. Rol Frits van den Bos op gebied van duurzaamheid

GS1 heeft een software gelanceerd, Digital Link, dat recycling info toont. Het koppelt GS1-nummers aan online informatie, over de verpakking, inhoud, herkomst en eindbestemming. Daarna zorgt een datamanagementsysteem, zoals wij bijvoorbeeld voor Sligro hebben gedaan, ervoor dat de klant beter op de hoogte is van de gebruikte materialen voor hun aangekochte product. Als innovatie manager houd ik me natuurlijk veel bezig met zulke duurzame initiatieven.

4. Strategie

Frits van den Bos en GS1 helpen organisaties met het bereiken van hun duurzaamheidsdoelen. Hij merkt dat het bij bedrijven belangrijk is waar ze de schijnwerper op zetten:

Het is heel moeilijk te beoordelen wat goed en duurzaam is. Juist omdat het heel veel invalshoeken heeft. Het kan uit het ene facet heel mooi zijn, maar dan uit een ander facet juist weer een beetje tegenvallen. En dan is het maar net wie de schijnwerper op welk facet kan zetten, dat bepaalt uiteindelijk de eindscore van het product bij de consument.

Het is niet: “Jongens, we gaan nu even duurzaam produceren en we doen een leuk verhaal”. Het betekent dat je ook extra geld uit de markt moet halen. Misschien juist wel omdat die consument denkt: “Ik hoef toch niet voor een mooi verhaal te betalen, ik wil een goed product”.

Het wordt op een gegeven moment wel een beetje een zwaan-ik-kleef-aan-verhaal, allerlei grote partijen gaan ook mee doen en zetten op bepaalde thema's in.

5. Marketing

Als je kijkt naar puur marketing, zie je dat de grote jongens een heel strakke duurzaamheidsagenda hebben. Zij hebben wel een soort voorbeeldrol. Daarnaast kan een groot bedrijf kan makkelijker schalen.

Er zit een hele gekke split in het zoeken naar efficiency, in het zoeken naar hergebruik. Om daar die balans in te vinden en om dan als consument te zeggen “ik wil daarvoor betalen” is best wel lastig.

6. Besluitvorming en medewerkers

Iedereen binnen een organisatie heeft andere belangen en dat maakt het lastig. Dat betekent niet je het niet moet doen.

7.5. Renee Bijvoets – Lidl

1. Onderneming algemeen

Lidl is een Duitse supermarkt, nu ruim 20 jaar in Nederland. Het is onderdeel van Schwarz Gruppe. Het is de grootste supermarkt van Europa en de derde supermarkt in Nederland met meer dan 400 filialen over het hele land. Lidl biedt 2000 producten terwijl andere supermarkten er vaak 32.000 hebben. Hierdoor is er een verschil in inkoopproces en logistiek. Het gaat er bij Lidl om dat producten goed zijn en dat ze er veel van kunnen verkopen. Daardoor kunnen de processen efficiënt gedaan worden. Dat zorgt voor hoge kwaliteit voor een lage prijs.

2. Rol Renee Bijvoets op gebied van duurzaamheid

Ik werk nu drie jaar bij Lidl op de duurzaamheidsafdeling. De afdeling bestaat nu uit 4 medewerkers. De afdeling is samen met communicatie en bestaat uit een totaal van 12 mensen. Lidl is een inkoop gedreven organisatie, wat voor CSR betekent dat de shift naar duurzaamheid hier is gestart.

Mijn rol is in afgelopen tijd veel veranderd. Doordat we een jaar geleden een strategie dag hebben gehad, is CRS nog weer dichterbij de hele organisatie komen te staan. Mijn rol sluit nu beter aan op de rest van de organisatie. Hiervoor deden we vaak eigen initiatieven en die stonden meer los van de organisatie. Je ziet dat door de strategiesessie duurzaamheid dichterbij de core business is komen te staan. Dan kan altijd wel weer meer, maar die stap is echt gezet. En dat maakt dat onze rol anders is.

3. Introductie duurzaamheid

Als supermarkt hebben we een verantwoordelijkheid om een steentje bij te dragen aan de wereld. Wij zijn een hele grote partij en daarin heb je veel impact. Daarom ben je verplicht om er iets mee te doen. Ik hoop dat iedere grote partij daar zo over denkt.

Je kunt op gebied van duurzaamheid alles doen als supermarkt, want alles raakt je. Je kunt je overal op onderscheiden. Afgelopen jaar hebben we gekeken naar waar onze kracht ligt en dat moet dan ook het thema zijn waar we ons op onderscheiden.

Het duurzaamheidslandschap verandert de hele tijd. Voor het MVO-verslag maken wij een materialiteitsanalyse, dit is een analyse waar de meest relevante onderwerpen uitkomen. Twee jaar geleden stond het hele thema 'verpakkingen' daar nog niet eens in, terwijl nu plastic verpakkingen één van de grootste thema's waar we mee bezig zijn.

4. Strategie

De missie van Lidl is: een duurzame levensstijl voor iedereen betaalbaar en toegankelijk maken. Lidl begon 10 jaar geleden met duurzaamheid. In Nederland gebeurde er toen al veel en er ontstond een

druk vanuit maatschappelijke organisaties. Lidl zag hiernaast ook een kans, het was iets waar ze zich op konden onderscheiden, als ze het goed deden.

Duurzaamheid moet een strategie worden wat ook goed te vertellen is. Als je heel veel doet maar niemand het weet, dan gaat dat wringen. Het is niet ons doel an sich dat we bekend staan als duurzame supermarkt, het doel is dat we verduurzamen. Maar ik denk dat het uiteindelijk voor je lange termijn business heel positief is.

Alle reststromen die al hadden in de filialen, die werden al voor meer dan 90% gerecycled. Die hele circulaire gedachten vonden we heel normaal want dat deden we al. Daar was nooit een duurzaamheidslabel aangehangen. Het was kostenbewust. Maar intussen is het circulair en duurzaam.

Goedkoop, kwaliteit en duurzaam kan daarom samengaan. Duurzaamheid is daarin soms nog wel een beetje een nieuw onderwerp. We hebben de afgelopen 10 jaar hard gewerkt aan certificeringen en keurmerken. De basis is er, maar hoe moeten we nu verder?

Inkoop zit zelf veel meer op kwaliteit. De inkoper is verantwoordelijk om de kwaliteit te bewaken. Hij doet het marktonderzoek. Daarna komen wij van duurzaamheid om de hoek kijken met “wij willen ook nog dat duurzaamheidsverhaal” en dat is soms wel ietsje ingewikkelder. Wij zijn een supermarkt, we zijn super competitief en zijn constant aan het kijken wat de rest doet.

Kipster, het meest duurzame ei dat Lidl verkoopt, loopt heel goed en er zijn hele positieve reacties op. Dus andere inkopers kijken nu ook wel een beetje mee zo van “wat wordt mijn Kipster?”. Als je dat voor je kan laten werken dan kun je wel in het product verduurzamen.

“We hebben 7 thema’s uitgekozen waar we ons op gaan richten, en alle directieleden zijn ambassadeur geworden van één van die 7 thema’s. We hebben geprobeerd om in de hele organisatie mensen er verantwoordelijk voor te maken, zodat het niet is dat wij met zijn vieren op een eilandje zitten en alleen maar met duurzaamheid bezig zijn. Het idee is eigenlijk dat die in ieder geval vier keer per jaar meeten en continue tussendoor op uitvoerend niveau afstemmen.”

5. Markt

Ik vind dat Albert Heijn het altijd helemaal rond maakt. Zij hadden bijvoorbeeld een pilot op voedselverspilling geïnitieerd, dat komt het terug in hun allerhande en in de winkel, en op facebook en op LinkedIn. Je ziet het echt overal terug komen.

Wij hebben soms de perceptie tegen, dat maakt het ook niet altijd makkelijk. Mensen associëren lage prijzen en goedkoop niet met duurzaam.

Voor het inkopen kijken naar wat de concurrent en wat het A-merk doet. Lidl wil de kwaliteit van het A-merk evenaren. Door de manier waarop Lidl georganiseerd is kunnen zij dat voor de laagste prijs doen.

6. Marketing

Het is ook jammer dat de consument vaak niet weten wat wij doen aan duurzaamheid. Dat laat zien dat wij het niet genoeg verteld hebben en meer moeten vertellen. Op het moment dat men moeite gaat doen om je erin te verdiepen denk je wel “Hé, ze doen echt super veel”, maar dat is eigenlijk jammer. Je wil eigenlijk dat gevoel er al bij hebben. Gelukkig denk ik altijd, ik heb liever de situatie dat we het wel doen maar het niet vertellen, dan dat je vooral aan het roepen bent maar je doet niks.

Duurzaamheid is niet commercieel. Het is veel meer een verhaal wat je aan het vertellen bent en wat je uitstraalt op je organisatie.

7. Besluitvorming en medewerkers

Vier jaar geleden zei de algemeen directeur: “Duurzaamheid is zoveel breder dan alleen producten. Ik wil dat het onder mij komt te vallen omdat het afdelingsonderscheidend is”. Hij is iemand die duurzaamheid persoonlijk belangrijk vindt en er ideeën bij heeft.

Heel veel collega's vinden het heel leuk en het onderwerp heel vernieuwend. Je bent bezig met projecten die heel nieuw zijn en nog niet in beton gegoten zijn. Maar uiteindelijk denk ik wel dat het bij ons allemaal wel weer samen komt. En dat moet ook wel, want uiteindelijk is het onze fulltimebaan en van de andere persoon is het altijd extra of een onderdeel van.

Je moet daarom heel goed samenwerken met andere afdelingen omdat er heel veel al gebeurt. Er worden keuzes al zo gemaakt dat ze duurzaam zijn. En soms ook niet, dan moet je daar met elkaar ook weer even naar kijken. De uitdaging zit erin dat je niet alles kunt doen. Je kunt daarin heel erg de breedte in, maar je moet ook ergens voor staan. En op die thema's kun je je dan onderscheiden.

Medewerkers zijn nog niet genoeg op de hoogte van wat er gebeurt binnen de organisatie op gebied van duurzaamheid. Op kantoor hebben we wel een gevoel van “dat vinden we echt wel belangrijk en daar doen we iets mee”. In de winkel zouden de medewerkers het ook moeten weten, omdat zij eigenlijk je ambassadeurs zijn. Daarom hebben we recentelijk een folder gemaakt om medewerkers te informeren.

Appendix 8: Most important statements qualitative research – English text

8.1. Yvonne Feenstra – Concorp

1. General information about the company

Concorp is a Dutch candy manufacturer, best known for the production of Autodrop, Skittles, Old Timers and Ricola. It is a family business that was founded in 1917, with the production of peppermint. The distributor company was officially established in 1970, at that time still called Nedan. In 2007 the name was changed to Concorp.

2. Introduction to sustainability

Sustainability is about being responsible for society as a company. Continuity is the main priority for Concorp, so that the company can be transferred to the next family generations in the future.

A food producer has a responsibility for sustainability. This is mainly imposed by legislation and suppliers.

3. Role of Yvonne Feenstra in the field of sustainability

I've been in Concorp for about a year now. They asked me if I would like to continue with the sustainability program they already set up. Before I worked here, they did something with it, but when I came in we started with a deepening, and I especially made choices. You can come up with 1000 topics that you can tackle, but of course that is not possible.

I am not the only one who is involved in this, you do CSR all together, only I am the driver.

4. Strategy

Concorp focuses on 5 themes with sustainability:

Enjoy confectionery responsibly. Through honest communication about the ingredients, no advertising aimed at children under 13, use of sustainable ingredients and a reduction in portion size with fewer calories.

The best and tastiest products. We do this, for example, through our own centre of excellence, the use of natural colours and flavours.

As little (food) waste and waste as possible. We try to produce as little error as possible, reduce CO2 emissions, by purifying (waste) water ourselves and by using less and more sustainable packaging material.

Respect for the direct and indirect environment. We work with people who are at a distance from the labour market and meet the objectives of the climate agreement.

Our people are under these 4 pillars. We think it is important that our people bring out the best in themselves. For example, through training and education, freedom and health. We strive for low absenteeism through illness.

Here we have followed actions, for the short and long term. Based on that, we created communication tools.

Not every employee can explain the sustainability strategy yet, but we are going to distribute a folder internally and have made a presentation for internally.

5. Market

We supply to companies such as Albert Heijn, Lidl, Jumbo and so on. They each have their own sustainability strategy that we are also imposed on. So even if you don't want to, you still have to do something with sustainability. We have included themes that they indicate.

In addition, we are also imposed on things by the government, but also developments in the market and how we can best connect to them. We have all considered that in making choices in these initial actions. They are under the strategy. We are going to develop this further towards the future. And every time we will get new actions there, for the coming years.

6. Marketing

We have made a folder for internal communication, but this folder is also designed for our salespeople to go to customers with. Customers all receive this folder. Based on that, we will also adjust the website.

On the basis of all developments in the field of sustainability and the actions that go with it, we can of course also adjust the website and folder again.

7. Decision making and employees

We run a family business, which means it is run by a family. We devised this strategy together with the management team. And we presented it to the family: "Can you, as family, agree with the strategy for the company?". That is never a one-man action. We do this together. I can't figure out what to do for the entire company. If it was conceived from one person, it is worth nothing.

8.2. Jos van Mil – Greenco

1. General information about the company

We are a company consisting of 5 families, and therefore 5 shareholders, who have been working in horticulture all their lives. In 2008 we merged and Greenco was created. In 2005 two families invented the brand “Tommies” and the snack tomatoes. We were the trendsetter in this. We are very proud of that. I am one of the founders and one of the owners.

We are not the company that wants a lot of square meters, wants a lot of greenhouses, wants to make a lot of production, but we want to be unique in the field of innovation, new products, new market concepts. And that is what our company is very strong at.

