

ERASMUS UNIVERSITY ROTTERDAM

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Bachelor Thesis, Marketing

Eco-Score Labels' Influence on French Consumers' Decision-Making in Supermarkets

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Executive Summary

Several studies estimating how a sustainable global diet could be achieved came to the conclusion that in addition to making the supply chain of foods more sustainable, a major dietary change had to be undertaken (Hoek *et al.*, 2021). Labels, by providing information to consumers, allow them to make informed choices and to develop more eco-friendly food consumption habits.

This bachelor thesis aimed to understand French consumers' decision making processes and purchase behaviour towards eco-labels in the multi-product setting of supermarkets. The research was focused around the Eco-Score, which is a traffic lights coded label signaling the overall environmental performance of food products. The thesis investigated how valuable the Eco-Score is to consumers, and whether they would be willing to make substitutions between high and low emitting products. Additionally, the author collected insights about the specific product categories between which consumers would make substitutions, and the reasons behind these choices. This is relevant because Edenbrandt and Lagerkvist stated that reduction in the climate impact of food consumption requires substitutions between high emitting products and low emitting ones. Simply choosing the low-emitting products within a high-emissions product category is not a solution for a sustainable global food consumption (Edenbrandt & Lagerkvist, 2021, p.6).

On a broader level, insights were also collected on French consumers' general decision-making and purchase behaviours when shopping for food. Qualitative research, in the form of 9 in-depth interviews, provided insights into these questions. The interviews

were carried out face-to-face or through 2-way video calls. This allowed to go in-depth into how and why each person behaves in the manner that they do. The interview script was organized as a funnel, starting with broad questions about respondents' general decision-making and purchase behaviour in supermarkets and slowly boarding the topics of eco-labels and possible substitutions between high and low emissions products. For the last interview questions, interviewees were presented with images of products and their Eco-Score. Their perspectives towards possible substitutions between more and less polluting products and their link to the eco-score was evaluated.

Respondents were found to make choices between products by weighing in the different benefits that they can get from a product, in what can be called a "balance of sources of value". Important sources of value to most respondents were the taste, the health and nutritional aspects, locality, ecology and the price, amongst others. Older respondents, who generally seemed less pro-active than younger respondents in their concern for the ecology, were significantly interested in the Eco-Score. Respondents from all age ranges were willing to use the Eco-Score, and many of them would be willing to engage in within-category substitutions for a greener consumption. However, less than half the respondents were willing to engage in between-category substitutions. The main obstacles to consumption behaviour changes seemed to be taste and habits, which confirmed previous literature findings. Furthermore, the in-depth interviews revealed that there seems to be a link between health and ecology, in consumers' minds. This was previously underlined by previous literature.

The study approved or partially approved all of its propositions. One of the most important findings was that respondents are willing to switch to very similar products that would be less polluting than their planned purchase with the help of the Eco-Score. Furthermore, their perspectives towards these switches were different depending on the product category, meaning that the decision-making processes were not the same for different product categories. It is important that more research is conducted so as to gain more insights into this question. In this way, additional guidance can be provided to the food industry for encouraging sustainable food production and consumption.

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Chapter 1: Introduction

1.1 Food consumption and sustainability

In grocery stores, every item category now has its organic products line, and often other labeled items such as Fairtrade, Marine Stewardship Council (MSC), Green Seal Certified etc. This is a response to the general public's growing concern for the degradation of the natural environment and growing demand for responsible products. These labels may not always provide a truthful guarantee for how eco-friendly the products truly are. Disregarding the actual effects of having a label on the ecofriendliness of these products, having a label surely impacts customers' perception of the item.

Supermarkets, ie., large food stores, and excluding artisans and small or specialized food stores, play an essential role in French food sales. In 2018, 64.5% of all alimentary products were bought at supermarkets in France. This bachelor thesis focuses on the French market because there has been recent advances in terms of eco-labeling for grocery products there, and because it is a familiar market to the author. Furthermore, this research paper focuses on food shopping at supermarkets especially. Even though ecommerce is growing, it still represents a small share of the market, at 4.2% in 2018 (Les hypermarchés n°1 des ventes de produits alimentaires, n.d). This paper focuses on food products at supermarkets, excluding other items that can be found in a supermarket such as household items, hygiene and beauty products, tobacco etc. The choice of the food industry stems from

the important environmental impact of this industry. It is the cause of around 25 to 30 percent of global greenhouse gas emissions worldwide (Edenbrandt & Lagerkvist, 2021).

In 2010, the Food and Agriculture Organization defined a sustainable diet as a diet whose criteria are constructed around "environmental impact, nutritional adequacy, cultural acceptance, affordability, and economic development" (Masset *et al.*, 2014, p.862). The food industry's impact on the natural environment includes issues such as "climate change, water pollution, water scarcity, soil degradation, eutrophication of water bodies, and loss of habitats and biodiversity" (Reisch *et al.*, 2013, p.7). Eutrophication is defined as a concentration of algae caused by an excess of nutrients in a freshwater or coastal marine ecosystem (nature.com, 2013). Greenhouse gas emissions are the main environmental issue related to the food sector and are caused by the use of "synthetic pesticides and mineral fertilizers, livestock farming, transportation, food packaging and processing, and cooling and cooking" (Reisch *et al.*, 2013, p.12). In 2014, production of packaging waste amounted to 189kg per capita in France (Herbes *et al.*, 2018). Several studies estimating how a sustainable global diet could be achieved came to the conclusion that in addition to making the supply chain of foods more sustainable, a major dietary change had to be undertaken (Hoek *et al.*, 2021). For this dietary change to take place, consumers need to be informed and guided in their choices towards a more sustainable consumption. Labels offer a solution in this regard.

1.2 The Eco-Score

The Ecolabel Index is currently tracking 455 ecolabels in 199 countries. As a result of the wide variety of eco-labels, consumers seem to react with distrust and confusion. The Spanish consumer group OCU calculated with a study that 43% of consumers distrust environmental claims on consumer goods (ecolabelindex.com, 2021; foodnavigator.com, 2021). Moreover, a study of carbon footprint labels conducted by Gadema and Oglethorpe (2011) showed that "89% of shoppers face confusion in interpreting and understanding

labels because of poor communication and the proliferation of different labels" (Yokessa *et al.*, 2019, p.14). In this light, which eco-labels to select for this study? A study on nutritional labels comparing 5 front-of-pack labels found that Nutri-Score is the most effective in improving nutritional quality. Front-of-pack labels give less extensive information than back-of-pack labelling, but provide straight-forward, quick information on the product. The nutriscore labels' effectiveness stems from a combination of factors: it is pictorial, and thus better recognized than words (Viswanathan *et al.*, 2009), the colours improve perceived healthfulness and consumer awareness (Prevost *et al.*, 2017), its simplicity results in a better understanding. Backed by the French government since 2017, Nutri-Score is now supported by 50% of food and drinks brands in France (foodnavigator.com, 2021, March 5). The choice for supporting this particular nutritional label came from research showing that amongst a few other alternatives, Nutri-Score is the label that showed the most significant diet changes towards a healthier food consumption, at the lowest adjustment cost (Crosetto *et al.*, 2019). The adjustment cost is the additional price paid for the more expensive, labeled products. It can be assumed that the same holds for environmental information on food products, which is why the Eco-Score was selected amongst other eco-labels for this study. The Eco-Score front-of-pack label was introduced in France in January 2021 and was adopted by various small food companies. It is also currently being tested by large retailers including Lidl and Colruyt (foodpackagingforum.org, 2021).

Figure 1



The Eco-Score is calculated as a score out of 100, that corresponds to a letter/colour (A to E and dark green to red). The score is computed as such:

$$\text{Eco-Score} = \text{life cycle assessment (LCA)} + \text{bonus points} - \text{points deducted}$$

The Life Cycle Assessment is drawn from data on more than 2,500 product categories retrieved from the French Agribalyse database (foodnavigator.com, 2021). The database offers general information about the environmental performance of products, taking into account different factors such as carbon emissions, water and land use etc. There are critics to the Eco-Score however, including 17 French organizations that defend consumers' rights and biological agriculture. They argue that the Eco-Score favours intensive livestock compared to organic sectors, since the environmental impact of an Eco-Score product is retrieved from the Agribalyse database, which comes from the industry and its big players (*Eco-Score : une notation environnementale pour les produits alimentaires*, 2021). However, each label has its own critics, and the Eco-Score is a label that seems to be much valued compared to other labels. Although the Eco-Score will most likely be implemented in the rest of Europe if its effects in France are positive, it is mainly used in France to date. This is not a problem since this research is about French grocery shoppers.

1.3 Central Research Question

The main objective of the bachelor thesis is to investigate French consumer behaviour towards ecolabels in a multi-product choice setting, while grocery shopping. This will be answered by answering the following central research question:

How do Eco-Score labels influence consumer decision-making and purchase behaviour in a multi-product choice setting, in French supermarkets?

To organize the answer to the research question, the following sub-questions will be answered first:

- Theoretical subquestions

- A. What defines consumer food consumption goods?
- B. What entails the consumer food decision-making and buying process?
- C. What entails eco-labels on food products?
- D. To what extent do labels on food products influence consumer decision-making?
- E. To what extent are consumers willing to pay a higher price for eco-labeled consumer food products?
- F. Are consumers more or less interested in eco-labels depending on the food-product category?

- Empirical sub-questions

What entails the consumer food decision-making and buying process of french consumers?

How are consumers affected by a food product's different sources of value and how does the Eco-Score relate to that relationship?

Does the food decision-making and purchase behavior differ per food category?

- a) If so, how does it affect consumer's interests in eco-labeled products?
- b) Are they willing to engage in substitutions between high-emitting and low emitting-product categories?
- c) What about within-product categories substitutions?
- d) What is the role of the Eco-Score in these consumption behavior changes?

1.4 Relevance of the subject

Studies have shown that ecolabels might influence customers and push them towards a more eco-friendly consumption (D'Souza et al., 2021). But why study ecolabels when there are now more informative ways to inform customers about the environmental performance of a product, such as scanning barcodes? Only a small percentage of customers use this kind of applications and ecolabels seem to be the easiest way to obtain quick information on the environmental performance of a product. Ecolabels are far from being outdated, as a matter of fact, new labels keep appearing on the market (Yokessa & Marette, 2019).

Research still has to be conducted on consumer's behaviour related to ecolabels. One aspect of this topic has almost not been researched yet: consumer's purchase intent behaviour related to ecolabels, between different product categories. Consumers do not make a unique choice between one product that is eco-labeled or not, but multiple food items across different categories. Most research that was previously conducted on the effect of eco-labels on purchase behaviour only analysed these effects within-food category. However, a dietary change towards an eco-friendlier consumption means shifts between high and low emissions product categories (Edenbrandt and Lagerkvist, 2021, p. 6). A review of existing research on consumer goods and eco-labels by Yokessa et al. shows that whether certain consumers favor eco-labels for certain types of products, and neglect them for other product types is lacking in the literature (Yokessa *et al.*, 2019, p. 23). This bachelor thesis will provide more insights into that topic.

Furthermore, this study is relevant for multiple stakeholders. It is relevant for academics and researchers since the effect of eco labels on consumer behavior has not yet been widely studied due to their novelty, especially between product categories' effects. It is relevant for firms who want to improve sales while improving their carbon footprint. Investigating consumer behaviour towards the Eco-Score in particular will provide relevant insights for firms that are considering implementing this label onto their brands. Lastly, it is

relevant for society and policy makers like the government since a change in consumption based on eco labels can help solve the climate crisis.

In the literature study, a review of previous research is discussed, about consumers' food consumption behaviour and decision-making related to eco-labels, with a focus on the multi-product context of supermarkets. Propositions for qualitative research are constructed upon each paragraph of the literature study. Then, the research methodology chapter explains what type of research was selected and how it was done. The research outcomes chapter goes over the findings and the conclusions and recommendations section establishes whether they support previous research's findings and the propositions. Recommendations are given and limitations of this research are presented.

Chapter 2: Literature Study

2.1 What defines consumer food consumption goods?

Consumer goods are embedded in cultures and lifestyles. According to Mc Cracken (1986), consumer goods come from a culture and its beliefs or meanings. Consumer goods then lead to individual consumers (p.81). They are defined in economics as "any tangible commodity produced and subsequently purchased to satisfy the current wants and perceived needs of the buyer" (*Consumer good*, n.d). Dagevos and Van Ophem present a concept of food value as derived by product value, process value, ethical considerations, location value and emotional value. Product value being the taste and nutritional values. The

process value is derived from the consumer's interest in the fabrication process. Location value means "the setting in which the food is purchased or consumed" and emotional value refers to "feels goods" related to the purchase and/or consumption such as appreciating the beauty of a product etc. (Dagevos & Van Ophem, 2013, p.1473). A food consumption good can therefore be defined as a tangible food or beverage product that is produced and later purchased by individual consumers, which derive nutritional value from the product, but also other types of value, as was described by Dagevos and Van Ophem. Unlike many other consumer goods, food consumption is necessary to human's survival. Purchasing and consuming food is therefore an important part of everyone's everyday lives. Naturally, there are major differences in food consumption. For instance, inhabitants of poor countries on average spend a relatively larger share of their budget on food consumption. The European Commission analysed different countries' reference budgets for a healthy diet. One that includes occasional eating out as well as kitchen equipments amounted to €216 for a single person in France in 2015, and €757 for a family of two adults and two children (*The French Food Basket*, 2015).