2. Introduction to sustainability

Sustainability often starts with the consumer. As long as they properly separate and dispose of plastic, plastic may not be a bad product at all. The use of one-time-use plastic should be reduced. We respond to this. People know that when they buy Tommies, they buy a responsible product: “it is a good product that has been worked on with passion”.

For Greenco, sustainability means that you use natural pesticides, that you waste as little water and energy as possible, treat people well and use good packaging.

Our passion and strength lie in innovation and surprising the customer. And that includes sustainability. We consider all facets of entrepreneurship important. Sustainability is an important part of that.

3. Role of Jos van Mil in the field of sustainability

I am responsible for packaging: sustainable packaging and new packaging that fits the moment. I really like that, and it suits me well. In the past 15 years we have released surprising things every time. Not only on sustainability, but also nice eye-catching packaging that was enthusiastically picked up by the consumer. Like an orange lid during football. With those little things, we managed to occupy the market and get the customers excited about our product and that has led to us building a brand.

Since we switched to Planet Proof two years ago, the focus has been on sustainability. This is something that was less part of my work before.

4. Strategy

Planet Proof is a new cultivation method. It is a kind of sustainability label that we can attach to our products, in which we are responsible for production in several areas. We were one of the first growers to ensure that our greenhouses are Planet Proof.

Sustainability is therefore also part of our strategy. In 2018 we made a CSR report. It is unique for a horticulturist to have their own CSR report. We have invested a lot in that. The CSR report includes Planet Proof, the social aspect and wanting to be good for the local environment. You want to be socially responsible in all aspects, and sustainability is a very important pillar in this.

We try to refine it every time and go along with how society is changing and to ensure that we find a connection with a piece of sustainability and sustainable packaging.

In the last year we have experienced some changes that have caused us to pay less attention in the field of responsible, because we had other challenges. But sustainability is important at Greenco. We want people to know when tomatoes come from Greenco, that it is always good.

We have posters in several places, for example in the canteen, where we see icons that we came up with two years ago, when we started the entire CSR process. So it is visible to our people. And we also try to share that within the company. It is not that we are continuously busy, but it is visible.

We now have a new packaging for supermarket PLUS, a cardboard box. PLUS wants to go to an even more sustainable environment and packaging is important to them. So sometimes we are also imposed by supermarkets to adjust our products.

When Planet Proof came into existence, Albert Heijn and Jumbo immediately said “our products must all be Planet Proof”. That is why we then started the entire process. In the end, some supermarkets did not do this again because it was not feasible.

In fact, consumers are banning plastic, partly due to all the media attention. There is more to this with vegetables. People like to see the product. This is more difficult with cardboard. Packaging is also often used to protect a product. People sometimes forget that. If you sell a product unpacked, and as a result the shelf life is reduced and the product is thrown away earlier, you are not that sustainable either. In addition, you can also take it easier with a packaging, you do not take a handful of tomatoes with you.

Our packaging is 100% made from old drinking bottles. The packaging can be recycled again after use. If we know what that means for CO2 emissions, it is certainly a good option, and sometimes even more sustainable than a cardboard packaging.

5. Market

It has become very big, but the exclusivity is now gone. There is a lot of competition. You know that too, when you innovate. It is important to us that we look at what we are good at and try to make that clear.

We keep a close eye on the competition. They follow us. If we change our packaging, they will follow the trend that we have started within a month or a month and a half or a year. That is unfortunate, but part of doing business.

Two years ago, we switched to recycled plastic for our cups and buckets. After a year and a half, the competitor said: "We have that too". That is a tactic. They may be able to grow and supply cheaper, which makes them more interesting for other customers.

Everyone has their own strength and that is why we try to distinguish ourselves with that surprising, innovative and sustainability. And we are at the forefront of this.

Planet Proof is a way for us to distinguish ourselves. It is a small competitive advantage for us.

6. Marketing

Communicating our strategy is important to us. When we have the annual interview, communication is discussed. When we do something new, we try to bring it to the attention of the media. In addition, we have a section on the website that deals with this. The recycled packaging is also stated on the packaging.

8.3. Aad van Rijn - GreenSpice

1. General company

After working in the commodity for 25 years, I started working for my own in 2016. I connect the farmer with the manufacturer and am very concerned with sustainability. Finding a deep connection with the farmer is the most important thing for me.

2. Introduction to sustainability

The term “sustainable” has been around for a long time. But it also coincides with the definition you give it. With sustainability it is important that the world remains intact. The world is the people and the processes and the companies. Intact therefore means for the people who come after it. That means that you have to find a kind of balance between what you do with the world and the people and the other side; what you do as a company.

If you look at sustainability, you have three centres: people (people), profit and planet. You need to get a balance where everyone gets their share with which you can survive and your children can live. Sustainability is at the centre of the three cores. This means that everyone allows someone to earn so much and use so much the planet, so that it remains sustainable. Profit is actually the most important, because it is the main motivation why it is not yet happening. The entire economy is driven by a bonus structure. Managers have an employment contract that if you make more profit, you get more money. That bonus culture, with value for the shareholders, is actually the motive that determines whether sustainability will succeed or not.

Sustainability in general should be widely used. It has to be carried by people, by politics. We need to realize that ultimately, we need to do something to maintain that balance.

The producer has a certain amount of responsibility for sustainability, but the main responsibility lies with the consumer. That must be helped. In the meantime, you can make the supply chain as short as possible.

3. Role of Aad van Rijn in the field of sustainability

I make the supply chain as short as possible with GreenSpice. Normally you have the farmer, the collector, the trader, exporter, then it comes here, trader, trader, and then to the consumer. There are a number of discs in between, so that margins are so large that there is actually nothing left for the farmer. What I am trying to do is to have an exporter from abroad sell directly to the end consumer here.

My work hasn't changed much in the past 25 years. I have always looked for more depth with the supplier and the farmer behind it.

4. Strategy

Sustainability is part of my strategy. My name is “farmers first”. I make the supply chain short, and profit is not a target for me. I have to be able to pay my income, but I don't need maximum profit. I want everyone to be treated fairly and the world treated fairly. That starts with yourself. That starts with transferring to the Western world, not as a marketing piece, but really how it is. I think it still has to go with stamps, certificates and things like that.

The point is that we can deal well with each other worldwide, and that we agree on things worldwide. And that we pay fairly and are fair with each other: open, fair and transparent. If we can do that, we are a lot closer to sustainability.

5. Market

There are competitors who also keep the supply chain short. But a shorter supply chain also means greater profit opportunities for those who shorten the supply chain. A short supply chain could therefore mean that an organization has more margin. It does not necessarily mean that they pay the farmers more. I think this is the case with my competitors. I do not reserve this margin for myself, but for the farmer.

6. Marketing

Communication as part of a (sustainable) strategy is always very important, especially if a strategy is built on the trust between the (original) supplier and the end consumer. Insight, transparency must be available; is even a precondition for long-term success (including the sustainability of your own company). You need communication for that.

In the past 10 years, an image has emerged that if we want to make more margin, there must be a stamp on your packaging. That can be Max Havelaar, eco and all other certificates. While in fact there is very little behind it, because that pull on the other hand still does not really get much better.

We are working on an app where you can see where the products come from, that you can speak to the farmer, that you have an idea of what people are doing. That gives the citizen a little insight into how it really is.

8.4. Frits van den Bos – GS1 Nederland

1. General information about the company

I have been working at GS1 Netherlands for 10 years now. GS1 develops and manages international standards for the identification, recording and sharing of data. It is the company behind the well-known barcode, which is mandatory on every supermarket product. I have a lot of contact with supermarkets and producers and I am aware of developments in the field of sustainability in the food landscape. Finally, I bring manufacturers and retailers together to think about organizing the processes more efficiently.

2. Introduction to sustainability

I think sustainability is about creating something that has value with as few raw materials as possible, and which you can then reuse. Sustainability is a container concept where many things are adhered to. I notice that companies are struggling with this. People look quickly: "do I have to do something with it, can I do something with it? And then the threat is often greater than the chance they see."

Circular economy says you should be able to produce the same thing with less raw materials, you shouldn't throw anything away. If you take that very strictly, it means that all items have to be cheaper. Many companies still think like this.

Sustainability is a very stubborn monster. If you look at sustainability in the food industry, you will mainly end up in those sectors where there is waste. Fresh is very important, you should think of shelf life of products. That is one of the things where improvement is possible. But also in products where you have by-products in manufacture that you can use again.

3. Role of Frits van den Bos's in the field of sustainability

GS1 has launched a software, Digital Link, that shows recycling info. It links GS1 numbers with online information about packaging, content, origin and final destination. After that, a data management system, such as we did for Sligro, ensures that the customer is better aware of the materials used for their purchased product. As an innovation manager, I am of course involved in such sustainable initiatives.

4. Strategy

Frits van den Bos and GS1 help organizations achieve their sustainability goals. He notes that it is important for companies where they put the spotlight on:

It is very difficult to judge what is good and sustainable. Precisely because it has many perspectives. It can be very beautiful from one facet, but then a bit disappointing from another facet. And then it

depends on who can put the spotlight on which facet, that ultimately determines the final score of the product with the consumer.

It is not: "We are going to produce sustainably, and we are telling a nice story". It means that you also have to get extra money from the market. Perhaps precisely because that consumer thinks: "I don't have to pay for a good story, I want a good product."

At some point it will become a bit of a swan-I-stick-to story, all kinds of large parties will also participate and focus on certain themes.

5. Marketing

If you look at pure marketing, you see that the big boys have a very tight sustainability agenda. They do have a sort of example role. In addition, a large company can scale more easily.

There is a very crazy split in the search for efficiency, in the search for reuse. It is quite difficult to find that balance and to say as a consumer "I want to pay for that".

6. Decision-making and employees

Everyone within an organization has different interests and that makes it difficult. That doesn't mean you shouldn't do it.

8.5. Renee Bijvoets – Lidl

1. General information about the company

Lidl is a German supermarket, now in the Netherlands for over 20 years. It is part of Schwarz Gruppe. It is the largest supermarket in Europe and the third supermarket in the Netherlands with more than 400 stores across the country. Lidl offers 2000 products, while other supermarkets often have 32,000. As a result, there is a difference in the purchasing process and logistics. Lidl is all about products being good and selling a lot of them. This allows the processes to be done efficiently. This ensures high quality for a low price.

2. Role of Renee Bijvoets in the field of sustainability

I have been working at Lidl in the sustainability department for three years now. The department consists of 4 employees. The department is collaborating with communication and consists of a total of 12 people. Lidl is a purchasing-driven organization, which means for CSR that the shift to sustainability has started here.

My role has changed a lot in recent times. Because we had a strategy-day a year ago, CSR has moved even closer to the entire organization. My role now ties in better with the rest of the organization. We often took our own initiatives for this, which were more independent of the organization. You see that the strategy session has brought sustainability closer to the core business. Then there is always more possible, but that step has really been taken. And that makes our role different.

3. Introduction to sustainability

As a supermarket, we have a responsibility to contribute to the world. We are a very large party and you have a lot of impact in this. That is why you are obliged to do something with it. I hope every major party feels that way.

In terms of sustainability, you can do anything as a supermarket, because everything affects you. You can distinguish yourself on everything. Last year we looked at where our strength lies and that should therefore be the theme on which we distinguish ourselves.

The sustainability landscape is changing all the time. For the CSR report we make a materiality analysis, which is an analysis where the most relevant topics emerge. Two years ago, the whole theme of "packaging" was not even there, while now plastic packaging is one of the biggest themes we are working on.

4. Strategy

Lidl's mission is: to make a sustainable lifestyle affordable and accessible to everyone. Lidl started sustainability 10 years ago. A lot happened in the Netherlands then, and there was pressure from

social organizations. Lidl also saw an opportunity; it was something they could distinguish themselves if they did well.

Sustainability must become a strategy that is easy to tell. If you do a lot but nobody knows, it will start to wring. It is not our goal in itself that we are known as a sustainable supermarket, the goal is that we become more sustainable. But I think it is ultimately very positive for your long-term business.

All residual flows that already had in the branches were already recycled for more than 90%. We thought these circular ideas were normal because we already did that. There was never a sustainability label attached to them. It was cost effective. But now it is circular and sustainable.

Cheap, quality and sustainable can go together. Sustainability is sometimes still a bit of a new topic. We have worked hard over the past 10 years on certifications and labels. The groundwork has been laid, but how should we proceed?

Purchasing itself is much more about quality. The purchaser is responsible for monitoring the quality. He does the market research. Then we come to the point of sustainability with “we also want that sustainability story” and that is sometimes a bit more complicated. We are a supermarket, we are super competitive and are constantly looking at what the rest is doing.

Kipster, the most sustainable egg that Lidl sells, is running very well and there have been very positive reactions. So other buyers are now also looking a bit like “what will my Kipster be?”. If you can make that work for you, you can make the product more sustainable.

“We have selected 7 themes that we are going to focus on, and all board members have become ambassadors for one of those 7 themes. We have tried to make people responsible throughout the organization, so that it is not that the four of us are on an island and are only concerned with sustainability. The idea is actually that they measure at least four times a year and that they continuously coordinate at the executive level. ”

5. Market

I think Albert Heijn always makes it complete. For example, they had initiated a pilot on food waste, which is reflected in their various products and in the store, and on Facebook and on LinkedIn. You really see it everywhere.

We sometimes oppose the perception, which does not always make it easy. People do not associate low prices and cheap with sustainable.

Before buying, look at what the competitor and what the A-brand does. Lidl wants to match the quality of the A-brand. Because of the way Lidl is organized they can do that for the lowest price.

6. Marketing

It is unfortunate that consumers often do not know what we do with sustainability. That shows that we haven't told it enough and need to tell more. At the moment, when one is going to bother to delve into it and think "Hey, they really do much with it". You actually want that feeling already there. Fortunately, I always think, I'd rather have the situation that we do it but don't tell, than you're mainly shouting but you're not doing anything.