Therefore, food consumption goods are alimentary products offered for sale to individual consumers. They are embedded in a system of culture and have multiple sources of value, ie. product value, emotional value, location value, process value and ethical considerations.

Proposition 1: The Eco-Score is a source of value that is related to ethical considerations, in consumers' minds.

2.2 What entails the consumer food decision-making and buying process?

The AIDA model was proposed in 1898 by E. St. Elmo Lewis as a theory of consumer's purchasing behaviour, which would follow a pattern consisting of several steps: Attention, Interest, Desire and Action. The customer's perception of the product or service is influenced by the marketer, who should attract and retain the customer's attention in the first place. They become aware of the existence of the product or service. The second step

is to transform that attention into interest. One way to do this can be to offer a solution to a problem the consumer might be facing. In the third place, namely the desire phase, the marketer seduces the customer into wanting to purchase the product. Lastly, the final cognitive process for the customer is that of taking the action of making the purchase and acquiring the product or service. This model dates back from more than a century ago but nonetheless stays up to date when it comes to describing the general cognitive processes that happen in the customer's mind when engaging in a new purchase (Pashootanzadeh & Khalilian, 2018). Can this model also be applied to labels? Is a front-of-pack label even noticeable to consumers? Several studies have researched this matter with conclusive results through eye-tracking experiments that front-of-pack nutritional labels were effective at attracting customer's attention, especially for colour-coded labels, which is the case of the Eco-Score. However, these labels can also be used as a short-cut and consequently reduce the time spent, if at all, on reading back-of-pack nutritional informations, which are more extensive than what can be communicated by the front-of-pack label. Overall though, they increase the attention paid by consumers to nutritional information. That is especially important given that there is a documented lack of consumer awareness when it comes to nutritional information (Bix et al., 2015, Siegrist et al., 2015). In this thesis, we are making the assumption that the consumer's decision-making behaviour is similar no matter whether the label is an eco-label or a nutritional one.

The cognitive process related to eco-labels is thus that the consumer notices the label in the first place, which works best with colour-coded front-of-pack labels. The next step is to entice their interest, desire to purchase the product with the perception that the product is "green" as a motivator. The last step should be the action, namely the acquisition of the eco-labeled product.

Proposition 2: Consumers notice front-of-pack labels. Additionally, their perception of the product and desire to purchase a food item is influenced by FOP labels.

2.3 What entails eco-labels on food products?

Eco-labels are a recent subject: the first eco-label, Blue Angel, was released in 1978 by the German government. Most academic papers about eco-labels were published in the past decade. Eco-labeling is a labeling practice which brings information to consumers about the environmental performance of products or services and encourages their confidence in eco-friendliness claims. It is also intended to help consumer's differentiate similar products with regards to their environmental performance, which is difficult for the customer to evaluate by themselves (*Ecosystems United, 2020*).

A survey that was first intended at evaluating customers' confidence in different ecolabels, mostly showed strong evidence that ecolabels provide information which allows consumers to make more informed choices (D'Souza et al., 2019). Indeed, the disclosure of environmental responsibility through labelled products and through the compliance to governmental regulations has been found to be important to consumers and to the shareholders (Hou & Reber, 2011). An experiment done on the introduction of a mandatory ecolabel on all grocery products has shown that it would have an impact on consumer's views about products' environmental performance and therefore on their choices. However, a challenge that the industry has to face is customers' lack of confidence in the trustworthiness of the label. Unsurprisingly, research showed that the lack of confidence in green products is a major issue for green consumption (Joshi & Rahman, 2015). A person's environmental concern and price sensitivity are both factors that moderate the effect of perceived environmental harm of a product on choice (Bernard et al., 2015). Furthermore, demographics play an important role in an individual's interest (or lack thereof) for an ecolabel. For instance, gender has an effect on eco-labeled products purchasing, women generally being more interested in quality-food products (Wessells et. al, 1999).

Therefore, eco-labels have been shown to influence customers' product selection by providing information and influencing their perceptions about the eco-friendliness of products and services. However, customers' lack of trust in eco-labels has a negative impact on their effectiveness.

Proposition 3: Customers find the information given by an eco-label valuable and usually trustworthy.

2.4 To what extent do food labels on products influence consumer decision-making?

Behavioral attributes have been found to play a role in the intention to purchase products, and in the attention paid to and the value attributed to labels. An eye-tracking experiment on nutritional labels showed that participants are most likely to attend a label on the package when they have a specific health goal in mind ie. healthy eating, weight loss etc. The label is more effective in promoting healthy eating than the back-of-pack nutritional table, but not to front-of-pack nutritional tables. This experiment did not include a time pressure though. Another eye-tracking experiment where a time-pressure was added and showed that less participants attended labels: 51% fixated a label in the time-pressure experiment compared to 68.8% without a time-pressure (Michaud et al., 2012, p.156). The same effects are likely to hold for eco-labels than for nutritional ones.

The Theory of Planned Behavior states three main factors that affect intention to look at eco-labels: a positive attitude towards the environment, perceived behavioral control, and social norms. D'Souza et al. regard a positive attitude towards the environment as a disposition to respond favorably to that matter. Perceived behavioral control is the extent to which the person feels that their behavior is under their control, ie. feeling that they have different options they can choose from. Social norms are defined as "the perceived social influence/pressure to carry out a behavior" (D'Souza et al., 2021, p.7). All three factors were found to have a positive effect on the intention to use ecolabels, in a survey performed in 2011 in Australia (D'Souza et al., 2021). Furthermore, the survey showed that it is particularly the individuals that rank high on one or several of the 3 factors that will pay much attention to the label. Other individuals tend not to be affected by the presence of an eco-label. However, the eco-labeled product market is growing. The sales worth of BIO labelled products grew by 13.5% between 2018 and 2019 and already represented more than 6% of household alimentary consumption in 2019 (Les chiffres clés, 2021). Besides, labeling products with environmental standards increased six fold between 1990 and 2010 (Yokessa & Marette, 2020). There seems to be general behavioural changes

towards eco-friendlier consumption and that the market has room for growth. This might be because eco-oriented customer groups are growing, as younger generations become new consumers and individuals that previously were not particularly concerned by environmental issues engage in behavioural changes towards a greener consumption.

Other research papers state that the effectiveness of ecolabels primarily depends on consumers' willingness to change their purchase behaviour (Bonnet *et al.*, 2020, Just & Byrne, 2019). In order to incentivize customers to adopt lower emissions products, retailers can facilitate comparisons between high and low environmental impact products by placing them in the same store shelf for instance. Research on meat and meat alternatives has shown that this “may induce social learning” (Edenbrandt & Lagerkvist, 2021, p. 6).

The main findings of this paragraph are that front-of-pack labels on food products seem to be more attended than back-of-pack information. Being under a time constraint reduces significantly the attention brought to a label. The eco-labels market is growing, but it is the consumers that either are eco-oriented, feel that they can change their food purchase choices easily or are affected by social norms that respond the most to eco-labels. Furthermore, a challenge for making the food industry more sustainable is that many consumers are not willing to engage in food consumption changes.

Proposition 4: Consumers are often willing to switch to an eco-friendlier food consumption with the help of eco-labels, no matter their ages.

2.5 Willingness-to-pay for eco-friendlier food products

If the eco-label is valued positively by consumers, the higher value offering can be translated into higher prices. However, there is a limit to that extra price the consumer is willing to pay for the eco-labeled product, called maximum willingness-to-pay. Previous research has been conducted on specific products and the effect of their eco-labels on willingness-to-pay. Yokessa et al. present a recent overview of different research that has been done. Almost all research that has been done by economists on the topic showed a significant effect between the presence of eco-labels on a product and an increased

willingness-to-pay. However, they usually only analyse one type of product and therefore cannot explain the consumer's behaviour towards a whole basket of products (Yokessa & Marette, 2019).

Multiple research methods have been used in previous research to calculate willingness-to-pay. For example, the Becker-DeGroot-Marschak mechanism was used in a study of eco-labels and orange juice in France by Bougherara and Combris (2009). This method consists of asking the respondent for a bid for an item. However, the most classic ways of evaluating willingness-to-pay are Stated Preference methods, that have 2 possible formats: contingent valuation and choice experiments. This paragraph shows examples of the 2 methods. In France, a study on shrimp by Disdier and Marette (2012) made use of the contingent valuation method. The respondent is asked directly for the maximum price he would pay for a product, instead of looking at existing prices. 2 groups of respondents were made, that were presented with either eco labeled or non-eco labeled shrimps. They were told that the prices on the market ranged between €0.25 to €4 and presented with a 25 cent interval between choices, and had to check a yes, no or maybe for each price that denoted their WTP. Willingness-to-pay was calculated by taking the highest price linked to a "yes" and measuring the group's average. It led to conclusive results that the eco-label had a positive effect on WTP. Choice experiments are another way of measuring willingness-to-pay, using Stated Preferences. Consumers are presented with various product profiles and have to select their favoured option. A study on yogurt and consumer preferences for price, calories, and the USDA organic logo and the Carbon trust label showed that utility increases for low-calorie yogurt as well as for organic or carbon trust labeled yogurts. The highest positive correlation for the eco-labels in that study was that of the USDA organic logo, which might be due to its link with both health and environmental expectations (De Marchi *et al.*, 2016).

Even though most research focused on one specific product, some research has been conducted on the effect of multiple product alternatives and consumer's willingness-to-pay for a premium for ecolabels. An experiment has been conducted by Edenbrandt et al. on purchase behaviour when presented with meat products, as well as chicken and vegetarian alternatives. They evaluated willingness-to-pay for these products in relation to whether they are eco-labelled. They found that individuals who already consume few meat products and instead vegetarian alternatives have a higher willingness-to-pay for protein products with lower carbon emissions. This finding shows that individuals who already show a strong

interest in reducing their carbon emissions will use eco-labels in order to adopt a more sustainable consumption, and tend to be willing to pay premiums for eco-friendlier products. However, this effect is much less strong for consumers who do not show much interest in eco-friendly consumption. Bringing information on environmental impact through labels does not always lead to behaviour changes for all consumer groups, as its most consequent effect is on ecology-oriented groups of customers only (Edenbrandt & Lagerkvist, 2021). These results coincide with those of D'Souza et al (2021).

Therefore, much research shows a significant effect between an eco-label and an increased willingness-to-pay for the product. However, this type of research does not take into account the fact that the consumer is shopping in a multi-product choice setting. The few research that has been done in that aspect shows that eco-labels have the most effect on customer's that are already eco-oriented.

Proposition 5: Even in the multi-product setting of supermarkets, Consumers tend to pay attention and attach value to eco-labels.

2.6 Varying levels of interest for eco-labels across different food categories

Different food products have different impacts on the environment: foods with animal ingredients such as meat, fish, eggs and dairy products have the strongest impact whereas starchy foods, legumes, fruits and vegetables are the least impactful (Masset *et al.*, 2017, Edenbrandt *et al.*, 2021). Animal ingredients are more impactful primarily because they are very material intensive in order to get to the end-product and have high carbon footprints. Consequently, it seems logical that consumers would consider eco-labels as most important for the most polluting food categories. However, Behavioural Economics has shown that consumers often don't behave rationally and that the consumer's choice is intricate. No previous research that would compare consumer's interest for eco-labels across food categories has been found, except for Edenbrandt and Lagerkvist's experiment on meat, chicken and vegetarian alternatives. Most published academic papers on this topic evaluate consumer's behaviour towards eco-labels for one specific product, for example

whitefish in UK grocery stores. It can also be challenging to classify food consumption goods per category, since the product-offering is so diverse in supermarkets. The European Commission came up with a representative basket of food products that constitute food groups regularly consumed by European inhabitants. 19 products were selected in that basket: “pork, beef and poultry meat, milk, cheese, butter, bread, sugar, sunflower oil, olive oil, potatoes, oranges, apples, mineral water, roasted coffee, beer, pre-prepared meals, wine and pasta” (Castellani et al., 2017, p.4). They used a representative product of each product group in order to come up with the final basket of products. It includes the main foodstuff categories, on top of being products that are the most consumed in terms of mass and economic value (Castellani et al., 2017).

Furthermore, Edenbrandt and Lagerkvist state that reduction in the climate impact of food consumption requires substitutions between high emitting products and low emitting ones. Simply choosing the low-emitting products within a high-emissions product category is not a solution for a sustainable food consumption (Edenbrandt & Lagerkvist, 2021, p.6).

There is a lack of research on possible substitutions between product-categories for a greener food consumption. However, Edenbrandt and Lagerkvist showed that such changes in food consumption were necessary in order to achieve a food system that would be sustainable. Whether or not eco-labels have that effect on consumer’s behavior and whether they would first switch away from the most polluting food-categories still has to be investigated.

Proposition 6: Consumers valuation of an eco-label differs per food category.

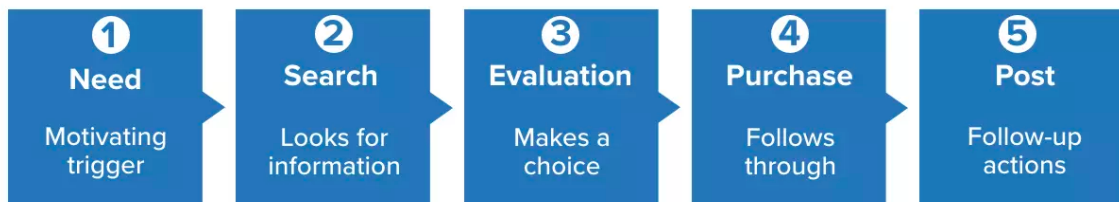
Proposition 7: The Eco-Score has a big enough effect on consumers to incite them to switch to lower-emissions products within the same food category.

Proposition 8: The Eco-Score has a big enough effect on consumers to incite them to switch to lower-emissions products that belong to other food categories.

2.7 Summary of Propositions

The propositions that have been presented in the above paragraphs give an overview over what the consumer's decision-making process might entail when choosing eco-labeled food products. Propositions are made about 3 steps out of 5 of the purchase and decision-making process presented below.

Figure 2



- 1) The need step is related to Proposition 1:

The Eco-Score is a source of value that is related to ethical considerations.

Consumers want eco-friendly food products, which they value due to their ethical considerations.

- 2) The search step relates to Proposition 2:

Consumers notice front-of-pack labels. Additionally, their perception of the product and desire to purchase a food item is influenced by FOP labels.

This means that consumers look for the information that front-of-pack labels give.

- 3) The evaluation step goes together with Propositions 3, 4, 5, 6, 7 and 8:

Proposition 3: Customers find the information given by an eco-label valuable and usually trustworthy.

If they did not value the information given by eco-labels, or had negative perceptions towards them, eco-labels would have no effect or a negative effect on customers' decision to select a product. For the remaining propositions, it is quite self-explanatory that they are part of the product evaluation process.

Proposition 4: Consumers are often willing to switch to an eco-friendlier food consumption with the help of eco-labels, no matter their ages.

Proposition 5: Even in the multi-product setting of supermarkets, consumers tend to pay attention and attach value to eco-labels.

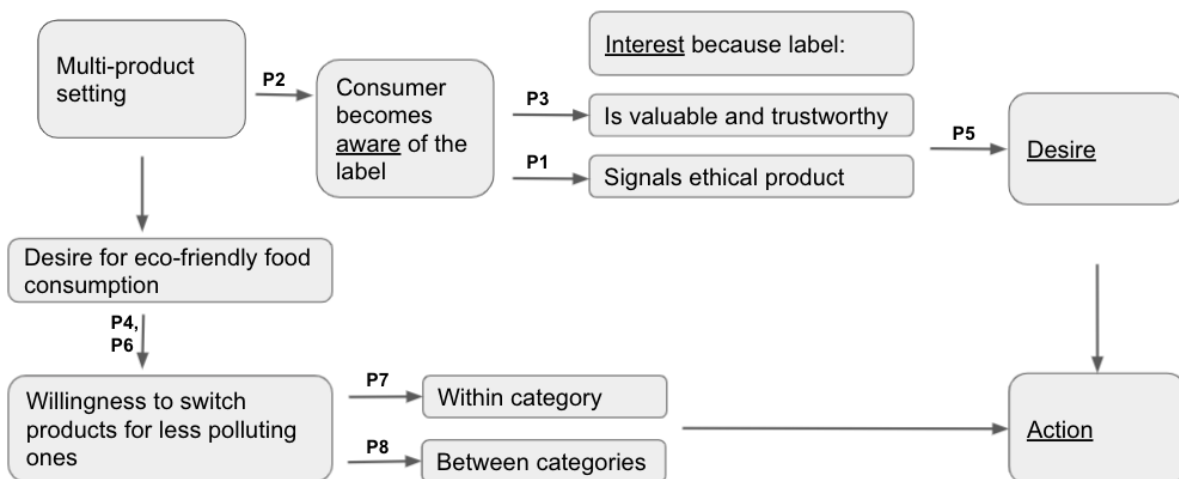
Proposition 6: Consumers valuation of an eco-label differs per food category.

Proposition 7: The Eco-Score has a big enough effect on consumers to incite them to switch to lower-emissions products within the same food category.

Proposition 8: The Eco-Score has a big enough effect on consumers to incite them to switch to lower-emissions products that belong to other food categories.

The conceptual research model presented below gives an overview over how the different propositions are positioned in the consumers' decision-making and purchase behaviour process for food products.

Figure 3: conceptual research model



Chapter 3: Research Methodology

3.1 Research Objectives

This Bachelor thesis research objectives are as follows:

- To gain a deeper understanding of respondents decision-making processes and purchasing behaviours when shopping for food in supermarkets.
- To understand what are the sources of value that respondents find in a food product and to what extent these sources of value matter to them.
- To understand how the Eco-Score comes into play in this system of sources of value.
- To determine if consumers' interest in eco-friendly consumption varies per food category.
- To determine whether that interest could entice the respondents to engage in within-category and between-category product substitutions between more and less impactful products.
- To understand whether the Eco-Score plays a role in respondents' changes towards a greener consumption and to what extent.

3.2 The Choice for Qualitative Research

A first procedure to classify research is to classify it by quantitative or qualitative research. Qualitative research was referred to by Stake (1995) as aiming at "understanding the complex relationships among all that exists" while quantitative research is a means for "explanation and control" (Stake, 1995, p.37). Quantitative research can therefore reveal and describe phenomena, while qualitative research is aimed at understanding them.

With this research, French consumers' behaviour towards eco-labels was analysed, in particular their perception of eco-labels and how it affects their decision-making. The propositions that were made can only be answered with a deep understanding of consumers thoughts and motivations when grocery shopping. In order to understand what kind of source of value consumers find in eco-labels, they need to be asked questions about their

choices. Qualitative research also has to be undertaken in order to understand how their perception of a product is affected (or not) by its eco-label, whether they find the information given by the label valuable or trustworthy, to what extent they are interested in having a more sustainable food consumption etc. To answer the propositions, the author had to study why and how thinking and behaviour varies across different individuals, in the context of grocery shopping in a supermarket. One of the main objectives of this research is to understand whether and for what reasons would consumers be willing to switch to lower emissions food products with the help of the Eco-Score. The objective of this research is qualitative, and not quantitative. An example is that it does not aim at revealing exactly what substitutions would consumers make between products, but what are the reasons behind their choices.

Each respondents' answers are important to understand the system of relationships that play a role in consumers' decision-making processes. As Stake said (1995, p. 8), "the real business of case study is particularization, not generalization. We take a particular case and come to know it well not primarily as to how it is different from others but what it is, what it does". A case study is "a research approach that is used to generate an in-depth, multi-faceted understanding of a complex issue in its real-life context" (Crowe et al., 2011). Case studies tend to focus on qualitative research methods, which include multiple methodologies such as in-depth interviews, observations and analysis of sources. In this research, which can be classified as a case study, patterns were looked for in the data. Differences were treated as explanatory factors, instead of treating them as errors, which is often the case in experimental designs. On the contrary, a holistic approach was undertaken to answer the propositions in this qualitative research, and conflicting findings were not ignored. This allowed to gain deep insights into consumers' decision-making and purchase behaviours.

3.3 Data collection

3.3 a) Data collection methodology

For qualitative research, possible data collection methods include surveys, observation, the reviewing of documents, group interviews and in-depth interviews. A survey was not considered to be the best methodology for this study because a fixed questionnaire would limit the accuracy of the outcomes. The outcomes might remain superficial and not go in-depth into the why and how consumers make their purchase decisions. Observation was also considered unsuitable because observing people choose between products in a supermarket only gives a limited amount of information on the cognitive processes that they go through in that situation. The reviewing of documents was also found to be useful only to a certain extent, since the topic of consumer's behaviour towards eco-labels, and more specifically the Eco-Score, when making choices between several food products has not been researched in past literature. New insights had to be found with additional research methodologies to desk research. Interviews were chosen as data collection methodology, as they were found to be the best way to answer the propositions. Face-to-face interviews allowed to go in-depth into how and why each person behaves in the manner that they do. Respondents had the space to express their thoughts and perceptions of grocery shopping, eco-labels, food consumption etc. One-on-one interviews allowed for them not to be influenced by other interviewees' answers or by any kind of group effect that would happen in a group interview and that would bias results.

3.3 b) Justification for the choice of In-depth interviews

The choice for in-depth interviews was made because of the high quality of insights that can come from them. The objective of the research is to understand a new issue in depth: that of the influence of eco-labels on consumer's behaviour and decision-making, especially when confronted with the multi-product offer of supermarkets. The interviewee is more likely to provide truthful and elaborate answers in a one-to-one conversation with the researcher, compared to focus group interviews in which peer pressure can influence interviewees' answers (Boyce & Neale, 2006). A disadvantage of in-depth interviews is that they are time consuming, and not entirely representative of the French consumers' population, due to the small number of participants to the interviews. However, precautions were taken to reduce this bias. Selected respondents had to be the main grocery shopper of

the household. Respondents were distributed across 10 years age ranges so that all ages of grocery shoppers would be represented. There was at least one participant from the age range 15 to 24 years old, 25 to 34 years old, 35 to 44, 45 to 54, 55 to 64, 65 to 74 and 75 to 84. Above 84 years old, it was considered likely that a caregiver would be in charge of grocery shopping. It is also unlikely that someone who is under 15 would be the main grocery shopper of the household. Another possible bias with in-depth interviews is the bias that is induced by the researcher, but this was limited as much as possible: the researcher remained objective in the interviews at all times and made efforts not to show any personal opinion. Furthermore, the researcher was aware of this issue, which reduced the bias.

3.3 c) Interviewed sample

The material for this study was retrieved from 9 in-depth interviews with French consumers. For confidentiality reasons, interviewee's names are not enclosed in this paper. Instead, they are referred to as respondents 1 to 9.

Research sample table:

Respondent no.	Age	Gender	Status	Location of the interview
1	20	F	student	2-way video Zoom call, interviewee was in Poitiers, France
2	57	M	active worker	2-way video Zoom call, interviewee was in Tourcoing, France
3	22	F	student	In person interview, Port Navalo, France
4	61	F	retired	In person interview, Locmariaquer, France
5	53	M	active worker	In person interview, Locmariaquer

6	71	F	retired	2-way video Zoom call, interviewee was in Mouvaux, France
7	81	F	retired	2-way video Zoom call, interviewee was in Cucq, France
8	25	F	part-time student/active worker	2-way video Zoom call, interviewee was in Paris
9	36	F	active worker	In person interview, Locmariaquer, France

3.3 d) Interviews content

The interview script was organized as a funnel, starting with broad questions about respondents' general decision-making and purchase behaviour in supermarkets and slowly boarding the topics of eco-labels and possible substitutions between high and low emissions products.^{1,2} For questions 14 to 17, about possible substitutions that consumers would make to switch to less polluting products with the help of the eco-score, interviewees were presented with images of products and their Eco-Score.³ The objective is to help consumers visualize the different categories of food products sold in supermarkets to support the interview questions about substitutions between high and low emitting products. The products that were included in the slides were chosen with the help of the European Commission's "representative basket of food products" that are regularly consumed by Europeans⁴. One representative item of each of the 19 products was included, namely: "pork, beef and poultry meat, milk, cheese, butter, bread, sugar, sunflower oil, olive oil, potatoes, oranges, apples, mineral water, roasted coffee, beer, pre-prepared meals, wine and pasta" (Castellani et al., 2017, p.4). In addition to these products, lower-emitting alternatives to some of these products were also included in the slides, such as oat milk for

¹ See Appendix A for the interview's script in French

² See Appendix B for the interview's script translated to English

³ See Appendix C for the powerpoint slides presented to interviewees

⁴ See paragraph 2.6 for more details about the representative basket of food products

cow milk, tofu for beef, pork and poultry meat, red wine for beer and white wine, canned chickpeas for beef, pork and poultry meat, and mint tea for coffee. In this way, interviewees had options for switches between a product and an alternative to it.