Sustainability is not commercial. It is much more a story what you are telling and what you radiate on your organization.

7. Decision-making and staff

Four years ago, the CEO said: "Sustainability is so much wider than just products. I want it to be dropped under me because the department is distinctive. " He is someone who personally values sustainability and has ideas about it.

Many colleagues find it a very fun and very innovative topic. You are working on projects that are very new and have not yet been cast in concrete. But ultimately, I think that it all comes back together with us. And you have to, because in the end it is our full-time job and the other person is always extra or part of it.

That is why you have to work very well with other departments because a lot is already happening. Choices are already made in such a way that they are sustainable. And sometimes not, you have to look at that together again. The challenge there is to do in that you do not. You can go very wide, but you also have to stand for something. And on those topics, you can then distinguish.

Employees are not yet sufficiently aware of what is happening within the organization in terms of sustainability. At the office we do have a feeling of "we think that is really important and we do something with it". The store employees should know it, because they really are your ambassadors. Therefore, we recently created a brochure to inform employees.

Appendix 9: Variables' frequencies

The frequencies of all the variables that were asked in the quantitative questionnaire are stated below.

	Frequency	Percent
Strongly disagree	1	.4
Disagree	3	1.3
Neither agree nor disagree	14	6.0
Agree	133	56.6
Strongly agree	84	35.7
Total	235	100.0

Table 9.1: Attitude toward behaviour - "I think buying sustainable food products is a good idea"

	Frequency	Percent
Strongly disagree	2	.9
Disagree	3	1.3
Neither agree nor disagree	15	6.4
Agree	106	45.1
Strongly agree	109	46.4
Total	235	100.0

Table 9.2: Attitude toward behaviour - "I think buying sustainable food products is wise"

	Frequency	Percent
Strongly disagree	37	15.7
Disagree	105	44.7
Neither agree nor disagree	53	22.6
Agree	29	12.3
Strongly agree	11	4.7
Total	235	100.0

Table 9.3: Subjective norm – "My family expects me to buy sustainable food products"

	Frequency	Percent
Strongly disagree	9	3.8
Disagree	17	7.2
Neither agree nor disagree	81	34.5
Agree	101	43.0
Strongly agree	27	11.5
Total	235	100.0

Table 9.4: Subjective norm - "I appreciate the positive opinion of my family about purchasing sustainable food products"

	Frequency	Percent
Strongly disagree	43	18.3
Disagree	97	41.3
Neither agree nor disagree	63	26.8
Agree	25	10.6
Strongly agree	7	3.0
Total	235	100.0

Table 9.5: Subjective norm - "My friends expects me to buy sustainable food products"

	Frequency	Percent
Strongly disagree	10	4.3
Disagree	20	8.5
Neither agree nor disagree	88	37.4
Agree	91	38.7
Strongly agree	26	11.1
Total	235	100.0

Table 9.6: Subjective norm – "I appreciate the positive opinion of my friends about purchasing sustainable food products"

	Frequency	Percent
Strongly disagree	4	1.7
Disagree	7	3.0
Neither agree nor disagree	15	6.4
Agree	129	54.9
Strongly agree	80	34.0
Total	235	100.0

Table 9.7: Perceived behaviour control - "I can decide for myself whether I buy sustainable food"

	Frequency	Percent
Strongly disagree	5	2.1
Disagree	36	15.3
Neither agree nor disagree	44	18.7
Agree	97	41.3
Strongly agree	53	22.6
Total	235	100.0

Table 9.8: Perceived behaviour control - "I have sufficient financial resources to buy sustainable food products"

	Frequency	Percent
Strongly disagree	5	2.1
Disagree	46	19.6
Neither agree nor disagree	79	33.6
Agree	80	34.0
Strongly agree	25	10.6
Total	235	100.0

Table 9.9: Perceived behaviour control - "I have enough time to delve into sustainable food products"

	Frequency	Percent
Strongly disagree	12	5.1
Disagree	1	.4
Neither agree nor disagree	34	14.5
Agree	145	61.7
Strongly agree	43	18.3
Total	235	100.0

Table 9.10: Acceptability—"I think it is important that sustainable food meets my sustainable expectations"

	Frequency	Percent
Strongly disagree	8	3.4
Disagree	31	13.2
Neither agree nor disagree	43	18.3
Agree	85	36.2
Strongly agree	68	28.9
Total	235	100.0

Table 9.11: Awareness - "I buy at least one sustainable food product per week"

	Frequency	Percent
Strongly disagree	3	1.3
Disagree	14	6.0
Neither agree nor disagree	60	25.5
Agree	116	49.4
Strongly agree	42	17.9
Total	235	100.0

Table 9.12: Awareness - "I enjoy trying new products from the supermarket"

	Frequency	Percent
Strongly disagree	3	1.3
Disagree	68	28.9
Neither agree nor disagree	65	27.7
Agree	83	35.3
Strongly agree	16	6.8
Total	235	100.0

Table 9.13: Awareness - "I know the sustainable variants of my favourite products"

	Frequency	Percent
Strongly disagree	4	1.7
Disagree	42	17.9
Neither agree nor disagree	53	22.6
Agree	102	43.4
Strongly agree	34	14.5
Total	235	100.0

Table 9.14: Affordability – "I think it is important that sustainable food is not more expensive than non-sustainable food"

	Frequency	Percent
Nothing	5	2.1
1 - 5%	65	27.7
6 - 10%	92	39.1
11 - 15%	32	13.6
16 - 20%	24	10.2
> 20%	17	7.2
Total	235	100.0

Table 9.15: Affordability - "I am willing to pay ... more for a sustainable food product than for a non-sustainable food product"

	Frequency	Percent
Strongly disagree	1	.4
Disagree	2	.9
Neither agree nor disagree	16	6.8
Agree	126	53.6
Strongly agree	90	38.3
Total	235	100.0

Table 9.16: Accessibility - "I think it is important that a sustainable food product is accessible"

	Frequency	Percent
No	112	47.7
Yes	77	32.8
I don't know	46	19.6
Total	235	100.0

Table 9.17: Accessibility - "Do you ever feel frustrated when buying sustainable food?"

	Frequency	Percent
Biggest	31	13.2
Middle	13	5.5
Smallest	12	5.1
Total	56	23.8
Missing	179	76.2
Total	235	100.0

Table 9.18: Accessibility - "What is your biggest frustration when buying sustainable food? My favourite supermarket does not have a sustainable one in its assortment"

	Frequency	Percent
Biggest	17	7.2
Middle	29	12.3
Smallest	10	4.3
Total	56	23.8
Missing	179	76.2
Total	235	100.0

Table 9.19: Accessibility - "What is your biggest frustration when buying sustainable food? I cannot find the sustainable variant"

	Frequency	Percent
Biggest	8	3.4
Middle	14	6.0
Smallest	34	14.5
Total	56	23.8
Missing	179	76.2
Total	235	100.0

Table 9.20: Accessibility - "What is your biggest frustration when buying sustainable food? The sustainable variant is sold out"

	Frequency	Percent
Sustainable	189	80.4
Non-sustainable	26	11.1
No preference	20	8.5
Total	235	100.0

Table 9.21: Product information - "Which product would you rather buy if all other factors are equal?"

	Frequency	Percent
With label	173	73.6
Without label	4	1.7
No preference	58	24.7
Total	235	100.0

Table 9.22: Labels - "Which product would you rather buy if all other factors are equal?"

	Frequency	Percent
Cheapest	196	83.4
Less cheap	19	8.1
No preference	20	8.5
Total	235	100.0

Table 9.23: Price - "Which product would you rather buy if all other factors are equal?"

	Frequency	Percent
No text (sustainable)	200	85.1
Text (non-sustainable)	15	6.4
No preference	20	8.5
Total	235	100.0

Table 9.24: Fear appeal - "Which product would you rather buy if all other factors are equal?"

	Frequency	Percent
Male	57	24.3
Female	177	75.3
Different	1	.4
Total	235	100.0

Table 9.25: Demographic – "What is your gender?"

Frequency		Percent		Frequency		Percent	
0	1	.4		45	3	1.3	
19	3	1.3		46	7	3.0	
20	1	.4		47	2	.9	
21	8	3.4		48	2	.9	
22	15	6.4		49	7	3.0	
23	17	7.2		50	10	4.3	
24	13	5.5		51	2	.9	
25	6	2.6		52	8	3.4	
26	7	3.0		53	2	.9	
27	6	2.6		54	6	2.6	
28	9	3.8		55	3	1.3	
29	5	2.1		56	8	3.4	
30	5	2.1		57	6	2.6	
31	3	1.3		58	4	1.7	
32	2	.9		59	9	3.8	
33	2	.9		60	4	1.7	
34	1	.4		61	2	.9	
35	1	.4		62	2	.9	
36	3	1.3		63	4	1.7	
37	8	3.4		64	1	.4	
38	2	.9		65	1	.4	
39	4	1.7		66	1	.4	
40	3	1.3		67	3	1.3	
41	2	.9		68	2	.9	
42	1	.4		69	1	.4	
43	4	1.7		73	1	.4	
44	1	.4		74	1	.4	

Table 9.26: Demographic - "What is your age in years?"

	Frequency	Percent
Primary school	1	.4
Secondary school	22	9.4
MBO	25	10.6
HBO	111	47.2
University master	25	10.6
University master	51	21.7
Total	235	100.0

Table 9.27: Demographic - "What is your highest level of education?"

	Frequency	Percent
Less than €1500	63	26.8
€1500 - €3000	74	31.5
€3001 - €4500	38	16.2
€4501 - €6000	22	9.4
Over €6000	11	4.7
I would rather not say	27	11.5
Total	235	100.0

Table 9.28: Demographic - "What is your monthly gross income?"

	Frequency	Percent
Zuid-Holland	126	53.6
Noord-Holland	33	14.0
Noord-Brabant	21	8.9
Gelderland	12	5.1
Utrecht	20	8.5
Overijssel	4	1.7
Limburg	2	.9
Friesland	3	1.3
Groningen	7	3.0
Flevoland	1	.4
Total	229	97.4
Missing	6	2.6
Total	235	100.0

Table 2.29: Demographic - "Where do you live?"

Appendix 10: Raw data

The raw data per variable is shown below. The identical respondent ID always belong to the same respondent.

10.1. Attitude toward behaviour - "I think buying sustainable food products is a good idea"

Respondent	Answer	R	A	R	A	R	A	R	A
1	5	49	5	97	3	145	4	193	4
2	5	50	4	98	3	146	5	194	4
3	5	51	5	99	5	147	5	195	4
4	4	52	4	100	4	148	4	196	5
5	4	53	4	101	4	149	4	197	3
6	5	54	5	102	4	150	4	198	4
7	5	55	4	103	5	151	4	199	5
8	4	56	4	104	4	152	5	200	4
9	3	57	4	105	4	153	4	201	5
10	3	58	5	106	4	154	4	202	5
11	4	59	5	107	5	155	4	203	5
12	4	60	4	108	5	156	4	204	4
13	3	61	5	109	4	157	4	205	5
14	4	62	4	110	4	158	4	206	4
15	5	63	5	111	5	159	4	207	5
16	5	64	4	112	2	160	4	208	4
17	5	65	4	113	5	161	4	209	5
18	5	66	4	114	4	162	4	210	5
19	5	67	4	115	3	163	3	211	5
20	4	68	5	116	4	164	4	212	5
21	4	69	4	117	5	165	4	213	5
22	5	70	4	118	5	166	4	214	5
23	4	71	4	119	4	167	4	215	5
24	4	72	4	120	4	168	5	216	5
25	3	73	4	121	5	169	4	217	5
26	2	74	5	122	4	170	4	218	4
27	4	75	4	123	5	171	4	219	5
28	4	76	4	124	4	172	4	220	4
29	4	77	5	125	4	173	3	221	4
30	4	78	4	126	4	174	4	222	5
31	4	79	4	127	4	175	4	223	4
32	5	80	4	128	5	176	4	224	5
33	4	81	4	129	4	177	5	225	4
34	5	82	4	130	5	178	5	226	5
35	4	83	3	131	5	179	4	227	4
36	4	84	4	132	5	180	5	228	4
37	3	85	4	133	5	181	5	229	4
38	5	86	4	134	4	182	5	230	4
39	4	87	2	135	4	183	5	231	4
40	5	88	4	136	5	184	3	232	5
41	4	89	5	137	5	185	5	233	4
42	3	90	4	138	4	186	4	234	4
43	4	91	4	139	5	187	4	235	4
44	5	92	4	140	5	188	4		
45	4	93	4	141	4	189	4		
46	4	94	4	142	5	190	1		
47	5	95	5	143	5	191	5		
48	5	96	4	144	4	192	4		

Table 10.1

10.2. Attitude toward behaviour - "I think buying sustainable food products is wise"

Respondent	Answer	R	A	R	A	R	A	R	A
1	5	49	5	97	4	145	5	193	4
2	5	50	4	98	4	146	5	194	4
3	5	51	5	99	5	147	5	195	5
4	4	52	4	100	4	148	5	196	5
5	4	53	4	101	4	149	4	197	4
6	5	54	5	102	4	150	4	198	4
7	5	55	4	103	5	151	4	199	5
8	4	56	5	104	3	152	4	200	4
9	3	57	4	105	5	153	4	201	5
10	4	58	5	106	4	154	4	202	5
11	4	59	5	107	5	155	4	203	5
12	4	60	4	108	5	156	4	204	4
13	3	61	5	109	4	157	4	205	5
14	5	62	4	110	4	158	4	206	5
15	4	63	5	111	5	159	4	207	5
16	5	64	4	112	3	160	4	208	4
17	5	65	4	113	5	161	4	209	5
18	5	66	4	114	4	162	5	210	5
19	5	67	4	115	4	163	5	211	5
20	4	68	5	116	3	164	5	212	5
21	4	69	4	117	4	165	5	213	5
22	4	70	4	118	5	166	4	214	5
23	4	71	4	119	5	167	5	215	5
24	4	72	4	120	4	168	5	216	5
25	3	73	5	121	5	169	4	217	5
26	2	74	5	122	5	170	4	218	5
27	5	75	3	123	5	171	4	219	5
28	4	76	4	124	3	172	4	220	4
29	4	77	5	125	4	173	3	221	5
30	4	78	4	126	4	174	4	222	5
31	4	79	4	127	5	175	5	223	4
32	5	80	2	128	5	176	5	224	5
33	4	81	4	129	4	177	4	225	3
34	5	82	3	130	5	178	5	226	5
35	4	83	4	131	5	179	4	227	4
36	4	84	4	132	5	180	5	228	5
37	3	85	4	133	4	181	5	229	3
38	5	86	5	134	5	182	5	230	4
39	4	87	3	135	5	183	5	231	4
40	5	88	4	136	5	184	3	232	5
41	4	89	4	137	5	185	5	233	4
42	1	90	4	138	4	186	5	234	5
43	4	91	4	139	5	187	4	235	5
44	5	92	4	140	5	188	4		
45	4	93	5	141	5	189	4		
46	5	94	5	142	5	190	1		
47	5	95	5	143	5	191	5		
48	5	96	2	144	4	192	4		