3.3 e) Interview process

Interviews were conducted both in person and through 2 way-video Zoom calls, when an in-person interview was not possible because of geographical distance. Phone calls were excluded from the data collection methods, because it was considered important that interviews would be conducted face-to-face so that the researcher would be able to interpret body language cues and facial expressions. Prior to the interviews, respondents were informed about the purpose of the interview. Eco-labels were not mentioned, because it could make respondents bias their answers. The respondent would know from the beginning of the interview that their food consumption and its eco-friendliness would be analysed, which could make respondents give inaccurate answers to appear in a better light. Therefore, respondents were told that the interview was about their purchase decision process while shopping for food in a supermarket. They were informed that they could choose not to answer a question and about the expected length of the interviews. Furthermore, interviewees were asked for their approval before starting the audio recording.

3.4 Research Analysis Method

3.4 a) Precautions limiting any possible bias

Results were interpreted carefully, as the interview reports most likely presented various biases. There can be a problem of accuracy, ie. wrong findings. For example, respondents could have made statements about their purchase behaviour that are not true,

and answer according to what they thought was expected of them by the researcher. In that case, having an eco-friendly consumption and paying attention to eco-labels. The reliability of the answers given is also an issue. The researcher might not have measured the same thing in the same way, for each interview and for each question. Interviewees are unlikely to have interpreted questions in the same way, to have discussed the same topics when they developed their answers etc. A third important bias is validity. It is arguable whether the outcomes of the interviews actually provide answers to the empirical subquestions and the research question. The issue of validity is about whether the findings address what was intended to be researched.

3.4 b) Research analysis

Interview tapes were analysed and a synthetic report of each interview was included in the appendices, as this was recommended by literature on Depth Interviews (Boyce & Neale, 2006).^{5,6} The interview data was organized by categories and subcategories, which do not necessarily match the order of the questions. The analysis follows the order of these categories, and not always the questions order. Each interviewee's report gives an in-depth understanding of that person's decision making processes when shopping for food, as well as their behaviour towards eco-labeled products. Then, differences and patterns across the 9 respondents were analysed with the help of a comparison table.⁷ The respondent characteristics; age, gender and status, were included in the table as the socio-demographic background was found to play a role in a person's food choices and behaviour towards eco-labels. Respondent's answers to interview questions were very much synthesized and written down on the comparison table. Key phrases or relevant quotes from the interviews were included on the comparison table. In that way, it is easy to retrieve the main idea of each interview, on one single comparison table. This allowed for finding underlying patterns as well as contrasts in responses. The research outcomes were then compared to the previous literature study, which finally allowed to answer the sub-questions and, as a final step, the central research question.

⁵ For Interviews' report see Appendix D

⁶ For English translation of Interviews' report see Appendix E

⁷ For comparison table see Appendix F

Chapter 4: Research Outcomes

4.1 Product value

4.1 a) Taste

In this paragraph, qualitative research outcomes with regards to the sources of value of a food product that matter to French consumers will be discussed. Question 6 asked what characteristics of a food supermarket product is important to them. A source of value that kept being cited throughout the interviews is the taste. When directly asked about their most important product characteristics, taste was cited 5 times out of 9 respondents. The fact that consumers purchase products that are tasteful to them is straightforward. The taste of a product was found to be related to whether interviewees would be willing to make substitutions for eco-friendlier products. For instance, respondent 4 would not be interested in the Eco-Score for butter because she values the taste more for that particular product, and she did not even mention taste in question 6. Respondent 1 confirmed that she would purchase wine and chocolate disregarding a bad Eco-Score because “taste is the main factor of choice for these products”.

4.1 b) Health and nutrition

The healthiness and nutritional aspects are sources of values that were almost cited by all respondents, across all ages and occupations. However, more conversation with respondents showed that healthiness and nutrition were important to respondents at varying extents. Respondents 1, 9 and 6 experienced changes in their diet from time to time, or frequently, and stated to do so mostly in order to make their diet healthier. On the contrary, some other respondents did not seem pro-active in looking for a healthy diet. From the interviews' insights, it can be said that in respondents' minds, health means nutrition,

but also encompasses the aspect of a non-toxic or nocive product. As a matter of fact, respondent 7 stated that the product being from a known brand is a characteristic that she looks for, because she sees it as a “security”, in the sense that the brand would not risk its reputation and therefore the product does not contain any toxic substance.

4.1 c) Locality

Then, the locality of a product is a source of value that was cited by 4 respondents. 4 respondents also stated that they regularly shop at the local market. They were not necessarily the same as those who said that the product being local is one of their most valued characteristics in a product, which may mean that going to the local market does not only mean buying local products, but that it is also related to purchasing habits and lifestyle. Shopping at the local market is a different experience than at the supermarket. Respondent 1 commented that going to the market “is a social activity where she enjoys discussing the products with the artisans and meeting acquaintances”. Shopping at the market is therefore regarded as a pleasurable activity, while shopping at the supermarket is seen as a chore. Furthermore, market produce is associated with freshness and therefore a better taste, as was mentioned by respondent 6. Locality is an important source of value, especially because it seems to be overarching other sources of value. Respondent 9 mentioned that her diet depends on the season, for environmental reasons. Respondent 4 added that she buys seasonal fruits and vegetables for a concern of “freshness, taste and quality”. Furthermore, respondent 8 declared that locality was one of her main sources of value and later in the interview, commented that she is concerned with “producers being well paid” and that she “discusses with producers at the market and asks if pesticides were used for growing the vegetables”. Based on the above insights, the author thinks that locality can be broken down into 4 main sources of value: environment, fresh produce ie. taste, non-processed products ie. healthiness, and support to local communities.

4.1 d) Ecology

Respondents all mentioned being concerned by the environment and thinking that a general more responsible consumption was required. They applied that more responsible consumption to their purchase behaviour to varying extents: ie. younger respondents usually have a greener food consumption. All respondents from the age range 15 to 44 years old declared to look for organic labels on a package, while only one respondent aged more than 44 years old mentioned the organic label. However, it cannot be said that eco-responsible food consumption is only a concern of younger generations, because older respondents care about the environment for the younger generations. Respondent 6 mentions that she “is affected by the environment for her grandchildren, but that it is not her main factor of choice in her food consumption”. Even though most of the older respondents state the same, they also declare to be encouraged by their younger family members to adopt a greener consumption. As a matter of fact, respondent 4 declared that she “is influenced by her daughters for a more eco-friendly consumption” and that she has bought more organic labeled products lately than she used to. When it comes to younger respondents, they integrate the ecology in their diet to different extents as well. Almost all younger respondents reduced their meat consumption in comparison to their parents and seem to purchase relatively less processed foods than older respondents. Respondent 1 appears to have an even greener consumption, buying all of her products as locally as possible “except for chocolate, tea and coffee, which have to be imported from abroad”. Respondent 9 and her household produce very little waste, since respondent 9 buys in bulk or at the market, and only very rarely buys packaged products from the supermarket. She changes her diet per season, a characteristic that she shared with older respondents 4, 6 and 7. The latter mainly do so for health and cultural reasons.

4.1 e) Price

Furthermore, the price is a product characteristic that was mentioned by 5 respondents. Respondents 1 and 2, because of their low income as students, are concerned with price. They do not seem to react to their budget constraint in the same manner though. Respondent 1 associates buying products at the local market with cheaper products, and still

purchases many groceries at the organic supermarket, which is more expensive but very important for her values. Respondent 2, on the contrary, declares to purchase “lower quality, cheaper foods” than her parents because of her budget constraint. Respondent 5, 53 years old who buys groceries for 5 family members, does not have a tight budget constraint but is price conscious and feels attracted to discounted products. Respondent 2, 57 years old, also sees price as a factor of choice, but not the main one. He most importantly values an easy choice, a product that is easily accessible. Respondent 7, 81 years old, is careful with price as well. There is a clear link between price consciousness and willingness to purchase eco-labeled products, since most price-conscious consumers stated that they were not willing to pay too high of a premium for an eco-label.

4.2 Decision making and buying process

4.2 a) Supermarket habits

As explained in the previous paragraph, supermarket shopping is regarded as a chore, and most respondents try to grocery shop as fast as possible. Respondent 4 exclaimed that “the least time (she) spends in a supermarket the better”. Most consumers buy out of habit, which allows them to go faster. Respondent 4 complains that “there is always too much choice of products”. However, respondents 5, 6 and 7 state that they do spend some time looking at the different products, and that they are not necessarily in a hurry. Respondent 5 states that he “looks at the different products, compares prices and looks at the discounted products”. Furthermore, some respondents that declared to spend as little time as possible in a supermarket later state that they look at the labels, at the BOP information of a product, such as the ingredients list etc.

4.2 b) Behaviour towards labels and product information

Behaviour towards labels and other product information varies per consumer. 4 respondents declare not to know the meaning of the labels or to know very few labels. A

label that comes back in the interviews is the Nutri-Score, appreciated by respondents for its simplicity and straightforward information with its traffic lights signaling about the nutritional performance of a product. The Yuka app was also mentioned several times, amongst respondents of all age ranges. It is a phone application which allows users to scan products and delivers information about the product, its origin, its Nutri-Score and Eco-Score. However, these respondents stated that they tried the app but stopped using it because there is no data in supermarkets. Older respondents seem to value animal welfare the most, ie. respondents 2, 4 and 7. However, respondent 7 does not look for labels because of her lack of trust in the food industry. Then, respondent 8 lacks trust in some specific labels, since “there has been much controversy around them”. She would not buy a product from a brand that has had a public scandal. However, she still pays attention to labels, especially a few famous labels, such as labels that indicate organic products, well-paid producers and the Nutri-Score. She also looks for other information: the ingredients list and the packaging. Another respondent that pays attention to labels is interviewee 9. She even looks at the factory country code of products to know their origin and pays attention to “health, environment, animal welfare and well-paid producers”. Most other respondents stated that they look for one or two of the above categories of labels. Only one respondent, respondent 2, admitted not to look at labels at all, but he does use the Nutri-Score. Lastly, the packaging is also an important source of information. 5 respondents declared that their perception of the eco-friendliness of a product was influenced by the marketing of a product, or by the amount of packaging and especially plastic that it comes with.

4.2 c) How likely is the consumer to be interested in an eco-label?

The Theory of Planned Behaviour from D’Souza et al. states that if a consumer satisfies one of the following 3 criteria: a positive attitude towards the environment, perceived behavioral control, and social norms, this consumer is likely to be interested in an eco-label.⁸ In the interviews, questions 8 to 10 intended to determine if the respondent satisfied these criteria. In order to determine whether the respondent has a positive attitude towards the environment, the author asked interviewees for the most important cause to

⁸ See paragraph 2.4

them. All of the youngest respondents stated the environment as one of them, up to respondent 5 (53 years old). Respondents 2, 4, 6 and 7 considered the environment as an important cause, but “a problem of the rich, and that at (her) level (she) can only do basic things” (respondent 4). Then, perceived behavioural control was measured by asking the interviewee what was the last product that they tried for the first time. It was assumed that if the respondent tried out new products often, then they would feel like they can change their food consumption habits easily and that their purchase behaviour is under their control, ie. that it is not inflexible. Respondents 2, 4 and 7 rarely change their food consumption habits. There seems to be a direct link between trying out new products and age, since with the exception of respondent 6 (71 years old), the other 3 oldest respondents had difficulties or could not remember when was the last time that they tried out a new product. Respondent 4 makes the statement that she is “steeped in habits”. Respondent 5 states that he sometimes tries out new products because he purchases discounted products that he did not know before. Respondent 1 also makes the interesting statement that she makes within category switches from time to time, to try out a new product. Lastly, to evaluate the extent to which the respondent is affected by social norms, the author asked whether the respondent felt influenced by socio-cultural factors.⁹ This question is subjective however, and it is hard to evaluate this with this interview format. Responses might not be accurate. Respondents 3 and 2 replied rather negatively. Respondents 1, 8 and 7 seemed moderately affected by their environment, and respondents 9, 5, 4 and 6 stated that they felt influenced by their family members, friends or by TV documentaries or advertisements. The answer to this question does not seem to depend on age. The following table summarizes interviewees’ position on the 3 criterias of D’Souza.

Interviewees’ table with D’Souza’s criteria:

	environment	behav. control	social norms
Respondent 1	yes	yes	a bit

⁹ See Appendix B Question 8 for a definition of socio-cultural factors

Respondent 3	yes	a bit	not affected
Respondent 8	yes	a bit	a bit
Respondent 9	yes	yes	yes
Respondent 5	yes	a bit	yes
Respondent 2	not really	little	not affected
Respondent 4	not really	little	yes
Respondent 6	not really	yes	yes
Respondent 7	not really	little	a bit

The above criteria seems to predict well respondent's consumption behaviour towards green products. It is indeed the respondents that satisfy the most D'souza's criteria that also have the greenest consumption, such as respondent 9, who has an almost zero-waste lifestyle. On the contrary, respondents that satisfy the least D'Souza's criteria are indeed the respondents that are the least interested in eco-friendly food consumption, such as respondent 2, who stated that "he does not pay attention to eco-labels".