Table 10.2

10.3. Subjective norm – “My family expects me to buy sustainable food products”

Respondent	Answer	R	A	R	A	R	A	R	A
1	4	49	2	97	2	145	2	193	3
2	2	50	2	98	3	146	2	194	2
3	2	51	1	99	3	147	4	195	2
4	1	52	3	100	1	148	3	196	1
5	1	53	3	101	4	149	1	197	3
6	5	54	3	102	2	150	2	198	3
7	2	55	4	103	2	151	2	199	2
8	2	56	2	104	1	152	1	200	2
9	2	57	2	105	5	153	2	201	1
10	2	58	2	106	1	154	2	202	1
11	3	59	2	107	4	155	3	203	1
12	2	60	2	108	3	156	2	204	2
13	3	61	3	109	1	157	2	205	1
14	4	62	2	110	1	158	5	206	1
15	3	63	5	111	3	159	1	207	4
16	4	64	2	112	2	160	2	208	2
17	3	65	2	113	4	161	3	209	4
18	5	66	3	114	2	162	4	210	2
19	3	67	2	115	2	163	2	211	5
20	2	68	2	116	2	164	3	212	3
21	1	69	2	117	1	165	2	213	2
22	1	70	2	118	4	166	3	214	1
23	4	71	2	119	1	167	2	215	2
24	4	72	2	120	3	168	2	216	3
25	3	73	2	121	2	169	3	217	3
26	3	74	4	122	3	170	1	218	2
27	2	75	2	123	2	171	2	219	4
28	2	76	2	124	2	172	2	220	1
29	1	77	2	125	2	173	2	221	3
30	5	78	2	126	3	174	2	222	4
31	3	79	2	127	3	175	2	223	2
32	2	80	3	128	3	176	1	224	3
33	2	81	3	129	1	177	2	225	3
34	1	82	2	130	3	178	5	226	4
35	2	83	2	131	3	179	2	227	2
36	2	84	2	132	4	180	1	228	4
37	2	85	2	133	2	181	5	229	2
38	4	86	3	134	4	182	5	230	4
39	2	87	3	135	2	183	1	231	4
40	3	88	1	136	3	184	2	232	4
41	3	89	3	137	4	185	4	233	2
42	3	90	2	138	1	186	2	234	2
43	2	91	2	139	2	187	2	235	3
44	2	92	3	140	1	188	3		
45	3	93	1	141	1	189	2		
46	2	94	2	142	4	190	1		
47	4	95	2	143	3	191	2		
48	2	96	5	144	2	192	1		

Table 10.3

10.4. Subjective norm - "I appreciate the positive opinion of my family about purchasing sustainable food products"

Respondent	Answer	R	A	R	A	R	A	R	A
1	3	49	4	97	3	145	3	193	3
2	4	50	4	98	3	146	2	194	4
3	5	51	4	99	4	147	4	195	3
4	3	52	3	100	1	148	2	196	4
5	1	53	4	101	3	149	5	197	5
6	5	54	5	102	4	150	4	198	2
7	4	55	4	103	5	151	5	199	4
8	3	56	4	104	4	152	4	200	3
9	3	57	2	105	4	153	4	201	3
10	4	58	3	106	3	154	4	202	3
11	4	59	3	107	5	155	1	203	3
12	3	60	3	108	4	156	3	204	4
13	3	61	4	109	2	157	4	205	3
14	4	62	3	110	4	158	4	206	4
15	4	63	5	111	3	159	1	207	5
16	4	64	4	112	3	160	3	208	3
17	4	65	3	113	4	161	3	209	4
18	5	66	4	114	4	162	4	210	4
19	4	67	2	115	3	163	3	211	5
20	2	68	4	116	4	164	3	212	3
21	1	69	3	117	4	165	4	213	4
22	3	70	3	118	4	166	4	214	4
23	4	71	4	119	3	167	2	215	4
24	3	72	2	120	5	168	3	216	3
25	4	73	4	121	4	169	3	217	5
26	3	74	4	122	3	170	3	218	3
27	4	75	3	123	2	171	3	219	5
28	3	76	3	124	3	172	3	220	2
29	3	77	4	125	2	173	3	221	4
30	4	78	4	126	4	174	3	222	4
31	3	79	4	127	5	175	4	223	3
32	4	80	4	128	4	176	4	224	3
33	3	81	3	129	1	177	4	225	4
34	1	82	3	130	1	178	5	226	4
35	4	83	3	131	5	179	4	227	4
36	4	84	4	132	3	180	2	228	4
37	5	85	4	133	5	181	4	229	4
38	3	86	4	134	5	182	5	230	4
39	2	87	3	135	2	183	4	231	4
40	4	88	3	136	4	184	3	232	3
41	4	89	4	137	5	185	5	233	4
42	1	90	3	138	3	186	3	234	4
43	4	91	3	139	3	187	3	235	4
44	4	92	5	140	4	188	5		
45	3	93	4	141	5	189	3		
46	2	94	4	142	4	190	3		
47	4	95	3	143	3	191	4		
48	3	96	2	144	4	192	3		

Table 10.4

10.5. Subjective norm - "My friends expects me to buy sustainable food products"

Respondent	Answer	R	A	R	A	R	A	R	A
1	3	49	4	97	2	145	2	193	3
2	2	50	2	98	3	146	2	194	2
3	2	51	1	99	4	147	2	195	3
4	2	52	3	100	1	148	2	196	4
5	1	53	3	101	4	149	1	197	1
6	5	54	2	102	2	150	4	198	3
7	2	55	2	103	4	151	2	199	2
8	1	56	2	104	2	152	1	200	5
9	3	57	2	105	5	153	2	201	1
10	1	58	2	106	1	154	2	202	1
11	3	59	2	107	2	155	4	203	1
12	2	60	2	108	3	156	2	204	2
13	3	61	3	109	1	157	2	205	1
14	2	62	2	110	1	158	5	206	1
15	2	63	4	111	4	159	1	207	4
16	3	64	1	112	2	160	2	208	2
17	1	65	2	113	3	161	3	209	4
18	3	66	3	114	2	162	2	210	3
19	3	67	2	115	2	163	2	211	3
20	2	68	2	116	2	164	2	212	3
21	2	69	2	117	1	165	3	213	3
22	4	70	2	118	3	166	3	214	1
23	3	71	3	119	1	167	2	215	4
24	2	72	2	120	3	168	3	216	3
25	3	73	3	121	3	169	3	217	3
26	1	74	4	122	2	170	1	218	3
27	1	75	1	123	2	171	2	219	4
28	2	76	2	124	2	172	3	220	1
29	1	77	2	125	2	173	2	221	3
30	3	78	2	126	1	174	2	222	3
31	2	79	1	127	3	175	3	223	3
32	1	80	2	128	3	176	1	224	3
33	2	81	3	129	1	177	2	225	2
34	1	82	2	130	1	178	4	226	3
35	4	83	2	131	4	179	2	227	3
36	4	84	2	132	2	180	2	228	5
37	2	85	2	133	2	181	1	229	2
38	2	86	3	134	3	182	5	230	4
39	2	87	3	135	3	183	1	231	2
40	3	88	1	136	3	184	2	232	5
41	3	89	3	137	3	185	4	233	2
42	2	90	2	138	3	186	4	234	2
43	1	91	2	139	4	187	2	235	4
44	3	92	2	140	3	188	3		
45	2	93	2	141	2	189	2		
46	2	94	1	142	4	190	1		
47	2	95	2	143	3	191	3		
48	2	96	1	144	2	192	1		

Table 10.5

10.6. Subjective norm – “I appreciate the positive opinion of my friends about purchasing sustainable food products”

Respondent	Answer	R	A	R	A	R	A	R	A
1	3	49	4	97	3	145	2	193	3
2	4	50	4	98	3	146	4	194	4
3	4	51	4	99	5	147	3	195	3
4	3	52	3	100	1	148	3	196	4
5	1	53	4	101	3	149	5	197	5
6	5	54	4	102	4	150	4	198	2
7	4	55	4	103	5	151	4	199	4
8	3	56	4	104	3	152	4	200	4
9	4	57	4	105	5	153	4	201	3
10	3	58	2	106	2	154	4	202	3
11	4	59	3	107	3	155	1	203	1
12	3	60	3	108	4	156	3	204	4
13	3	61	4	109	3	157	2	205	3
14	3	62	3	110	4	158	4	206	5
15	3	63	4	111	5	159	1	207	5
16	3	64	3	112	2	160	3	208	5
17	4	65	4	113	3	161	3	209	4
18	4	66	4	114	4	162	2	210	5
19	4	67	2	115	3	163	3	211	4
20	2	68	4	116	3	164	3	212	3
21	2	69	3	117	4	165	3	213	5
22	4	70	3	118	2	166	4	214	4
23	4	71	4	119	3	167	3	215	3
24	4	72	4	120	3	168	4	216	4
25	4	73	4	121	4	169	3	217	5
26	1	74	4	122	3	170	3	218	3
27	4	75	3	123	2	171	2	219	5
28	3	76	3	124	2	172	3	220	2
29	3	77	4	125	2	173	3	221	4
30	3	78	4	126	3	174	3	222	4
31	3	79	3	127	4	175	5	223	5
32	5	80	4	128	4	176	3	224	3
33	3	81	3	129	1	177	4	225	3
34	1	82	4	130	2	178	5	226	5
35	4	83	4	131	5	179	3	227	4
36	4	84	4	132	3	180	3	228	4
37	5	85	4	133	4	181	3	229	4
38	3	86	3	134	4	182	5	230	4
39	2	87	4	135	3	183	4	231	2
40	4	88	3	136	4	184	3	232	3
41	3	89	4	137	5	185	5	233	3
42	1	90	4	138	3	186	3	234	3
43	4	91	3	139	3	187	3	235	4
44	4	92	4	140	4	188	5		
45	3	93	4	141	5	189	3		
46	2	94	3	142	4	190	3		
47	4	95	4	143	4	191	4		
48	3	96	1	144	3	192	3		

Table 10.6

10.7. Perceived behaviour control - " I can decide for myself whether I buy sustainable food"

Respondent	Answer	R	A	R	A	R	A	R	A
1	5	49	3	97	5	145	5	193	4
2	4	50	5	98	4	146	4	194	3
3	5	51	5	99	5	147	4	195	5
4	4	52	4	100	5	148	4	196	5
5	4	53	4	101	5	149	4	197	5
6	4	54	5	102	4	150	4	198	4
7	4	55	4	103	4	151	4	199	2
8	4	56	4	104	4	152	5	200	4
9	4	57	4	105	4	153	4	201	5
10	5	58	5	106	4	154	4	202	5
11	4	59	2	107	5	155	4	203	5
12	4	60	4	108	4	156	4	204	4
13	4	61	5	109	4	157	3	205	5
14	4	62	4	110	5	158	4	206	5
15	4	63	4	111	4	159	4	207	4
16	4	64	2	112	5	160	4	208	5
17	5	65	3	113	5	161	4	209	4
18	1	66	4	114	4	162	4	210	4
19	5	67	4	115	4	163	4	211	1
20	4	68	5	116	5	164	4	212	3
21	4	69	5	117	5	165	5	213	5
22	4	70	4	118	5	166	4	214	5
23	4	71	5	119	5	167	4	215	5
24	3	72	4	120	5	168	5	216	5
25	4	73	3	121	4	169	5	217	4
26	4	74	5	122	4	170	5	218	4
27	2	75	5	123	4	171	4	219	5
28	4	76	4	124	5	172	4	220	4
29	4	77	4	125	5	173	4	221	5
30	4	78	4	126	5	174	5	222	5
31	5	79	4	127	4	175	5	223	4
32	5	80	4	128	5	176	4	224	5
33	5	81	4	129	5	177	5	225	4
34	5	82	5	130	5	178	5	226	5
35	4	83	4	131	5	179	3	227	4
36	4	84	4	132	5	180	5	228	4
37	4	85	4	133	4	181	5	229	4
38	3	86	4	134	5	182	5	230	4
39	2	87	3	135	4	183	5	231	4
40	4	88	5	136	3	184	4	232	3
41	4	89	4	137	5	185	4	233	3
42	1	90	4	138	4	186	4	234	4
43	5	91	4	139	4	187	4	235	4
44	5	92	4	140	4	188	3		
45	4	93	4	141	4	189	4		
46	4	94	5	142	4	190	1		
47	2	95	4	143	2	191	5		
48	4	96	3	144	4	192	4		

Table 10.7

10.8. Perceived behaviour control - "I have sufficient financial resources to buy sustainable food products"

Respondent	Answer	R	A	R	A	R	A	R	A
1	3	49	2	97	4	145	2	193	3
2	4	50	3	98	3	146	3	194	3
3	4	51	3	99	5	147	4	195	4
4	3	52	4	100	5	148	3	196	5
5	3	53	4	101	4	149	4	197	4
6	5	54	4	102	4	150	3	198	4
7	4	55	4	103	2	151	4	199	2
8	1	56	2	104	4	152	4	200	4
9	2	57	2	105	4	153	4	201	2
10	3	58	5	106	4	154	4	202	1
11	4	59	5	107	5	155	2	203	5
12	4	60	3	108	4	156	4	204	4
13	4	61	2	109	4	157	4	205	2
14	4	62	2	110	2	158	5	206	5
15	4	63	4	111	4	159	2	207	4
16	4	64	4	112	5	160	2	208	5
17	5	65	3	113	5	161	4	209	3
18	1	66	3	114	4	162	4	210	5
19	5	67	4	115	4	163	4	211	3
20	4	68	4	116	5	164	4	212	3
21	4	69	4	117	5	165	2	213	4
22	2	70	4	118	5	166	3	214	5
23	3	71	3	119	5	167	4	215	3
24	4	72	4	120	5	168	5	216	5
25	4	73	2	121	4	169	5	217	4
26	5	74	5	122	5	170	2	218	4
27	3	75	3	123	5	171	4	219	5
28	4	76	4	124	2	172	5	220	2
29	2	77	2	125	5	173	4	221	4
30	4	78	2	126	4	174	3	222	3
31	3	79	3	127	4	175	4	223	2
32	5	80	4	128	5	176	2	224	5
33	4	81	2	129	5	177	3	225	4
34	4	82	5	130	5	178	2	226	4
35	4	83	3	131	5	179	3	227	4
36	4	84	2	132	5	180	3	228	4
37	4	85	4	133	4	181	5	229	3
38	2	86	5	134	4	182	5	230	4
39	2	87	3	135	5	183	4	231	4
40	5	88	5	136	5	184	3	232	4
41	4	89	4	137	5	185	4	233	2
42	1	90	4	138	2	186	3	234	4
43	4	91	3	139	3	187	3	235	4
44	5	92	4	140	3	188	5		
45	4	93	4	141	3	189	2		
46	5	94	3	142	3	190	1		
47	5	95	4	143	2	191	5		
48	2	96	3	144	4	192	4		

Table 10.8

10.9. Perceived behaviour control - " I have enough time to delve into sustainable food products"

Respondent	Answer	R	A	R	A	R	A	R	A
1	3	49	2	97	3	145	5	193	3
2	4	50	2	98	3	146	2	194	4
3	5	51	3	99	5	147	4	195	3
4	2	52	3	100	1	148	3	196	5
5	2	53	3	101	3	149	2	197	3
6	4	54	4	102	4	150	2	198	3
7	4	55	3	103	2	151	2	199	2
8	2	56	4	104	3	152	3	200	4
9	3	57	4	105	5	153	4	201	2
10	3	58	2	106	3	154	4	202	2
11	3	59	3	107	4	155	3	203	5
12	3	60	3	108	4	156	3	204	3
13	4	61	2	109	1	157	2	205	3
14	3	62	3	110	4	158	4	206	3
15	3	63	4	111	5	159	3	207	3
16	4	64	4	112	4	160	4	208	3
17	5	65	3	113	4	161	3	209	4
18	3	66	3	114	4	162	3	210	2
19	4	67	4	115	1	163	3	211	4
20	3	68	4	116	4	164	4	212	3
21	2	69	4	117	4	165	4	213	5
22	1	70	2	118	3	166	2	214	3
23	3	71	2	119	2	167	2	215	3
24	3	72	2	120	3	168	5	216	4
25	3	73	3	121	2	169	4	217	4
26	3	74	5	122	3	170	4	218	4
27	2	75	4	123	4	171	2	219	5
28	3	76	4	124	3	172	3	220	4
29	2	77	4	125	5	173	2	221	4
30	3	78	2	126	3	174	3	222	4
31	3	79	4	127	4	175	3	223	4
32	4	80	5	128	5	176	2	224	4
33	2	81	3	129	3	177	4	225	3
34	2	82	2	130	3	178	5	226	4
35	3	83	2	131	3	179	2	227	4
36	4	84	4	132	4	180	4	228	4
37	4	85	3	133	2	181	5	229	4
38	4	86	4	134	2	182	4	230	4
39	2	87	3	135	5	183	4	231	4
40	5	88	3	136	5	184	3	232	4
41	4	89	3	137	5	185	4	233	2
42	1	90	3	138	4	186	4	234	2
43	2	91	3	139	4	187	2	235	4
44	2	92	4	140	2	188	3		
45	3	93	3	141	5	189	4		
46	3	94	4	142	4	190	5		
47	5	95	3	143	2	191	5		
48	3	96	4	144	4	192	3		

Table 10.9

10.10. Acceptability–“ I think it is important that sustainable food meets my sustainable expectations"

Respondent	Answer	R	A	R	A	R	A	R	A
1	5	49	4	97	4	145	4	193	4
2	4	50	4	98	4	146	4	194	4
3	4	51	4	99	4	147	4	195	3
4	4	52	4	100	4	148	5	196	4
5	4	53	3	101	4	149	4	197	5
6	5	54	5	102	4	150	4	198	3
7	4	55	4	103	4	151	4	199	4
8	4	56	3	104	3	152	3	200	4
9	3	57	4	105	4	153	4	201	4
10	4	58	4	106	4	154	1	202	3
11	4	59	5	107	5	155	2	203	1
12	4	60	3	108	4	156	4	204	4
13	3	61	4	109	3	157	4	205	5
14	4	62	4	110	4	158	4	206	4
15	4	63	5	111	4	159	5	207	5
16	4	64	4	112	1	160	5	208	5
17	4	65	4	113	4	161	4	209	5
18	1	66	3	114	4	162	4	210	4
19	4	67	4	115	3	163	4	211	3
20	4	68	4	116	5	164	4	212	5
21	3	69	4	117	5	165	4	213	4
22	4	70	3	118	4	166	4	214	5
23	4	71	4	119	3	167	4	215	5
24	5	72	4	120	5	168	4	216	4
25	1	73	5	121	3	169	4	217	4
26	4	74	4	122	4	170	4	218	4
27	5	75	3	123	4	171	4	219	5
28	4	76	4	124	3	172	4	220	4
29	3	77	4	125	4	173	1	221	4
30	4	78	4	126	4	174	4	222	5
31	5	79	4	127	5	175	4	223	4
32	4	80	4	128	4	176	4	224	4
33	4	81	1	129	4	177	1	225	3
34	4	82	3	130	4	178	3	226	5
35	4	83	3	131	5	179	5	227	4
36	4	84	5	132	4	180	4	228	4
37	5	85	4	133	4	181	4	229	1
38	4	86	4	134	5	182	5	230	4
39	3	87	3	135	4	183	5	231	4
40	4	88	3	136	5	184	5	232	4
41	4	89	4	137	5	185	3	233	4
42	1	90	4	138	4	186	4	234	4
43	4	91	3	139	3	187	3	235	4
44	5	92	4	140	4	188	3		
45	4	93	4	141	1	189	5		
46	4	94	5	142	4	190	4		
47	5	95	5	143	4	191	1		
48	4	96	3	144	4	192	4		

Table10.10

10.11. Awareness - "I buy at least one sustainable food product per week"

Respondent	Answer	R	A	R	A	R	A	R	A
1	5	49	4	97	4	145	5	193	4
2	4	50	2	98	4	146	5	194	3
3	5	51	3	99	5	147	5	195	3
4	2	52	4	100	1	148	4	196	5
5	1	53	3	101	4	149	3	197	4
6	5	54	5	102	5	150	4	198	4
7	5	55	5	103	3	151	2	199	4
8	2	56	4	104	2	152	4	200	4
9	3	57	3	105	4	153	3	201	4
10	3	58	3	106	2	154	2	202	4
11	4	59	5	107	5	155	4	203	5
12	2	60	2	108	4	156	4	204	3
13	3	61	4	109	4	157	4	205	5
14	4	62	4	110	4	158	4	206	4
15	5	63	5	111	5	159	4	207	5
16	4	64	2	112	1	160	3	208	5
17	1	65	3	113	5	161	4	209	5
18	5	66	3	114	4	162	5	210	5
19	4	67	2	115	2	163	3	211	5
20	3	68	3	116	2	164	3	212	5
21	4	69	3	117	5	165	4	213	5
22	3	70	2	118	5	166	4	214	5
23	4	71	4	119	1	167	4	215	4
24	3	72	2	120	5	168	4	216	5
25	4	73	5	121	4	169	5	217	5
26	3	74	4	122	4	170	4	218	5
27	3	75	2	123	4	171	4	219	5
28	2	76	4	124	2	172	1	220	2
29	2	77	3	125	2	173	3	221	5
30	4	78	2	126	4	174	4	222	5
31	3	79	4	127	5	175	4	223	5
32	5	80	4	128	5	176	2	224	5
33	3	81	4	129	3	177	5	225	4
34	3	82	3	130	3	178	5	226	5
35	4	83	4	131	5	179	5	227	4
36	4	84	2	132	5	180	5	228	4
37	3	85	2	133	4	181	5	229	4
38	4	86	5	134	4	182	5	230	4
39	3	87	2	135	4	183	5	231	5
40	5	88	4	136	5	184	2	232	5
41	4	89	4	137	5	185	5	233	3
42	1	90	4	138	2	186	3	234	2
43	4	91	2	139	5	187	3	235	5
44	4	92	4	140	4	188	4		
45	4	93	3	141	3	189	4		
46	4	94	3	142	5	190	1		
47	5	95	3	143	5	191	4		
48	4	96	2	144	3	192	4		

Table 10.11

10.12. Awareness - "I enjoy trying new products from the supermarket"

Respondent	Answer	R	A	R	A	R	A	R	A
1	5	49	4	97	4	145	4	193	2
2	4	50	3	98	4	146	5	194	4
3	4	51	2	99	5	147	4	195	4
4	4	52	4	100	4	148	5	196	4
5	4	53	4	101	4	149	4	197	5
6	3	54	5	102	3	150	3	198	4
7	4	55	5	103	5	151	4	199	4
8	5	56	5	104	5	152	2	200	4
9	3	57	4	105	4	153	4	201	2
10	3	58	2	106	3	154	4	202	3
11	3	59	3	107	4	155	4	203	5
12	4	60	3	108	3	156	4	204	4
13	4	61	5	109	5	157	4	205	3
14	3	62	4	110	3	158	5	206	2
15	4	63	3	111	4	159	4	207	4
16	4	64	4	112	3	160	2	208	3
17	3	65	3	113	3	161	4	209	3
18	4	66	4	114	4	162	4	210	1
19	4	67	2	115	3	163	4	211	3
20	4	68	5	116	4	164	3	212	2
21	4	69	5	117	4	165	3	213	5
22	4	70	3	118	3	166	3	214	5
23	4	71	4	119	5	167	2	215	4
24	5	72	2	120	4	168	4	216	3
25	3	73	4	121	4	169	4	217	3
26	4	74	5	122	4	170	5	218	3
27	3	75	3	123	4	171	4	219	3
28	3	76	4	124	3	172	3	220	2
29	4	77	3	125	4	173	4	221	3
30	4	78	4	126	3	174	5	222	2
31	5	79	5	127	3	175	4	223	3
32	5	80	4	128	4	176	3	224	4
33	3	81	4	129	4	177	4	225	3
34	2	82	4	130	5	178	3	226	4
35	4	83	5	131	4	179	3	227	3
36	4	84	3	132	4	180	5	228	4
37	4	85	4	133	3	181	4	229	4
38	4	86	4	134	4	182	5	230	4
39	5	87	3	135	4	183	5	231	4
40	4	88	5	136	5	184	4	232	5
41	3	89	5	137	3	185	5	233	4
42	3	90	4	138	4	186	4	234	3
43	5	91	4	139	4	187	4	235	3
44	4	92	4	140	5	188	3		
45	4	93	4	141	1	189	4		
46	4	94	5	142	3	190	1		
47	4	95	5	143	4	191	4		
48	4	96	4	144	4	192	4		

Table 10.12

10.13. Awareness - "I know the sustainable variants of my favourite products"

Respondent	Answer	R	A	R	A	R	A	R	A
1	4	49	2	97	4	145	4	193	3
2	2	50	2	98	3	146	3	194	2
3	3	51	2	99	4	147	3	195	3
4	2	52	4	100	2	148	3	196	4
5	3	53	3	101	2	149	2	197	4
6	5	54	5	102	3	150	3	198	4
7	4	55	4	103	5	151	2	199	4
8	2	56	2	104	2	152	4	200	3
9	3	57	3	105	4	153	3	201	2
10	3	58	3	106	2	154	2	202	4
11	3	59	4	107	2	155	4	203	4
12	3	60	2	108	4	156	3	204	3
13	4	61	2	109	1	157	4	205	4
14	3	62	2	110	2	158	4	206	4
15	4	63	5	111	4	159	2	207	4
16	4	64	3	112	4	160	4	208	2
17	1	65	2	113	3	161	3	209	3
18	4	66	2	114	3	162	5	210	4
19	4	67	2	115	2	163	2	211	4
20	3	68	2	116	2	164	2	212	5
21	4	69	3	117	4	165	4	213	5
22	3	70	3	118	4	166	2	214	4
23	4	71	4	119	2	167	4	215	2
24	2	72	2	120	5	168	3	216	3
25	5	73	4	121	3	169	4	217	4
26	2	74	4	122	5	170	2	218	4
27	4	75	4	123	3	171	2	219	4
28	3	76	3	124	2	172	4	220	3
29	2	77	2	125	2	173	2	221	4
30	3	78	2	126	3	174	3	222	5
31	3	79	2	127	4	175	3	223	4
32	4	80	3	128	4	176	4	224	5
33	2	81	4	129	2	177	4	225	3
34	3	82	3	130	2	178	5	226	4
35	4	83	2	131	3	179	4	227	4
36	2	84	2	132	4	180	4	228	4
37	3	85	4	133	2	181	3	229	4
38	4	86	4	134	3	182	5	230	3
39	3	87	4	135	2	183	4	231	4
40	4	88	3	136	4	184	2	232	5
41	2	89	3	137	5	185	3	233	2
42	1	90	2	138	2	186	3	234	2
43	4	91	3	139	4	187	4	235	4
44	4	92	2	140	2	188	2		
45	4	93	2	141	4	189	3		
46	2	94	4	142	4	190	3		
47	2	95	3	143	3	191	2		
48	3	96	3	144	3	192	2		