4.3 Behaviour towards eco-labels in a multi-product setting

4.3 a) A different decision making process

Except for one respondent, the other 8 respondents all stated to be interested in eco-labels. This paragraph intends to explain how they behave when facing the multi-products offering of supermarkets, since the decision making process is likely to be different than when facing one single product. Interviewees were asked how they would make their choice between an eco-score labeled product and other products on the shelf. 4 respondents stated that they would compare products on the shelf, looking at the different eco-scores. Even oldest respondents, respondents 6 and 7, stated the above. On the

contrary, respondent 1, 20 years old, who is very concerned with ecology, would not look at the eco-score because she “does not compare based on labels but focuses on the price and locality”. Moreover, she already shops at an organic store and therefore does not feel like making the additional effort of paying attention to labels. Respondent 3, 22 years old, who is also price conscious, declares that “she is scared of being ripped off by the premium for eco-labeled products. For respondent 4, the power of habits becomes evident as she says that she would “not compare different products on the shelves because she usually buys the same products”. Furthermore, the importance of word of mouth is outlined with respondent 8. She previously said that she does not trust eco-labels much, since there has been controversy around some of them. She states that she must “have been told about the label for her to be interested in it in the first place”. As this paragraph shows, many factors come into play in consumer’s decision making process in a multi-product setting. Each customer is influenced by their own perceptions, emotions and cognitive processes, all of which are in turn influenced by the customer’s experiences in life. Lastly, an example of a respondent that is on the lookout for eco-labels is respondent 9, who said that she is willing to pay more for eco-labeled products and always buys these products.

4.3 b) Perspectives towards the Eco-Score for different product categories

At this point of the interview, interviewees were presented with images of a representative basket of products for European consumers.¹⁰ Each product came along with its Eco-Score. They were then asked which were the products or categories of products for which they would be the most interested in the Eco-Score. The intuition behind this is that, given how intricate the consumer decision making process is, the consumer must have different ways to look at the Eco-Score for different product categories. Most consumers seemed to be the most interested in the Eco-Score for the products that they purchase the most often. Interviewee 3 mentioned fruits and vegetables, starchy foods such as pasta. Respondent 8 stated the same and added olive oil and orange juice to the list. Respondent 9 viewed the Eco-Score as the most important for fresh products. This resonates with respondent 2’s statement that he would be interested in the Eco-Score for milk and eggs,

¹⁰ See Appendix C for images

because he “associates the Eco-Score with fewer pesticides and therefore less risk of food poisoning”. Respondents 1, 3, 5, 4, 6 and 7 declared to be interested in the Eco-Score for all or almost all products. Respondent 1 mentioned that she would not look at the Eco-Score for cooking oil, but was not able to explain this choice. A possible answer could be that it is a base product and that she therefore values it differently, or that she uses oil in small quantities when she cooks, and therefore feels like its environmental impact is lesser.

4.3 c) Product categories for which the Eco-Score is not a main factor of choice

Respondent 4 added the interesting insight that she would not look at the Eco-Score for butter, because for that product taste is her main factor of choice. This brings the focus to the next question: what products would you buy no matter the level of the Eco-Score. Respondent 1 answered wine and chocolate because the “taste is the main factor of choice for these products”. Respondent 3 and respondent 2 are aligned with that position, respectively answering cakes, candies and chips, and coffee, beer and sugar, which are all very tasteful products. Respondent 3 makes the interesting statement that she would not pay attention to the Eco-Score for “products that she buys to treat herself”. From the above insights, it can be assumed that for some products, the taste, as a factor of choice, outweighs a person’s care for an eco-friendly food consumption. This goes along with respondent 4’s feeling that she would not pay attention to the Eco-Score for wine because she takes into account other choice factors for wine, such as the taste, the price and a visually appealing bottle. She even states that “she precisely avoids an organic label for wine because she finds that organic wines taste bad”. Respondents 8 and 6 have a different approach: they would buy basic products no matter their Eco-Score, for example starchy foods, because they are essential in their diets. It is interesting to point out that respondent 8, 25 years old, also considers canned foods and sugar as essential parts of her diet. Lastly, respondent 7, 81 years old and who previously said that she was little interested in changing her food consumption, states that she would buy products from all the categories that she usually buys.

4.3 d) How important is the Eco-Score as a factor of choice?

The next question was meant to evaluate to what extent respondents were willing to adapt their food choices to the Eco-Score. They were asked what products they rarely buy but that a good Eco-Score would entice them to purchase. Respondents 6 and 7, 71 and 81 years old, declared that the Eco-Score would not play a role in their decision to that extent. Respondent 9 said the same, but for a different reason: she already has a very green consumption and buys organic products, in bulk. Respondents 3, 8 and 4 answered beans and legumes. Furthermore, respondents 8, 5 and 2 stated that they would buy more meat if it has a relatively good Eco-Score. It can be assumed that these respondents try to limit their meat consumption, knowing its environmental impact, but that they would feel relieved from that commitment in a way, if the Eco-Score for meat was not as bad after all. Moreover, respondent 2 explains that he would “be comforted in his decision to buy nutella, jam, honey and meat if they had a good Eco-Score, products for which he limits his purchases because they are unhealthy”. Therefore, there could be a trade off in consumer’s minds, between healthy products and environmental impact. Having a lesser impact on the environment would allow consumers to feel good and to allow themselves to purchase products that have other bad effects such as unhealthy foods. However, that probably would not be the case for all consumers, since respondents 3 and 4 said that they would be interested in buying canned legumes, which are healthy products.

4.3 e) Substitutions between products for the Eco-Score

The last question that was asked was whether respondents would make substitutions between polluting and less polluting products, encouraged by the Eco-Score, and if so which products would that be. One only respondent stated that he would not make any substitutions, respondent 2 (57 years old). There might be some inaccurate answers here, given that some respondents might not have said it but would not make substitutions either. However, it is important to remember that this qualitative analysis does not give much indication on consumer’s actual choices in supermarkets. Quantitative research would be required for that. The aim of qualitative research is to explain the why and the how

consumers make these decisions. Respondents 5, 4 and 7 stated that they would make within-category substitutions, but no between-category substitutions. They would switch to similar products within the same category. Respondent 5, 53 years old, explained that he would make switches within the categories of fruits, vegetables, meat and bread, “because he likes the taste of all products within these categories”. Therefore, taste seems to remain a superior factor of choice before care for the environment for most consumers. Respondent 4 raises the remark that it is also for a question of habits that she would not make between-category switches. Other categories that were cited for within category substitutions are those of oils and butters, and wine. Respondent 8, 25 years old, talks about a feeling of guilt when she buys wine because of its environmental impact, but that she “loves the taste of it”. Therefore, she would be more than willing to make within category switches between more and less polluting wines. Respondent 1 would not make between-category substitutions with the thought that “there are non replaceable products”. In European supermarkets, it can be argued that there are product alternatives for many products. It is thus interesting to see that replaceability remains a concern for consumers. 4 respondents would however make between-category switches. Respondent 3 talks about chicken to replace red meat, respondent 8 would make switches between goat milk yogurts and cow milk yogurts, as well as from meat to vegetarian steaks from time to time. Lastly, respondent 6, who is 71 years old, would switch from red meat to legumes and cereals. The main reason for this choice seems to be health, before the environment.

4.4 Summary of key findings

4.4 a) Product sources of value

Product characteristics that matter to consumers, also called sources of value, depend on the consumer and are important to them at different extents, for different products. The main sources of value that were found in the in-depth interviews are taste, health and nutrition, locality, ecology and price. Some respondents seemed pro-active in looking for a healthier diet, and talked about making consumption changes towards that goal. Others cared about it to a lesser extent, or were more interested in other sources of

values. There was a general concern for locality, which encompasses different aspects in respondent's minds: eco-friendliness, fresh produce ie. taste, non-processed products ie. healthiness, and support to local communities. Eco-friendliness is a source of value that was raised by most respondents. Younger respondents are more concerned by it and more willing to make efforts for it. However, older respondents state that they slowly make some changes, pushed in that direction by their younger family members. Quite a few respondents are price conscious, which is a barrier to them buying more expensive eco-labeled items.

4.4 b) Decision making and buying process related to eco-labels

It was interesting to realize to what extent each respondent had their own way of doing groceries. Most respondents regard shopping for food in a supermarket as a chore, but still seemed to spend quite some time looking at the different products before making a purchase choice. However, there seemed to be a general lack of confidence in respondent's own knowledge towards labels. Many respondents stated that they use the Nutri-Score and other famous labels, but they seemed lost in front of the variety of labels that exist. Interviewees do not only use labels to retrieve information about a product: they also use marketing information from the packaging, the visual aspect of the product, the amount of plastic used for the packaging, the ingredients' list. One respondent even said that she looks at the factory code to learn about the origin of a product. Another finding was that D'souza's criteria seems to be a good predictor of a person's behaviour towards green products. The three criteria are: having a positive attitude towards the environment, a perceived behavioral control in the sense that the person feels like they could change their food consumption easily if they wanted to, and being affected by social norms. Respondents that replied positively to these criteria indeed seemed to be quite interested in eco-labels, or at least in eco-friendly food consumption. However, more specific questions revealed that very ecology-aware consumers are sometimes the ones that care the least about the labels in a supermarket, because they anyways shop in organic supermarkets for instance. On the contrary, some older respondents that did not seem to be willing to make too big efforts for

eco-friendliness were surprisingly interested in eco-labels. Moreover, there seems to be an association between an eco-label and healthy foods.

4.4 c) Behaviour towards the Eco-Score

When it comes to respondents' behaviour towards the Eco-Score, it was clear that they regard the Eco-Score differently in function of the product or product category. Most respondents were most interested in the Eco-Score for products that they buy regularly. Aligned with the previously explained idea that the Eco-Score is associated with healthy products and less risks of food poisoning, an interviewee mentioned being interested in the Eco-Score for milk and eggs for that reason. Then, products for which respondents would not pay attention to the Eco-Score are often products for which taste is an outweighing source of value, ie. products for which the respondent "treats themselves". More than an association between health and eco-friendliness, there could be a trade-off between the two. Indeed, an interviewee stated that a good Eco-Score could entice him to purchase unhealthy products. Overall though, most respondents seemed interested in the Eco-Score to a rather large extent, because many were willing to engage in within-category substitutions between a product and its less polluting alternative. Additionally, a few consumers stated that they would make some between-products substitutions. For the respondents that were not willing to engage in substitutions, taste and habits seemed to be the main reasons that were holding them back.

Chapter 5: Conclusions and Recommendations

5.1 Key findings of the literature

According to Dagevos and Van Ophem, a food consumption good is a food product from which the consumer can derive multiple sources of value: product value, process value, ethical considerations, location value and emotional value. Food consumption goods are offered for sale to individual consumers in a setting that is embedded in a system of culture.

Eye tracking experiments have shown that front of pack nutritional labels attract customers' attention, especially colour-coded labels. Nutritional labels were found to increase the attention paid to nutritional information, even though it was also found that front-of-pack labels can be used as a shortcut to avoid looking at more extensive back-of-pack information. It is assumed in this thesis that customer behaviour towards nutritional and eco-friendly labels is similar. The same assumption was made in multiple academic articles. The cognitive processes involved in the decision to purchase a product were described by the AIDA model as a series of steps: attention, interest, desire and action. From the insights found in previous research, a FOP label has an influence on the attention, interest and desire steps of the decision-making process.

Eco-labels bring information to consumers about the environmental performance of a product. Several studies have researched how labels could entice a greener consumption. A challenge that was found was consumers' lack of confidence in the trustworthiness of these labels. Another interesting finding about consumers' behaviour towards labels is that women seem to be more interested in quality food products, and therefore are more likely to purchase labeled products.

Consumers have been found to be most likely to pay attention to labels when they have a specific health goal in mind. The most effective tools for the promotion of healthy eating are as follows: FOP nutritional tables in the first place, then FOP labels and lastly, BOP nutritional tables. Additionally, a time pressure experiment showed that consumers pay slightly less attention to labels when they are under a time pressure. D'Souza et al. made a theory, the Theory of Planned Behavior, which predicts whether a person is likely to be interested in eco-labels. It is based on 3 criterias: a positive attitude towards the environment, perceived behavioral control over one's purchases and diet, and being affected

or not by social norms. Other academics state that the main criteria for being interested in eco-labels is the consumer's willingness to change their purchase behaviour and their buying habits. The latter is viewed as an important challenge for the switch to a greener global food consumption.