Table10.13

10.14. Affordability – “I think it is important that sustainable food is not more expensive than non-sustainable food”

Respondent	Answer	R	A	R	A	R	A	R	A
1	2	49	4	97	3	145	3	193	2
2	4	50	4	98	4	146	4	194	2
3	4	51	4	99	4	147	4	195	3
4	3	52	4	100	3	148	4	196	2
5	2	53	2	101	4	149	5	197	2
6	2	54	3	102	4	150	3	198	4
7	4	55	5	103	4	151	5	199	5
8	3	56	4	104	4	152	4	200	4
9	3	57	4	105	4	153	2	201	4
10	3	58	4	106	4	154	4	202	5
11	3	59	5	107	2	155	4	203	5
12	4	60	4	108	4	156	3	204	3
13	4	61	3	109	5	157	4	205	5
14	3	62	3	110	4	158	4	206	2
15	4	63	5	111	4	159	5	207	4
16	3	64	3	112	4	160	2	208	2
17	4	65	3	113	4	161	3	209	3
18	2	66	4	114	4	162	4	210	2
19	2	67	4	115	2	163	5	211	2
20	4	68	3	116	4	164	3	212	3
21	4	69	5	117	5	165	4	213	5
22	3	70	4	118	2	166	3	214	5
23	3	71	3	119	2	167	3	215	3
24	2	72	3	120	5	168	5	216	3
25	4	73	2	121	4	169	4	217	2
26	2	74	4	122	2	170	5	218	5
27	4	75	4	123	2	171	3	219	4
28	4	76	4	124	4	172	4	220	3
29	4	77	5	125	5	173	3	221	5
30	4	78	4	126	3	174	2	222	5
31	5	79	4	127	3	175	4	223	5
32	2	80	2	128	4	176	2	224	1
33	2	81	3	129	3	177	2	225	4
34	2	82	2	130	3	178	5	226	4
35	4	83	5	131	4	179	4	227	4
36	4	84	4	132	1	180	2	228	3
37	4	85	4	133	2	181	2	229	4
38	4	86	5	134	3	182	2	230	4
39	3	87	3	135	5	183	1	231	3
40	4	88	3	136	2	184	4	232	5
41	3	89	2	137	4	185	2	233	4
42	1	90	4	138	4	186	3	234	4
43	2	91	4	139	4	187	4	235	4
44	4	92	5	140	4	188	4		
45	4	93	4	141	4	189	4		
46	3	94	5	142	3	190	5		
47	4	95	3	143	3	191	4		
48	4	96	3	144	4	192	4		

Table 10.14

10.15. Affordability - " I am willing to pay ... more for a sustainable food product then for a non-sustainable food product"

Respondent	Answer	R	A	R	A	R	A	R	A
1	5	49	3	97	2	145	5	193	5
2	3	50	2	98	1	146	4	194	3
3	4	51	3	99	4	147	4	195	3
4	3	52	2	100	3	148	2	196	3
5	3	53	4	101	3	149	2	197	2
6	3	54	3	102	2	150	3	198	2
7	3	55	6	103	2	151	2	199	5
8	2	56	2	104	3	152	3	200	4
9	3	57	3	105	6	153	3	201	2
10	1	58	3	106	2	154	2	202	3
11	2	59	3	107	5	155	3	203	5
12	3	60	2	108	3	156	3	204	4
13	5	61	3	109	2	157	3	205	2
14	5	62	2	110	2	158	2	206	3
15	2	63	5	111	5	159	1	207	3
16	3	64	4	112	2	160	3	208	2
17	4	65	2	113	5	161	3	209	3
18	6	66	2	114	3	162	4	210	3
19	3	67	3	115	3	163	2	211	6
20	1	68	2	116	2	164	3	212	2
21	3	69	3	117	3	165	4	213	2
22	5	70	2	118	5	166	2	214	2
23	3	71	2	119	3	167	5	215	4
24	3	72	3	120	3	168	5	216	3
25	2	73	3	121	3	169	4	217	6
26	4	74	6	122	4	170	2	218	4
27	2	75	3	123	2	171	4	219	3
28	2	76	3	124	2	172	3	220	3
29	3	77	4	125	3	173	3	221	3
30	2	78	3	126	2	174	3	222	2
31	2	79	3	127	4	175	2	223	2
32	3	80	6	128	4	176	3	224	6
33	2	81	3	129	3	177	3	225	5
34	3	82	4	130	3	178	2	226	6
35	3	83	3	131	4	179	2	227	5
36	2	84	3	132	6	180	6	228	4
37	2	85	3	133	3	181	4	229	3
38	3	86	5	134	3	182	6	230	3
39	2	87	5	135	4	183	5	231	4
40	3	88	3	136	6	184	1	232	6
41	4	89	2	137	3	185	4	233	2
42	4	90	3	138	2	186	2	234	3
43	3	91	2	139	4	187	3	235	5
44	6	92	4	140	3	188	5		
45	2	93	4	141	5	189	3		
46	3	94	6	142	3	190	2		
47	6	95	2	143	5	191	3		
48	2	96	3	144	2	192	2		

Table 10.15

10.16. Accessibility - " I think it is important that a sustainable food product is accessible"

Respondent	Answer	R	A	R	A	R	A	R	A
1	5	49	5	97	3	145	4	193	4
2	4	50	4	98	4	146	4	194	4
3	5	51	5	99	5	147	4	195	5
4	4	52	4	100	4	148	4	196	5
5	4	53	4	101	4	149	4	197	4
6	5	54	5	102	4	150	4	198	4
7	5	55	4	103	4	151	4	199	5
8	5	56	4	104	4	152	5	200	4
9	3	57	4	105	3	153	4	201	5
10	3	58	5	106	3	154	4	202	5
11	4	59	5	107	5	155	4	203	5
12	4	60	4	108	4	156	4	204	4
13	3	61	5	109	4	157	4	205	5
14	5	62	4	110	4	158	4	206	4
15	5	63	5	111	5	159	4	207	4
16	5	64	4	112	3	160	4	208	5
17	4	65	4	113	4	161	4	209	5
18	5	66	4	114	4	162	5	210	4
19	5	67	4	115	3	163	4	211	5
20	4	68	4	116	4	164	5	212	5
21	4	69	4	117	5	165	5	213	5
22	4	70	3	118	5	166	5	214	5
23	4	71	4	119	5	167	5	215	5
24	3	72	4	120	3	168	4	216	5
25	3	73	5	121	5	169	5	217	4
26	2	74	4	122	4	170	4	218	4
27	4	75	3	123	5	171	4	219	5
28	4	76	4	124	4	172	3	220	4
29	4	77	4	125	5	173	4	221	5
30	4	78	4	126	4	174	5	222	5
31	4	79	4	127	5	175	4	223	5
32	4	80	4	128	5	176	5	224	5
33	4	81	5	129	4	177	5	225	4
34	5	82	4	130	5	178	4	226	5
35	4	83	4	131	5	179	5	227	5
36	4	84	4	132	5	180	5	228	4
37	2	85	4	133	4	181	5	229	4
38	4	86	4	134	5	182	5	230	4
39	4	87	3	135	4	183	3	231	4
40	4	88	4	136	5	184	4	232	4
41	4	89	5	137	5	185	5	233	5
42	1	90	4	138	4	186	4	234	4
43	5	91	4	139	5	187	5	235	5
44	4	92	4	140	5	188	4		
45	4	93	5	141	5	189	5		
46	5	94	5	142	5	190	4		
47	5	95	4	143	5	191	4		
48	4	96	4	144	4	192	4		

Table 10.16

10.17. Accessibility - "Do you ever feel frustrated when buying sustainable food?"

Respondent	Answer	R	A	R	A	R	A	R	A
1	3	49	2	97	1	145	2	193	2
2	3	50	2	98	1	146	2	194	1
3	1	51	3	99	3	147	1	195	2
4	3	52	2	100	3	148	1	196	2
5	1	53	1	101	1	149	1	197	1
6	1	54	1	102	3	150	1	198	3
7	2	55	2	103	1	151	3	199	1
8	1	56	2	104	3	152	3	200	2
9	1	57	3	105	3	153	3	201	2
10	3	58	3	106	1	154	2	202	2
11	1	59	2	107	2	155	1	203	2
12	3	60	3	108	1	156	1	204	3
13	1	61	2	109	1	157	1	205	2
14	1	62	1	110	1	158	1	206	3
15	1	63	2	111	2	159	1	207	2
16	2	64	2	112	1	160	1	208	1
17	1	65	3	113	1	161	1	209	2
18	1	66	3	114	1	162	1	210	3
19	1	67	1	115	3	163	1	211	2
20	1	68	3	116	1	164	2	212	1
21	1	69	1	117	1	165	3	213	1
22	1	70	3	118	1	166	1	214	2
23	1	71	2	119	3	167	2	215	2
24	2	72	1	120	2	168	3	216	3
25	3	73	2	121	1	169	2	217	3
26	1	74	1	122	1	170	1	218	2
27	3	75	2	123	2	171	1	219	2
28	1	76	1	124	3	172	3	220	1
29	1	77	1	125	1	173	1	221	2
30	1	78	1	126	1	174	2	222	2
31	3	79	3	127	2	175	2	223	1
32	1	80	1	128	1	176	1	224	2
33	1	81	2	129	1	177	2	225	1
34	1	82	3	130	1	178	1	226	2
35	3	83	1	131	1	179	2	227	1
36	2	84	1	132	1	180	2	228	2
37	2	85	1	133	2	181	2	229	1
38	2	86	3	134	2	182	2	230	2
39	1	87	1	135	3	183	3	231	1
40	1	88	1	136	1	184	1	232	2
41	1	89	2	137	2	185	3	233	2
42	1	90	1	138	3	186	1	234	1
43	1	91	1	139	2	187	2	235	2
44	2	92	1	140	1	188	2		
45	2	93	3	141	2	189	2		
46	1	94	1	142	2	190	1		
47	1	95	1	143	2	191	1		
48	2	96	2	144	3	192	2		

Table 10.17

10.18. Accessibility - "What is your biggest frustration when buying sustainable food? My favourite supermarket does not have a sustainable one in its assortment"

Respondent	Answer	R	A	R	A	R	A	R	A
1	-99	49	-99	97	-99	145	1	193	2
2	-99	50	1	98	-99	146	3	194	-99
3	-99	51	-99	99	-99	147	1	195	2
4	-99	52	1	100	-99	148	-99	196	-99
5	-99	53	-99	101	-99	149	-99	197	-99
6	-99	54	-99	102	-99	150	-99	198	-99
7	3	55	-99	103	-99	151	-99	199	-99
8	-99	56	2	104	-99	152	-99	200	-99
9	-99	57	-99	105	-99	153	-99	201	-99
10	-99	58	-99	106	-99	154	-99	202	-99
11	-99	59	-99	107	1	155	-99	203	-99
12	-99	60	-99	108	-99	156	-99	204	-99
13	-99	61	1	109	-99	157	-99	205	1
14	-99	62	-99	110	-99	158	-99	206	-99
15	-99	63	-99	111	2	159	-99	207	2
16	3	64	3	112	-99	160	-99	208	-99
17	-99	65	-99	113	-99	161	-99	209	1
18	-99	66	-99	114	-99	162	-99	210	-99
19	-99	67	-99	115	-99	163	-99	211	1
20	-99	68	-99	116	-99	164	-99	212	-99
21	-99	69	-99	117	-99	165	2	213	-99
22	-99	70	-99	118	-99	166	-99	214	2
23	-99	71	-99	119	-99	167	-99	215	-99
24	3	72	-99	120	3	168	-99	216	-99
25	-99	73	1	121	-99	169	-99	217	-99
26	-99	74	-99	122	-99	170	1	218	3
27	-99	75	1	123	-99	171	-99	219	-99
28	-99	76	-99	124	-99	172	-99	220	-99
29	-99	77	-99	125	-99	173	-99	221	1
30	-99	78	-99	126	-99	174	-99	222	-99
31	-99	79	-99	127	2	175	3	223	-99
32	-99	80	-99	128	-99	176	1	224	-99
33	-99	81	3	129	-99	177	-99	225	-99
34	-99	82	-99	130	-99	178	1	226	2
35	-99	83	-99	131	-99	179	-99	227	-99
36	1	84	-99	132	-99	180	1	228	1
37	1	85	-99	133	-99	181	2	229	-99
38	1	86	-99	134	3	182	1	230	1
39	-99	87	-99	135	-99	183	1	231	-99
40	-99	88	-99	136	-99	184	-99	232	1
41	-99	89	2	137	1	185	-99	233	-99
42	-99	90	-99	138	-99	186	-99	234	-99
43	-99	91	-99	139	1	187	-99	235	1
44	-99	92	-99	140	-99	188	3		
45	3	93	-99	141	2	189	1		
46	-99	94	-99	142	2	190	1		
47	-99	95	-99	143	1	191	-99		
48	-99	96	1	144	-99	192	-99		

Table 10.18

10.19. Accessibility - "What is your biggest frustration when buying sustainable food? I cannot find the sustainable variant"

Respondent	Answer	R	A	R	A	R	A	R	A
1	-99	49	-99	97	-99	145	2	193	1
2	-99	50	2	98	-99	146	1	194	-99
3	-99	51	-99	99	-99	147	2	195	1
4	-99	52	2	100	-99	148	-99	196	-99
5	-99	53	-99	101	-99	149	-99	197	-99
6	-99	54	-99	102	-99	150	-99	198	-99
7	1	55	-99	103	-99	151	-99	199	-99
8	-99	56	1	104	-99	152	-99	200	-99
9	-99	57	-99	105	-99	153	-99	201	-99
10	-99	58	-99	106	-99	154	-99	202	-99
11	-99	59	-99	107	2	155	-99	203	-99
12	-99	60	-99	108	-99	156	-99	204	-99
13	-99	61	2	109	-99	157	-99	205	2
14	-99	62	-99	110	-99	158	-99	206	-99
15	-99	63	-99	111	1	159	-99	207	3
16	1	64	1	112	-99	160	-99	208	-99
17	-99	65	-99	113	-99	161	-99	209	2
18	-99	66	-99	114	-99	162	-99	210	-99
19	-99	67	-99	115	-99	163	-99	211	2
20	-99	68	-99	116	-99	164	-99	212	-99
21	-99	69	-99	117	-99	165	3	213	-99
22	-99	70	-99	118	-99	166	-99	214	1
23	-99	71	-99	119	-99	167	-99	215	-99
24	2	72	-99	120	2	168	-99	216	-99
25	-99	73	2	121	-99	169	-99	217	-99
26	-99	74	-99	122	-99	170	2	218	1
27	-99	75	3	123	-99	171	-99	219	-99
28	-99	76	-99	124	-99	172	-99	220	-99
29	-99	77	-99	125	-99	173	-99	221	3
30	-99	78	-99	126	-99	174	-99	222	-99
31	-99	79	-99	127	1	175	2	223	-99
32	-99	80	-99	128	-99	176	2	224	-99
33	-99	81	1	129	-99	177	-99	225	-99
34	-99	82	-99	130	-99	178	3	226	3
35	-99	83	-99	131	-99	179	-99	227	-99
36	2	84	-99	132	-99	180	2	228	2
37	2	85	-99	133	-99	181	1	229	-99
38	2	86	-99	134	1	182	2	230	3
39	-99	87	-99	135	-99	183	2	231	-99
40	-99	88	-99	136	-99	184	-99	232	3
41	-99	89	3	137	2	185	-99	233	-99
42	-99	90	-99	138	-99	186	-99	234	-99
43	-99	91	-99	139	2	187	-99	235	2
44	-99	92	-99	140	-99	188	1		
45	2	93	-99	141	1	189	2		
46	-99	94	-99	142	1	190	2		
47	-99	95	-99	143	3	191	-99		
48	-99	96	2	144	-99	192	-99		

Table 10.19

10.20. Accessibility - "What is your biggest frustration when buying sustainable food? The sustainable variant is sold out"

Respondent	Answer	R	A	R	A	R	A	R	A
1	-99	49	-99	97	-99	145	3	193	3
2	-99	50	3	98	-99	146	2	194	-99
3	-99	51	-99	99	-99	147	3	195	3
4	-99	52	3	100	-99	148	-99	196	-99
5	-99	53	-99	101	-99	149	-99	197	-99
6	-99	54	-99	102	-99	150	-99	198	-99
7	2	55	-99	103	-99	151	-99	199	-99
8	-99	56	3	104	-99	152	-99	200	-99
9	-99	57	-99	105	-99	153	-99	201	-99
10	-99	58	-99	106	-99	154	-99	202	-99
11	-99	59	-99	107	3	155	-99	203	-99
12	-99	60	-99	108	-99	156	-99	204	-99
13	-99	61	3	109	-99	157	-99	205	3
14	-99	62	-99	110	-99	158	-99	206	-99
15	-99	63	-99	111	3	159	-99	207	1
16	2	64	2	112	-99	160	-99	208	-99
17	-99	65	-99	113	-99	161	-99	209	3
18	-99	66	-99	114	-99	162	-99	210	-99
19	-99	67	-99	115	-99	163	-99	211	3
20	-99	68	-99	116	-99	164	-99	212	-99
21	-99	69	-99	117	-99	165	1	213	-99
22	-99	70	-99	118	-99	166	-99	214	3
23	-99	71	-99	119	-99	167	-99	215	-99
24	1	72	-99	120	1	168	-99	216	-99
25	-99	73	3	121	-99	169	-99	217	-99
26	-99	74	-99	122	-99	170	3	218	2
27	-99	75	2	123	-99	171	-99	219	-99
28	-99	76	-99	124	-99	172	-99	220	-99
29	-99	77	-99	125	-99	173	-99	221	2
30	-99	78	-99	126	-99	174	-99	222	-99
31	-99	79	-99	127	3	175	1	223	-99
32	-99	80	-99	128	-99	176	3	224	-99
33	-99	81	2	129	-99	177	-99	225	-99
34	-99	82	-99	130	-99	178	2	226	1
35	-99	83	-99	131	-99	179	-99	227	-99
36	3	84	-99	132	-99	180	3	228	3
37	3	85	-99	133	-99	181	3	229	-99
38	3	86	-99	134	2	182	3	230	2
39	-99	87	-99	135	-99	183	3	231	-99
40	-99	88	-99	136	-99	184	-99	232	2
41	-99	89	1	137	3	185	-99	233	-99
42	-99	90	-99	138	-99	186	-99	234	-99
43	-99	91	-99	139	3	187	-99	235	3
44	-99	92	-99	140	-99	188	2		
45	1	93	-99	141	3	189	3		
46	-99	94	-99	142	3	190	3		
47	-99	95	-99	143	2	191	-99		
48	-99	96	3	144	-99	192	-99		

Table 10.20

10.21. Product information - "Which product would you rather buy if all other factors are equal?"

Respondent	Answer	R	A	R	A	R	A	R	A
1	1	49	1	97	1	145	1	193	1
2	2	50	3	98	3	146	3	194	1
3	1	51	1	99	3	147	1	195	1
4	1	52	1	100	1	148	3	196	1
5	2	53	1	101	2	149	1	197	1
6	1	54	1	102	2	150	1	198	3
7	1	55	1	103	1	151	1	199	1
8	1	56	1	104	2	152	1	200	1
9	2	57	1	105	1	153	1	201	2
10	2	58	1	106	3	154	2	202	1
11	1	59	1	107	1	155	3	203	1
12	1	60	2	108	1	156	1	204	3
13	2	61	1	109	1	157	1	205	1
14	1	62	2	110	1	158	1	206	1
15	1	63	1	111	1	159	1	207	1
16	1	64	1	112	3	160	1	208	1
17	1	65	1	113	1	161	3	209	1
18	1	66	1	114	1	162	1	210	1
19	2	67	1	115	3	163	2	211	1
20	3	68	1	116	1	164	3	212	3
21	1	69	1	117	1	165	1	213	1
22	1	70	3	118	1	166	1	214	1
23	1	71	1	119	1	167	1	215	1
24	2	72	1	120	1	168	1	216	1
25	2	73	1	121	1	169	1	217	1
26	3	74	1	122	1	170	1	218	1
27	1	75	1	123	1	171	1	219	1
28	2	76	2	124	1	172	1	220	1
29	1	77	1	125	1	173	3	221	1
30	1	78	1	126	1	174	1	222	1
31	1	79	1	127	1	175	1	223	3
32	1	80	1	128	1	176	1	224	1
33	1	81	1	129	1	177	1	225	1
34	1	82	1	130	1	178	1	226	1
35	1	83	1	131	2	179	1	227	1
36	1	84	1	132	1	180	1	228	1
37	2	85	1	133	1	181	1	229	1
38	1	86	1	134	1	182	1	230	1
39	2	87	2	135	1	183	1	231	1
40	1	88	1	136	1	184	2	232	1
41	1	89	1	137	1	185	1	233	1
42	2	90	1	138	1	186	2	234	1
43	1	91	1	139	1	187	1	235	1
44	1	92	1	140	1	188	1		
45	1	93	1	141	1	189	1		
46	1	94	3	142	1	190	1		
47	1	95	1	143	1	191	1		
48	1	96	2	144	1	192	1		

Table 10.21

10.22. Labels - "Which product would you rather buy if all other factors are equal?"

Respondent	Answer	R	A	R	A	R	A	R	A
1	1	49	1	97	3	145	3	193	3
2	1	50	1	98	3	146	3	194	1
3	1	51	3	99	1	147	1	195	1
4	3	52	1	100	1	148	3	196	1
5	1	53	1	101	1	149	1	197	3
6	1	54	3	102	1	150	1	198	1
7	1	55	1	103	1	151	1	199	3
8	1	56	1	104	3	152	1	200	1
9	3	57	1	105	1	153	1	201	3
10	3	58	1	106	1	154	1	202	1
11	1	59	1	107	1	155	3	203	1
12	1	60	1	108	1	156	1	204	1
13	1	61	3	109	3	157	1	205	1
14	1	62	1	110	1	158	1	206	1
15	1	63	1	111	1	159	1	207	1
16	1	64	1	112	3	160	1	208	1
17	1	65	1	113	1	161	1	209	3
18	1	66	3	114	1	162	3	210	3
19	3	67	3	115	3	163	1	211	1
20	3	68	1	116	1	164	1	212	1
21	3	69	1	117	3	165	3	213	3
22	1	70	3	118	1	166	1	214	1
23	1	71	1	119	3	167	1	215	1
24	2	72	1	120	1	168	1	216	1
25	1	73	1	121	3	169	1	217	1
26	3	74	1	122	1	170	1	218	1
27	1	75	1	123	1	171	1	219	1
28	1	76	1	124	1	172	3	220	3
29	1	77	1	125	1	173	3	221	3
30	3	78	1	126	1	174	1	222	1
31	3	79	3	127	3	175	1	223	1
32	1	80	3	128	1	176	1	224	1
33	1	81	1	129	1	177	1	225	1
34	3	82	1	130	1	178	1	226	1
35	1	83	3	131	1	179	1	227	1
36	1	84	1	132	1	180	1	228	1
37	1	85	3	133	1	181	1	229	1
38	1	86	1	134	3	182	1	230	1
39	1	87	2	135	1	183	1	231	1
40	1	88	3	136	1	184	2	232	1
41	3	89	1	137	3	185	3	233	1
42	1	90	3	138	1	186	1	234	1
43	1	91	1	139	1	187	1	235	1
44	1	92	1	140	1	188	3		
45	1	93	1	141	1	189	3		
46	1	94	3	142	3	190	1		
47	3	95	1	143	1	191	1		
48	1	96	2	144	1	192	1		

Table 10.22

10.23. Price - "Which product would you rather buy if all other factors are equal?"

Respondent	Answer	R	A	R	A	R	A	R	A
1	1	49	1	97	1	145	3	193	1
2	1	50	1	98	1	146	1	194	2
3	3	51	1	99	2	147	1	195	1
4	1	52	1	100	1	148	3	196	1
5	3	53	1	101	1	149	1	197	1
6	1	54	1	102	1	150	1	198	2
7	3	55	1	103	1	151	1	199	3
8	1	56	1	104	1	152	1	200	1
9	3	57	1	105	1	153	1	201	1
10	3	58	1	106	1	154	1	202	1
11	1	59	1	107	1	155	3	203	1
12	1	60	1	108	1	156	1	204	1
13	1	61	1	109	1	157	1	205	1
14	2	62	1	110	1	158	3	206	3
15	3	63	1	111	1	159	1	207	1
16	1	64	1	112	1	160	1	208	1
17	1	65	1	113	1	161	1	209	3
18	2	66	1	114	1	162	1	210	1
19	1	67	1	115	3	163	1	211	1
20	1	68	1	116	1	164	1	212	1
21	1	69	1	117	1	165	1	213	1
22	1	70	1	118	1	166	1	214	1
23	1	71	2	119	1	167	1	215	1
24	1	72	1	120	1	168	1	216	1
25	1	73	1	121	1	169	1	217	1
26	1	74	1	122	1	170	1	218	1
27	1	75	3	123	2	171	2	219	3
28	1	76	1	124	1	172	3	220	1
29	1	77	1	125	1	173	1	221	1
30	1	78	1	126	1	174	1	222	1
31	1	79	1	127	1	175	1	223	1
32	1	80	1	128	1	176	2	224	1
33	1	81	2	129	1	177	2	225	1
34	1	82	1	130	1	178	1	226	1
35	1	83	1	131	1	179	1	227	1
36	1	84	1	132	1	180	1	228	1
37	1	85	1	133	2	181	1	229	1
38	1	86	2	134	1	182	1	230	1
39	1	87	1	135	1	183	1	231	1
40	2	88	2	136	1	184	1	232	1
41	1	89	3	137	1	185	1	233	1
42	1	90	1	138	1	186	1	234	1
43	1	91	1	139	1	187	1	235	3
44	1	92	2	140	2	188	1		
45	1	93	1	141	1	189	1		
46	3	94	1	142	1	190	1		
47	1	95	1	143	1	191	1		
48	1	96	2	144	2	192	1		