Furthermore, multiple studies have shown that consumers generally have an increased willingness to pay for eco-labeled products. This means that a product that includes a label is more valuable in most consumers' eyes. Most research that has been conducted on this topic focuses on one single product. There was nevertheless a study on products from different categories, ie. meat products, chicken and vegetarian alternatives. The authors found that labels do not have a strong impact on all consumers' groups. Indeed, consumers that were already interested in reducing their carbon impact are willing to pay premiums for eco-labeled products. This effect was much less significant for consumers that were not already eco-oriented.

Animal products are the most environmentally impactful food category, and starchy foods, legumes, fruits and vegetables are the least impactful. Researchers Edenbrandt and Lagerkvist stated that substitutions from more impactful products towards least impactful ones on a large scale were necessary in order to achieve a globally sustainable food consumption. Given that food categories have such different impacts, they stated that within-category substitutions were not sufficient and that between-category substitutions would be necessary.

5.2 Key findings of the in-depth interviews

First and foremost, respondents' sources of value in a food consumption good were evaluated. Most respondents saw taste as their main source of value. Health and nutrition were found to be important to all respondents. However, some respondents were willing and actively making consumption changes towards that goal, whereas others seemed to resign themselves to their consumption habits. An interesting association between

eco-labels and the perception that a product is healthy or nutritious stood out. Furthermore, a product being local was found to be important to respondents, for the following reasons: eco-friendliness, fresh produce ie. taste, non-processed products ie. healthiness, and support to local communities. Younger respondents were proactive in their concern for the ecology, while older respondents were less engaged in that regard. However, eco-friendliness was a source of value for all respondents. Lastly, a few respondents saw a cheap price as an important source of value and were therefore less inclined towards eco-labeled products because of their premium.

Each respondents' decision-making processes and purchase behaviour was found to be influenced by multiple factors that varied depending on the individual. The culture and environment that surround the individual, the personal experiences, the sensibilities and values of that person were all factors that influence respondents' ways of selecting products. A common pattern that was observed was a positive perception of labels but a feeling of being lost and lacking knowledge in front of the variety of labels. Respondents generally use many sources of information when choosing a product: the packaging, the visual aspect of a product, the ingredients' list and others.

D'Souza's Theory of Planned Behavior was validated in most cases by the in-depth interviews findings. However, very eco-oriented consumers are sometimes the ones that shop the least in supermarkets, because they prefer bulk stores and shopping at the local market to purchasing eco-labeled products in a supermarket. There was a surprisingly high level of interest in eco-labels amongst older respondents, who were not the most eco-oriented respondents. All respondents stated to be interested in the Eco-Score. Almost all of them already use the Nutri-Score, for its colour-coded label that is easy to read, gives straightforward information and is present on the majority of supermarket products. They were confident that they would also use the Eco-Score, and many of them would be willing to engage in within-category substitutions for a greener consumption. Less than half the respondents were willing to engage in between-category substitutions. Lastly, the main obstacles to consumption behaviour changes seemed to be taste and habits.

5.3 Comparison of previous literature's findings and of the in-depth interviews' findings

5.3 a) Common patterns or differences

Previous literature shows that food consumption goods are “offered to consumers in a setting that is embedded in a system of culture”. This was confirmed by the in-depth interviews. The culture, the socio-economic background, the parent's purchase behaviour, the environment and the social circles of an individual were all factors that were found to affect most if not all respondents' ways of grocery shopping. In addition to these external influences, intrinsic elements to the respondent such as personality, interests, values and life experiences are determinant to their purchase behaviour. The in-depth interviews also were in line with previous literature on the fact that FOP labels attract consumers' attention, especially colour-coded labels. Only one respondent stated that he did not pay attention to labels at all, and most respondents were interested in labels, especially in the Nutri-Score. The latter is a colour-coded FOP label. The assumption that consumers view nutritional labels similarly to environmental performance labels seems correct. The in-depth interviews revealed that there seems to be a link in consumers' minds between health and ecology. 2 respondents stated that they would especially value the Eco-Score for fresh produce, or animal products. Indeed, one of them explained that he associates the Eco-Score with the use of less pesticides and therefore a healthier product.

The in-depth interviews, in line with the previous literature findings, find that some consumers have little confidence in the trustworthiness of labels. From the respondents' interviews, this issue does not seem to be as consequent as what was inferred by previous literature papers. Only 2 out of the 9 respondents stated that they do not trust labels much, and one additional respondent said that he only trusts labels if they are used by many brands.

Once again, the in-depth interviews appear to be in line with the previous literature with regards to the fact that consumers pay more attention to labels when they have a specific health goal in mind. It was indeed the respondents that seemed to care to the

largest extent about their health that also sounded like they paid the most attention to labels.

D'Souza's criteria were found to be good predictors of whether a person would be interested in eco-labels. A respondent that ranked high on one or more of the following criteria: a positive attitude towards the environment, feeling like they have control over their purchases and diet, and being affected by social norms, was generally interested in eco-labels. However, some respondents that are very eco-oriented prefer different ways of getting groceries than going to the supermarket and buying eco-labeled products. For instance, they instead go to the local market, or to specialized stores such as a bulk store. Labels are still relevant in the case of bulk stores or organic supermarkets because they usually sell organic labelled products exclusively.

The in-depth interviews showed that a person's willingness to change their food consumption habits is an important barrier to a greener food consumption, as was described by previous academic articles. The respondents that were the most reluctant to make consumption changes said that this was because of habits and taste preferences. On a more optimistic note, elderly respondents seemed very interested in the Eco-Score, and willing to make substitutions towards more eco-friendly products with its guidance. Elderly respondents were also the most inflexible interviewees with regards to changing their eating habits. This is explained by the fact that the Eco-Score is easy to read and offers a convenient way to quickly have information on the environmental performance of products. The effort required to have a greener consumption is lesser.

The in-depth interviews also confirmed the fact that an eco-oriented person in general is usually going to have an increased willingness to pay a premium for eco-labeled products.

5.3 b) Re-analysis of the propositions

Based on the above, the propositions that were made before the in-depth interviews process can be either accepted or refuted.

Proposition 1: The Eco-Score is a source of value that is related to ethical considerations.

The in-depth interviews' analysis found this to be true. Eco-friendliness was found to be a source of value to all respondents. In addition to the ethical aspect, respondents seemed to derive value from the eco-score from a health viewpoint. Most respondents seemed to associate an eco-friendlier product with healthier foods.

Proposition 2: Consumers notice front-of-pack labels. Additionally, their perception of the product and desire to purchase a food item is influenced by FOP labels.

Indeed, the in-depth interviews and the literature review concur to say that most consumers notice FOP labels. The majority of respondents said that they use the Nutri-Score, which is a colour-coded FOP label. The fact that they "use" it means that it plays a role in their decision to purchase a product.

Proposition 3: Customers find the information given by an eco-label valuable and usually trustworthy.

Most respondents said that they trust eco-labels. Only two respondents did not trust them or not much. Most respondents also seemed to find eco-labels valuable, as many would compare products on a shelf based on their eco-label. 3 respondents shop at organic stores, which of course means that they find organic labeled products valuable. However, the question is to what extent do they find an eco-label valuable. Other sources of values sometimes outweigh the value that one finds in buying an eco-labelled product. Furthermore, there were a few instances in which an eco-label could have an adverse effect on the intention to purchase a product. First, price conscious consumers might automatically reject eco-labeled products, thinking that the premium must be too high. Another challenge for eco-labels is that some respondents might associate an eco-labeled product with less tasty food. The example of a respondent who avoided eco-labels for wine was given in the interviews.

Proposition 4: Consumers are often willing to switch to an eco-friendlier food consumption with the help of eco-labels, no matter their ages.

This proposition is accepted. Even older respondents, generally less concerned about ecology than younger interviewees, were willing to make use of the Eco-Score to make their food consumption healthier. Of course, different respondents were willing to do so to varying extents. Only one respondent was very little interested in making his food consumption more eco-responsible.

Proposition 5: Even in the multi-product setting of supermarkets, consumers tend to pay attention and attach value to eco-labels.

The above remains true in a multi-product setting. More explanations are given in paragraph 4.3 a).

Proposition 6: Consumers valuation of an eco-label differs per food category.

The in-depth interviews' outcomes found this to be true. Recurring patterns were that some respondents found an eco-label most valuable for products that they buy the most often, or for fresh produce or animal products. Refer to paragraph 4.3 b) for deeper insights.

Proposition 7: The Eco-Score has a big enough effect on consumers to incite them to switch to lower-emissions products within the same food category.

Only one respondent stated that he would not make substitutions between products for environmental reasons. Most respondents were willing to switch to very similar products that would be less polluting than their planned purchase with the help of the Eco-Score. However, quantitative analysis has to be conducted to be able to accurately answer this question.

Proposition 8: The Eco-Score has a big enough effect on consumers to incite them to switch to lower-emissions products that belong to other food categories.

This depends on the product and the respondent, even more so than for proposition 7. Refer to paragraph 4.3 e) to see the in-depth interviews outcomes on that matter. But again, quantitative analysis has to be conducted to provide a truthful answer to that proposition.

5.3 c) Answers to the sub-questions

The empirical sub-questions will be answered in the following paragraph:

- A. *What entails the consumer food decision-making and buying process of french consumers?*

Every respondent had a different decision-making and buying process from one another, but common patterns arised from the analysis. Most respondents see grocery shopping as a chore, but are still interested in comparing the different products on the shelves. They use different sources of information: the packaging, the visual aspect of the product, the ingredients' list, the label, their own knowledge about a food item or brand, and external sources such as what they have heard about the product from relatives or from a TV commercial or documentary, the internet and others. The AIDA model is a good way of describing their decision-making processes. Once the consumer's attention has been attracted to the product, this attention is turned into interest and then desire to purchase the product. The sources of value are causal factors to the desire to purchase. Multiple factors were found to influence respondents' purchase behaviors: the culture and environment that surround the individual, the personal experiences, the sensibilities and values of that person. 4 respondents mentioned having a very French diet, which is a concrete example of how culture influences purchase choices and eating habits.

- B. *How are consumers affected by a food product's different sources of value and how does the Eco-Score relate to that relationship?*

The most important sources of value for supermarket food products that were collected amongst the respondents were taste, health and nutrition, locality, ecology and price. The relative importance of a source of value compared to others varied for every respondent, and the above list is a collection of the sources of value that were cited the most often during the interviews. Respondents seem to weigh the value they get from different products and the different sources of value that that specific product has to offer in what can be called a "balance of sources of value". Then, they make a decision to purchase a product. The Eco-Score is a source of value that is related to ethical considerations. Depending on the individuals' sensibilities, and after all the importance that they attach to

the Eco-Score in what can be called a balance of sources of value, a purchase decision is made.

C. *Does the food decision-making and purchase behavior differ per food category?*

e) *If so, how does it affect consumer's interests in eco-labeled products?*

As was illustrated by respondents' behaviour towards the Eco-Score, consumers weigh in different sources of values, or weigh them to varying extents, depending on the product category. Most interviewees seemed to attach relatively more importance to the Eco-Score for products that they consume the most often. Therefore, fresh fruits and vegetables as well as starchy foods were mentioned multiple times. Then, a few respondents were especially interested in the Eco-Score for fresh produce, dairy products and eggs, for which they have health concerns related to the use of pesticides or other toxic substances. 6 respondents stated that they would be interested in the Eco-Score for all or almost all products. On the contrary, the Eco-Score has less impact in respondents' decision making for product categories for which taste is a prime source of value. Butter, chocolate, wine, chips and candies were given as examples. It is especially true for products that the respondent buys as a "guilty pleasure". More research needs to be conducted to answer this question, as some clues were given but respondents were not able to clearly explain why they would make these choices. That reasoning can go as far as to explicitly look for products that are not eco-labeled because these do not taste as good. A respondent gave the example of wine. Another reasoning is to consider eco-labels as a minor source of value for essential products to one's diet. Fruits and vegetables, starchy foods, canned foods and sugar were cited as these essential foods that the respondent would purchase even if they had bad Eco-Scores.

f) *Are they willing to engage in substitutions between high-emitting and low emitting-product categories?*

The large majority of respondents were willing to make substitutions between high and low emitting products, if the products are very similar. Only one respondent stated that he would not make substitutions between products for the ecology, which is not a big enough source of value to him. He stated that he did not feel sensitized to this question. However, all other respondents were willing to try to make their food consumption more

eco-responsible. Many were reluctant to between-category switches though. Taste and habits were the main reasons for it. There was also the idea that “there are non replaceable products”. This is why Edenbrandt and Lagerkvist’s suggestion to facilitate between-category substitutions by placing a product and its less polluting alternatives on the same store shelf could be a solution. Moreover, 4 respondents stated that they would make between category switches. They gave the examples of replacing red meat with chicken, cow milk with goat milk yogurts, meat with vegetarian steaks, red meat with legumes and cereals. For these respondents, a concern for the ecology was not always the main reason for these between category switches: respondents sometimes made these choices for health reasons.

g) What about within-product categories substitutions?