Table 10.23

10.24. Fear appeal - "Which product would you rather buy if all other factors are equal?"

Respondent	Answer	R	A	R	A	R	A	R	A
1	1	49	1	97	1	145	1	193	1
2	1	50	1	98	3	146	1	194	1
3	1	51	1	99	1	147	1	195	1
4	1	52	1	100	1	148	1	196	1
5	1	53	1	101	1	149	1	197	1
6	1	54	1	102	1	150	1	198	1
7	1	55	1	103	1	151	1	199	1
8	1	56	1	104	1	152	2	200	1
9	3	57	1	105	1	153	1	201	1
10	1	58	1	106	1	154	1	202	1
11	1	59	1	107	1	155	3	203	1
12	1	60	1	108	1	156	1	204	1
13	1	61	1	109	3	157	1	205	1
14	1	62	1	110	1	158	2	206	1
15	1	63	1	111	1	159	1	207	1
16	1	64	1	112	3	160	1	208	1
17	3	65	1	113	1	161	1	209	1
18	1	66	2	114	1	162	3	210	1
19	1	67	1	115	3	163	1	211	1
20	1	68	2	116	1	164	1	212	1
21	1	69	1	117	1	165	1	213	1
22	1	70	1	118	1	166	1	214	1
23	1	71	1	119	3	167	1	215	3
24	1	72	1	120	1	168	1	216	1
25	1	73	1	121	1	169	2	217	1
26	3	74	1	122	1	170	1	218	1
27	1	75	3	123	1	171	2	219	1
28	1	76	1	124	1	172	3	220	3
29	1	77	1	125	2	173	1	221	1
30	1	78	1	126	2	174	1	222	3
31	2	79	1	127	1	175	1	223	2
32	2	80	1	128	1	176	3	224	1
33	1	81	1	129	1	177	2	225	1
34	3	82	1	130	1	178	1	226	1
35	1	83	3	131	1	179	1	227	1
36	1	84	1	132	1	180	1	228	1
37	1	85	1	133	1	181	1	229	1
38	1	86	1	134	1	182	1	230	1
39	1	87	2	135	2	183	1	231	1
40	1	88	1	136	1	184	1	232	1
41	1	89	2	137	1	185	1	233	1
42	1	90	3	138	1	186	1	234	1
43	1	91	1	139	1	187	1	235	1
44	1	92	1	140	1	188	1		
45	1	93	1	141	1	189	1		
46	1	94	1	142	3	190	1		
47	1	95	1	143	1	191	1		
48	1	96	1	144	1	192	1		

Table 10.24

10.25. Demographic – “What is your gender?”

Respondent	Answer	R	A	R	A	R	A	R	A
1	2	49	2	97	1	145	1	193	1
2	2	50	2	98	1	146	1	194	2
3	2	51	2	99	2	147	1	195	2
4	2	52	2	100	2	148	2	196	2
5	1	53	2	101	2	149	2	197	2
6	2	54	2	102	1	150	2	198	2
7	1	55	2	103	1	151	2	199	2
8	2	56	2	104	2	152	2	200	1
9	1	57	2	105	1	153	2	201	2
10	2	58	2	106	2	154	1	202	2
11	1	59	2	107	1	155	3	203	2
12	1	60	2	108	2	156	1	204	2
13	1	61	2	109	1	157	2	205	2
14	1	62	2	110	2	158	2	206	2
15	1	63	2	111	2	159	2	207	2
16	2	64	2	112	2	160	2	208	2
17	1	65	2	113	2	161	2	209	2
18	1	66	2	114	1	162	2	210	2
19	1	67	2	115	2	163	1	211	2
20	1	68	2	116	2	164	1	212	2
21	2	69	2	117	2	165	2	213	1
22	2	70	2	118	1	166	2	214	2
23	2	71	2	119	1	167	2	215	2
24	2	72	2	120	2	168	2	216	2
25	2	73	2	121	2	169	2	217	2
26	2	74	2	122	2	170	2	218	2
27	1	75	1	123	2	171	1	219	2
28	2	76	2	124	1	172	2	220	1
29	2	77	2	125	1	173	2	221	2
30	2	78	2	126	1	174	2	222	2
31	2	79	1	127	1	175	2	223	2
32	1	80	2	128	2	176	2	224	2
33	2	81	2	129	2	177	2	225	1
34	1	82	2	130	1	178	2	226	2
35	2	83	2	131	1	179	2	227	2
36	2	84	2	132	2	180	1	228	2
37	1	85	1	133	2	181	1	229	2
38	2	86	2	134	1	182	2	230	2
39	2	87	2	135	1	183	2	231	2
40	2	88	2	136	1	184	1	232	2
41	2	89	2	137	2	185	2	233	2
42	2	90	2	138	2	186	2	234	1
43	2	91	2	139	2	187	2	235	2
44	2	92	2	140	2	188	2		
45	2	93	2	141	2	189	2		
46	2	94	2	142	2	190	2		
47	1	95	2	143	2	191	2		
48	2	96	1	144	2	192	2		

Table 10.25

10.26. Demographic - "What is your age in years?"

Respondent	Answer	R	A	R	A	R	A	R	A
1	52	49	28	97	27	145	51	193	49
2	23	50	26	98	62	146	23	194	19
3	25	51	24	99	69	147	46	195	23
4	22	52	50	100	25	148	25	196	26
5	21	53	22	101	50	149	39	197	50
6	29	54	46	102	33	150	40	198	31
7	21	55	24	103	22	151	33	199	50
8	21	56	24	104	73	152	24	200	30
9	22	57	22	105	24	153	63	201	28
10	19	58	52	106	41	154	26	202	51
11	58	59	28	107	60	155	24	203	43
12	26	60	57	108	59	156	49	204	45
13	56	61	25	109	26	157	23	205	28
14	63	62	29	110	29	158	53	206	35
15	64	63	68	111	67	159	52	207	21
16	49	64	22	112	36	160	29	208	59
17	30	65	37	113	57	161	43	209	56
18	56	66	75	114	59	162	46	210	39
19	60	67	52	115	28	163	21	211	49
20	55	68	23	116	42	164	21	212	57
21	28	69	26	117	58	165	55	213	37
22	23	70	37	118	58	166	22	214	37
23	61	71	23	119	45	167	63	215	50
24	62	72	23	120	49	168	37	216	60
25	22	73	37	121	52	169	46	217	39
26	48	74	57	122	23	170	32	218	43
27	22	75	24	123	34	171	52	219	56
28	22	76	59	124	52	172	52	220	22
29	24	77	20	125	54	173	31	221	56
30	53	78	26	126	24	174	27	222	47
31	50	79	24	127	59	175	47	223	31
32	57	80	74	128	44	176	19	224	32
33	23	81	66	129	49	177	54	225	59
34	23	82	23	130	61	178	63	226	22
35	50	83	38	131	48	179	59	227	36
36	37	84	24	132	46	180	22	228	36
37	27	85	58	133	43	181	46	229	54
38	22	86	41	134	45	182	27	230	59
39	23	87	23	135	60	183	22	231	21
40	23	88	46	136	37	184	65	232	56
41	55	89	67	137	68	185	30	233	27
42	54	90	56	138	24	186	25	234	28
43	21	91	23	139	50	187	24	235	67
44	40	92	50	140	29	188	50		
45	54	93	28	141	25	189	39		
46	23	94	59	142	38	190	27		
47	49	95	57	143	40	191	56		
48	28	96	30	144	54	192	30		

Table 10.26

10.27. Demographic - "What is your highest level of education?"

Respondent	Answer	R	A	R	A	R	A	R	A
1	4	49	6	97	3	145	3	193	2
2	6	50	6	98	4	146	5	194	3
3	4	51	5	99	4	147	6	195	6
4	6	52	2	100	4	148	4	196	6
5	6	53	4	101	4	149	6	197	4
6	4	54	5	102	4	150	4	198	4
7	4	55	5	103	5	151	3	199	5
8	5	56	6	104	4	152	4	200	6
9	4	57	2	105	4	153	3	201	5
10	3	58	6	106	6	154	6	202	3
11	4	59	6	107	6	155	2	203	4
12	4	60	4	108	4	156	3	204	4
13	2	61	6	109	4	157	4	205	2
14	2	62	4	110	4	158	4	206	3
15	4	63	4	111	4	159	4	207	5
16	2	64	4	112	4	160	6	208	3
17	4	65	4	113	4	161	6	209	4
18	6	66	2	114	4	162	6	210	4
19	2	67	4	115	4	163	5	211	5
20	6	68	4	116	4	164	5	212	4
21	4	69	4	117	4	165	5	213	3
22	5	70	4	118	6	166	4	214	4
23	2	71	5	119	6	167	2	215	4
24	2	72	4	120	3	168	4	216	6
25	4	73	6	121	4	169	4	217	4
26	4	74	3	122	3	170	4	218	4
27	5	75	4	123	4	171	6	219	4
28	4	76	2	124	3	172	2	220	6
29	4	77	5	125	3	173	6	221	4
30	4	78	6	126	4	174	4	222	4
31	3	79	6	127	4	175	2	223	5
32	4	80	4	128	5	176	5	224	6
33	4	81	2	129	4	177	4	225	4
34	4	82	4	130	4	178	4	226	5
35	4	83	3	131	4	179	4	227	6
36	4	84	4	132	6	180	6	228	4
37	4	85	3	133	4	181	6	229	3
38	5	86	4	134	6	182	6	230	4
39	4	87	3	135	4	183	6	231	5
40	6	88	6	136	6	184	2	232	5
41	6	89	4	137	4	185	6	233	6
42	1	90	4	138	6	186	4	234	4
43	6	91	3	139	6	187	3	235	4
44	5	92	3	140	6	188	6		
45	2	93	4	141	2	189	4		
46	4	94	2	142	4	190	2		
47	4	95	4	143	6	191	4		
48	4	96	4	144	3	192	4		

Table 10.27

10.28. Demographic - "What is your monthly gross income?"

Respondent	Answer	R	A	R	A	R	A	R	A
1	3	49	2	97	2	145	6	193	2
2	2	50	2	98	3	146	2	194	1
3	2	51	1	99	2	147	4	195	1
4	1	52	2	100	3	148	2	196	2
5	1	53	1	101	4	149	2	197	6
6	2	54	6	102	4	150	3	198	2
7	1	55	1	103	1	151	2	199	1
8	1	56	1	104	2	152	1	200	6
9	2	57	1	105	4	153	2	201	2
10	6	58	6	106	2	154	2	202	2
11	5	59	2	107	5	155	1	203	3
12	2	60	2	108	4	156	3	204	2
13	3	61	1	109	3	157	2	205	1
14	2	62	3	110	2	158	4	206	4
15	6	63	1	111	2	159	2	207	1
16	3	64	1	112	3	160	2	208	6
17	2	65	6	113	2	161	5	209	2
18	5	66	2	114	3	162	6	210	6
19	4	67	2	115	3	163	1	211	1
20	5	68	1	116	4	164	1	212	6
21	2	69	2	117	4	165	4	213	6
22	1	70	2	118	5	166	2	214	1
23	1	71	1	119	5	167	2	215	3
24	4	72	2	120	1	168	2	216	2
25	2	73	1	121	4	169	3	217	3
26	3	74	2	122	2	170	2	218	1
27	1	75	1	123	3	171	5	219	2
28	3	76	1	124	3	172	4	220	1
29	2	77	1	125	4	173	3	221	6
30	3	78	2	126	1	174	1	222	6
31	2	79	2	127	6	175	6	223	2
32	3	80	3	128	3	176	1	224	2
33	1	81	1	129	2	177	2	225	6
34	2	82	3	130	3	178	1	226	1
35	2	83	2	131	4	179	2	227	6
36	3	84	2	132	4	180	1	228	3
37	1	85	6	133	3	181	5	229	2
38	1	86	3	134	5	182	1	230	6
39	1	87	1	135	4	183	1	231	1
40	1	88	6	136	4	184	3	232	2
41	1	89	2	137	2	185	1	233	2
42	6	90	3	138	1	186	1	234	4
43	1	91	1	139	2	187	2	235	6
44	3	92	2	140	1	188	5		
45	2	93	4	141	1	189	3		
46	1	94	6	142	3	190	1		
47	4	95	3	143	3	191	2		
48	1	96	6	144	6	192	2		

Table 10.28

10.29. Demographic - "Where do you live?"

Respondent	Answer	R	A	R	A	R	A	R	A
1	1	49	4	97	1	145	-99	193	2
2	1	50	2	98	1	146	1	194	2
3	2	51	5	99	1	147	1	195	1
4	1	52	1	100	1	148	2	196	3
5	1	53	1	101	2	149	1	197	3
6	1	54	5	102	1	150	1	198	3
7	1	55	5	103	3	151	1	199	4
8	3	56	3	104	1	152	3	200	3
9	2	57	3	105	5	153	1	201	-99
10	1	58	1	106	1	154	2	202	2
11	1	59	1	107	4	155	3	203	7
12	1	60	1	108	1	156	5	204	1
13	1	61	1	109	1	157	3	205	9
14	1	62	2	110	1	158	1	206	2
15	1	63	-99	111	2	159	1	207	5
16	2	64	3	112	1	160	1	208	6
17	1	65	1	113	5	161	2	209	-99
18	1	66	1	114	1	162	1	210	3
19	1	67	1	115	5	163	1	211	4
20	1	68	1	116	1	164	1	212	3
21	1	69	2	117	1	165	1	213	4
22	5	70	2	118	5	166	1	214	1
23	5	71	4	119	1	167	1	215	3
24	1	72	1	120	1	168	1	216	1
25	2	73	1	121	1	169	2	217	8
26	1	74	1	122	1	170	4	218	4
27	1	75	1	123	3	171	2	219	3
28	1	76	1	124	1	172	5	220	1
29	1	77	1	125	2	173	2	221	7
30	1	78	2	126	3	174	6	222	3
31	1	79	9	127	1	175	1	223	8
32	5	80	1	128	1	176	9	224	9
33	1	81	5	129	1	177	1	225	1
34	1	82	2	130	1	178	1	226	6
35	1	83	2	131	1	179	1	227	9
36	2	84	1	132	1	180	1	228	1
37	1	85	1	133	4	181	1	229	5
38	1	86	1	134	1	182	3	230	11
39	2	87	1	135	1	183	5	231	2
40	4	88	1	136	2	184	1	232	9
41	4	89	9	137	1	185	-99	233	1
42	1	90	1	138	1	186	1	234	1
43	1	91	2	139	2	187	5	235	2
44	3	92	5	140	4	188	1		
45	1	93	1	141	1	189	5		
46	-99	94	1	142	1	190	2		
47	1	95	2	143	5	191	8		
48	6	96	1	144	1	192	1		

Table 10.29