8 respondents out of 9 were willing to engage in within-category substitutions. Respondent 5 made the interesting statement that he would make switches within the categories of fruits, vegetables, meat and bread because he “likes the taste of all products within these categories”. Within-category substitutions involve less compromises on taste, and for some products price, which explains why consumers are more willing to substitute within-category than between category. Another reason is that habits are not too shaken up when making within-category substitutions. An example is that it is easier for a person that consumes meat regularly to switch from one type of meat to another, than to poultry or vegetarian steaks.

h) What is the role of the Eco-Score in these consumption behavior changes?

As explained in previous paragraphs, the Eco-Score was generally appreciated by respondents for its clear, easy to read and quick capacity to give information about the overall environmental performance of a product. Therefore, the majority of respondents were willing to engage in within-category substitutions with the help of the Eco-Score. Additionally, almost half of the respondents were willing to engage in between-category substitutions with the information provided by the Eco-Score. The fact that its influence on consumers’ behaviour is so important comes with negative effects as well. Some respondents try to limit their consumption of environmentally harmful products such as meat, but would feel relieved of that commitment if the Eco-Score for it was not too bad after all. It was also mentioned by a respondent that he would not feel as bad about buying

unhealthy products if their Eco-Score was good. This confirms the association, if not trade off, that some customers make between the ecology and the health aspects of a product.

5.3 d) Answer to the central research question

How do Eco-Score labels influence consumer decision-making and purchase behaviour in a multi-product choice setting, in French supermarkets?

Eco-Score labels attract the respondents' attention with its straightforward, colour-coded scale. It shows ecology, and it is sometimes even associated with healthier foods. The Eco-Score is therefore a source of value that plays a role in the customers' decision making process. The customers' attention is transformed into interest and then desire to own the product, because of its sources of value. How extensively the Eco-Score plays a role in the decision-making process depends on the individual, in the first place. Their sensibilities, likes and wants, as well as external influences such as their culture and their environment determine which sources of value matter to them, and to what extent. Therefore, very eco-oriented respondents were usually more willing to make significant consumption changes for the ecology, such as between-category substitutions. That is because they attach more weight to the Eco-Score when they evaluate a product and its "balance of sources of value". Most other respondents are also eco-oriented to some extent and attach value to the Eco-Score. The fact that most of them are willing to make within-category substitutions shows that the Eco-Score plays a role in their "balance of sources of value". The respondents that were the least willing to engage in consumption behaviour changes explained that is because of both taste and habits. It is interesting to note that older respondents were the most immersed in habits. The customers' decision making process is intricate, and will vary depending on the circumstances, for example whether the consumer is under a time pressure while grocery shopping. That process will also vary depending on the product category. Many respondents were the most interested in the Eco-Score for products that they buy regularly. A hypothesis, that should be confirmed by other research, is that this is because they can reduce their environmental impact more significantly in that way. A few respondents stated that they would attach more value to the

Eco-Score for fresh fruits and vegetables, eggs and milk which would be safer or healthier with a good Eco-Score, because it would mean less pesticides used in production. However, the Eco-Score sometimes goes down in the balance of sources of value. That was found to happen mainly when the respondent attaches particular attention to the taste, for a specific product category. These are often products that the respondent buys to treat themselves.

5.4 Recommendations and limitations

5.4 a) Recommendations to the food industry

5.4 a) 1. Providing information to customers

Edenbrandt and Lagerkvist gave a warning that a shift to a sustainable global food consumption would require within-category as well as between-category switches between high and low emitting product categories (Edenbrandt & Lagerkvist, 2021, p.6). The food industry has a social responsibility to encourage these switches, and incentives have to be put in place to this end. Providing information about the environmental performance of products is a first and necessary step. There already exists a wide range of eco-labels, but most consumers are lost in front of that variety. Therefore, the Eco-Score seems like a good solution. It is easy to read, effective at catching the customers' attention with its colour-coded scale, and gives fast and simple information about the overall environmental performance of a product. If adopted on a large scale, it will allow for comparisons between products both within and between-category, facilitating these much needed consumption changes. Labelling products that are local is information that consumers ask for as well. The in-depth interviews made it clear that the majority of respondents very much value locality. Then, another way to provide information to grocery shoppers is to explain the meaning of the different labels. Respondents expressed their confusion in front of the many different labels that exist.

5.4 a) 2. Developing incentives

Once consumers are provided with information, they should be encouraged to adopt an eco-responsible consumption with the help of incentives. As Edenbrandt and Lagerkvist suggested, supermarkets can present a product and its lower emissions alternatives on the same shelf. In that way, the choice set is not reduced but consumers are more likely to consider purchasing the lower emissions alternatives. Given that the main obstacles for consumption behaviour changes that came out of the interviews were taste and habits, the food industry can take action to help consumers overcome these obstacles. Many projects can be undertaken. For instance, a brand that offers lower emissions alternatives can offer free sampling or discounts, so as to make customers discover its products and hopefully appreciate their taste. This can also help overcome habits, because the individual is likely to appreciate the novelty of trying out a new product. Furthermore, supermarkets could put in practice monetary incentives to encourage the adoption of the Eco-Score. For example, a discount system in which customers get discounts or gifts when the majority of the products they buy have good Eco-Scores. However, monetary incentives should be put in place with caution, given that they can sometimes crowd out intrinsic motivation. Intrinsic motivation is defined as “performing an activity for its own sake rather than from the desire for an external reward” (*Extrinsic vs. Intrinsic Motivation: What’s the Difference?*, 2020).

5.4 a) 3. Offering more eco-responsible products

Including the Eco-Score on products or providing incentives to encourage consumers to make more eco-responsible choices is one step towards a more eco-responsible global consumption. Another step is for the food industry to pay attention to its products and their impact. For instance, excessive or unnecessary packaging can be avoided. This will reflect positively on product purchases, given that respondents mentioned that they avoid purchasing products that come wrapped in excessive packaging, especially if it is plastic.

5.4 b) Research’s possible limitations

5.4 b) 1. Accuracy

Akin to any other research method, in-depth interviews have limitations. First, it is impossible or very hard to check the accuracy of what the interviewees said. It would require real-life observation, or to interview other persons who know the interviewee very well (Morris, 2015). Furthermore, some respondents may have held back or not given comprehensive or accurate explanations about their purchase behaviour. As a matter of fact, some interviewees gave less details and seemed to reflect on their purchase behaviours less than others. This is why other types of research, such as quantitative research, should investigate consumers' behaviour towards Eco-Score labelled products in the multi-product setting of a supermarket. Most importantly, they should research the between-category and within-category substitutions effects. It is relevant to understand the reasons for their choices and the thoughts behind consumers' decision-making processes with in-depth interviews. However, quantitative research also has to be conducted to measure what actually happens in a supermarket.

5.4 b) 2. Reliability

Moreover, some questions were subjective and dependent on the interviewee's interpretation of the question. For example, when asked what socio-cultural factors influence their purchase decisions, respondents may not all have understood the question in the same way. Yet, they were all given the same definition of socio-cultural factors.

5.4 b) 3. Representativeness

For instance the previous literature findings about women generally being more interested in labels cannot be confirmed or refuted by the in-depth interviews, since the interviewed sample was too small and not randomized, and therefore it was not representative of the French grocery shoppers population.

5.4 b) 4. Socio-demographics

Very few elements about their socio-demographic and socio-economic background were asked to interviewees. They were only asked for their age, status and location. Some respondents talked about these aspects of their lives in the interview, which showed that these factors can have a great impact on consumers' purchase behaviours. However, the main focus of this research was not to see how socio-demographics impact consumers' behaviour towards eco-labels. It would be relevant though, and should be included in further research. Several other influential factors to an individual's decision-making and purchase behaviour were not included in this research as well, simply because the author could not research every possible influential factor.

5.4 c) Recommendations to future researchers

Extremely little previous research has been conducted on within and between-category switches for more eco-friendly food consumption. Most previous literature about this topic focus on one product and respondents' different perceptions of the product depending on its labelling. The in-depth interviews therefore provide useful insights into these topics, but more research has to be done. The interviews confirmed the hypothesis that most consumers regard the Eco-Score differently depending on the food category. The interviews also gave first insights into respondent's reasoning behind their choices. Further research should be aimed at understanding the intricacies of the consumers' decision making and behaviour towards eco-labels and eco-responsible consumption in a multi-product setting. This is important for the food industry and in order to direct efforts towards the adoption of a sustainable food consumption.

Another relevant question that was not discussed in this research is that of whether there is a slackening of "green effort" after having already chosen one or more eco-labeled products. An experiment or quantitative research would be best at providing answers to this question than in-depth interviews.

Then, more research needs to be undertaken to gain additional insights into the relationship between the Eco-Score and the perception that a product is healthy. What is the nature of that relationship, do consumers simply associate eco-friendliness and health, or does it go as far as consumers making trade-offs between the two aspects? And does that relationship stand for all consumers, or only for certain socio-demographic groups?

Furthermore, the effect of budget constraints on the willingness to purchase eco-labeled products should be researched more extensively. How does the effect of the Eco-Score on purchase behavior differ per respondents' socio-economic characteristics?

Many different aspects around consumers' decision-making processes and purchase behaviours around eco-labels remain to be researched. For instance, the same could be investigated in developing countries, which might result in very different research outcomes. It is important that research methods are varied, as this will allow to bring more insights into this topic.

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Appendices

Appendix A: Interview Script

Questions give answers to the empirical sub questions¹¹ and, in relation to these, the questions are organised by the following categories/themes:

- A. Product value:
 - a. local
 - b. culture
 - c. aspects
 - d. label
- B. Decision-making and buying process:
 - a. consumer interested in eco-labels
- C. Multi-product setting:
 - a. different decision making
 - b. eco-labels
 - c. substitutions

Introduction:

Merci de prendre le temps de faire cet entretien. Je voudrais vous parler de vos habitudes en supermarché et de comment est ce que vous faites votre choix entre plusieurs produits. L'interview devrait prendre moins d'une heure. Je vais enregistrer la conversation parce que je ne veux pas rater quelque chose que vous avez dit, même si je prends des notes. L'information est confidentielle, et votre nom ne sera pas divulgué sur le rapport. Est ce que cela vous convient ? Je voudrais aussi vous notifier que vous n'êtes pas obligé de répondre et que vous pouvez vous abstenir de répondre.

RESPONDENT CHARACTERISTICS

Age :

Date de l'interview :

Genre :

Statut :

Ville :

- A. *What entails the consumer food decision-making and buying process of french consumers?*

*PRODUCT VALUE*LOCAL*

1. Tous les combien de temps est-ce que vous achetez des produits locaux en supermarché ?
2. Quel type de produits ?

¹¹ See paragraph 1.3

DECISION-MAKING AND BUYING PROCESS

3. Vous faites des courses tous les combien de temps ?
4. Combien de temps environ est-ce que vous pensez passer dans un supermarché ?

PRODUCT VALUE*CULTURE

5. A quel point est-ce que vous pensez que vos habitudes alimentaires sont similaires à celles de vos parents ?

B. How are consumers affected by a food product's different sources of value and how does the Eco-Score relate to that relationship?

PRODUCT VALUE*ASPECTS

6. Quels aspects d'un produit sont importants pour vous, quand vous faites vos courses en supermarché ? (Par exemple l'apport nutritionnel, la texture, une marque connue, un produit local ou écologique, un procédé de fabrication intéressant...)

PRODUCT VALUE*LABEL

7. Quel genre de labels vous intéressent sur un emballage, si vous prenez en compte les labels dans votre décision ?

DECISION-MAKING AND BUYING PROCESS*CONSUMER INTERESTED IN ECOLABELS

Consommateur déjà éco-orienté ou les 2 autres critères de D'Souza pour un client susceptible d'utiliser un eco-label:

8. Avez-vous l'impression que certains facteurs socio-culturels influencent vos choix alimentaires ?

Les facteurs socio-culturels sont des aspects de votre environnement, comme la culture, les groupes auxquels vous appartenez c'est à dire votre cercle proches et moins proches... C'est le cadre social dans lequel vous vivez, donc ça peut être un reportage sur l'alimentation que vous avez vu, quelque chose que vous avez entendu à la radio ou que vos amis vous ont dit etc., qui influencerait votre choix quand vous faites les courses.

9. Quel était le dernier produit que vous avez acheté et que vous n'aviez jamais tenté auparavant ?

10. Quelle est la cause la plus importante à vos yeux ? (Par exemple les inégalités sociales, la paix, l'environnement et le climat, le monde naturel et les animaux, les droits, l'égalité entre les sexes...)

MULTI-PRODUCT SETTING*DIFFERENT DECISION MAKING

11. Vous avez déjà répondu que *-genre de label-* attire votre attention. *Si c'était un label écologique* : comment est-ce que vous faites votre choix entre un produit qui a ce label et les autres produits du rayon ?

MULTI-PRODUCT SETTING*ECOLABELS

12. A quel point faites-vous confiance à un label écologique ?

13. Quelles sont les autres informations que le label écologique que vous utilisez pour savoir si un produit ne pollue pas trop ? Par exemple,

- Vos connaissances
- Un slogan ou un packaging qui donne l'impression d'un produit écologique
- Des informations derrière le paquet ou sur les côtés

C. Does the food decision-making and purchase behavior differ per food category?

MULTI-PRODUCT SETTING*SUBSTITUTIONS

L'effet de l'Eco-Score sur l'attitude des consommateurs envers différentes catégories de produits :

Photos de différents produits avec l'Eco-Score:

Je vais vous montrer des produits qui sont représentatifs du panier de produits que les consommateurs européens achètent souvent. L'Eco-score est un nouveau label qui évalue la performance environnementale des produits et leur donne une note de A à E et de vert à rouge. Un A vert veut dire un produit respectueux de l'environnement et un E rouge veut dire un produit qui est mauvais pour l'environnement. L'objectif est de vous donner une idée des différents produits que vous pourriez acheter dans un supermarché et de voir comment vous faites vos choix en fonction du type de produit et de l'Eco-Score.

14. Pour quels produits est-ce que vous attachez beaucoup d'importance à l'eco-label et pour quels produits est-ce que vous y attachez moins d'importance.

15. Quels sont les produits que vous achèteriez peu importe le niveau de l'Eco-Score ?

16. Quels sont les produits qu'au contraire, vous n'achetez pas souvent mais qu'un bon Eco-Score pourrait vous motiver à acheter, s'il y en a ?

17. Si vous deviez abandonner un produit polluant pour un autre moins polluant, quel serait votre choix ?

Appendix B: English translation of the interview script

Introduction:

Thank you for taking the time for this interview. I would like to talk with you about your habits in a supermarket and how you make choices between several products. The interview should last less than an hour. I am going to record our meeting because I don't want to miss anything that you said, even though I am taking notes. The information you give me will be kept confidential, and your name will not be transcribed on the report. Is that okay with you? I would also like to notify you that you are not obliged to answer any question and can choose to withdraw from answering.

RESPONDENT CHARACTERISTICS

Age:

Interview Date:

Gender:

Status:

Location of the interview:

A. What entails the consumer food decision-making and buying process of french consumers?

*PRODUCT VALUE*LOCAL*

1. How often do you purchase local food products in a supermarket?
2. What kind of products?

DECISION-MAKING AND BUYING PROCESS

3. How often do you go grocery shopping?
4. How much time do you usually spend at the supermarket?

*PRODUCT VALUE*CULTURE*

5. How likely are your food habits to those of your parents?

B. How are consumers affected by a food product's different sources of value and how does the Eco-Score relate to that relationship?

*PRODUCT VALUE*ASPECTS*

6. What characteristics of the product are important to you, when you grocery shop in a supermarket? For example the nutritional apport, texture, the brand, a local or healthy product, an interesting fabrication process...

*PRODUCT VALUE*LABEL*

7. What kind of labels do you look for on a package, if labels play a role in your decision?

*DECISION-MAKING AND BUYING PROCESS*CONSUMER INTERESTED IN ECOLABELS*

Déjà éco-orienté ou les 2 autres critères de D'Souza pour un client susceptible d'utiliser un eco-label:

8. Do you feel that certain socio-cultural factors influence your food choices?

Socio-cultural factors are characteristics of your environment, such as the culture and the groups to which you belong to, meaning your close circle and other social circles. It is the social environment that you live in. It can be a documentary that you saw, what you heard on the radio or from friends or family members, that influence your food choices.

9. What was the last product that you bought and had never tried before?

10. What is the most important cause to you? For instance, social inequalities, peace, the environment and the climate, the natural world and animals, human rights, genders' equality.

*MULTI-PRODUCT SETTING*DIFFERENT DECISION MAKING*

11. You already said that "type of label" drags your attention. *If it was an eco-label:* How do you make your choice between a product that has this label and other products on the shelf?

MULTI-PRODUCT SETTING*ECOLABELS

12. To what extent do you trust eco-labels?

13. What other information other than the ecological label do you use to make up your mind about whether a product pollutes or not? For instance,

- What you already know
- A slogan or packaging that gives the impression of an ecological product
- Informations at the back or on the sides of a package

C. Does the food decision-making and purchase behavior differ per food category?

MULTI-PRODUCT SETTING*SUBSTITUTIONS

The effect of the Eco-Score on consumer's behaviour towards different product categories:

The interviewee is presented with images of different products with the Eco-Score:

I am going to show you images of products that are representative of the basket of food products that is regularly bought by european consumers. The Eco-Score is a new label that evaluates the environmental performance of food products and ranks them from A to E and from green to red. A green A means a respectful product to the environment and a red E is a polluting product. The aim of the next questions is to give you an idea of the different products that you could purchase in a supermarket and to see how you make choices depending on the type of product and its Eco-Score.

14. Are there products for which the Eco-Label is important to you and other products for which you think that it plays a lesser role in your decision to purchase the product?

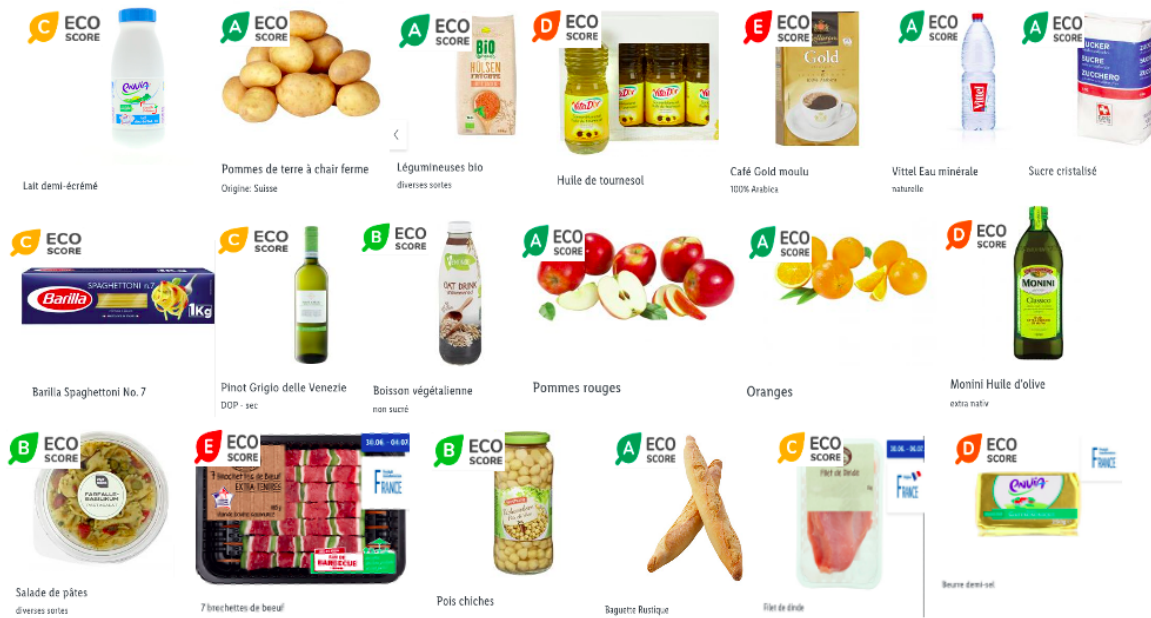
15. What products would you buy no matter the level of the Eco-Score?

16. What products do you rarely buy but that a good Eco-Score could entice you to buy, if there are any?

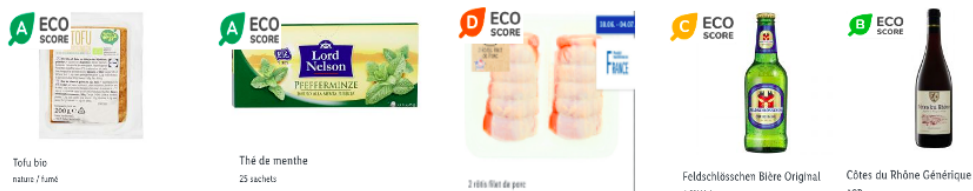
17. If you had to give up on a polluting product for another one less polluting, what would be your choice?

Appendix C: Images of products and their Eco-Score presented to interviewees

First Powerpoint slide:



Second Powerpoint slide:



Appendix D: Interview's report

*1

age: 20

interview date: 3 Juillet

genre: F

statut: étudiante

ville: Poitiers, 2-way video Zoom call

*PRODUCT VALUE*LOCAL*

1) La personne 1 achète la quasi-totalité de ses produits alimentaires venant de France. Selon elle, un produit local est un produit régional. Elle fait ses courses en supermarché BIO, qui proposent une gamme de produits locaux, ainsi qu'en marché. Elle estime que 40 ou 50% des produits qu'elle achète sont locaux.

2) Elle affirme qu'il est très rare qu'elle achète des fruits et légumes qui viennent de l'étranger. Elle achète des produits Français également pour les féculents et produits transformé. En revanche, elle consomme quand même certains produits secs qui ne peuvent pas être produits en France comme le chocolat ou le café.

DECISION-MAKING AND BUYING PROCESS

3) Elle fait ses courses pour la semaine et au maximum tous les 3/4 jours. Elle va également au marché toutes les semaines.

4) Elle passe environ 15/20 min dans un supermarché avec 2 gros sacs de courses. Ce sont des courses très rapides. Par contre, elle prend son temps au marché, où elle achète moins de produits mais passe environ 30 min. C'est une activité sociale où elle prend plaisir à discuter avec les artisans sur les produits et à rencontrer des connaissances.

*PRODUCT VALUE*CULTURE*

5) Son alimentation a changé depuis qu'elle ne vit plus chez ses parents. Ses parents font attention, comme elle, à l'apport nutritif et l'impact écologique de leur consommation alimentaire, mais dans une moindre mesure. La plus grande différence entre elle et ses parents concerne les produits animaliers : ses parents consomment beaucoup plus de viande, poisson, produits laitiers : fromages et yaourts. Ils consomment aussi plus de produits transformés. Ils utilisent l'application Yuka pour évaluer l'apport nutritif et l'Eco-Score des produits, ce qui montre qu'ils font attention à leur consommation alimentaire.

*PRODUCT VALUE*ASPECTS*

6) Ses deux facteurs de choix principaux sont que le produit soit local, et le prix. Elle rachète un produit qu'elle a bien aimé régulièrement. Le goût est aussi un facteur de choix principal. Elle valorise l'aspect nutritionnel d'un produit, mais ne regarde pas la table de nutrition à l'arrière de l'emballage. Elle se laisse néanmoins tenter par le marketing, mais ne trouve pas que la marque soit un facteur de choix dans sa décision.

*PRODUCT VALUE*LABEL*

7) La personne 1 ne pense pas connaître beaucoup de labels, mais valorise les labels bio et emballage recyclable. Elle regarde de temps en temps l'arrière du paquet.

*DECISION-MAKING AND BUYING PROCESS*CONSUMER INTERESTED IN ECOLABELS*

8) Il y a des choses qu'on intériorise par ce qu'on entend, mais elle pense ne se faire confiance qu'à elle-même en général.

9) Elle tente de nouveaux produits de temps en temps, majoritairement de la même catégorie de ceux qu'elle achète habituellement : par exemple, une autre sorte de nocciolata, des produits alternatifs comme le tofu sans cuisson, ou des légumes sur le marché

10) L'éthique et l'environnement sont les causes les plus importantes à ses yeux. Souvent elles se rejoignent : éthique va avec produit local parce qu'elle ne fait pas confiance à des produits venant de loin pour être éthique et bien traiter les producteurs. Son point de vue par rapport à l'environnement et la consommation alimentaire : il faut une prise de conscience et un effort collectif. En tant que seule consommatrice elle pense que son rôle est minime. Mais selon elle, l'alimentation constitue un faible levier comparée aux secteurs des transports et énergies etc. Il y a quand même plus à faire sur d'autres domaines, et le secteur de l'alimentation c'est un secteur qui a fait de nombreux changements depuis de plusieurs années pour devenir plus durable.

*MULTI-PRODUCT SETTING*DIFFERENT DECISION MAKING*

11) La personne 1 ne compare pas les produits différents en fonction de leur label, mais elle se concentre sur le prix et la localité.

*MULTI-PRODUCT SETTING*ECOLABELS*

12) Elle fait confiance à 90% en les labels écologiques. Elle pense que les démarches pour obtenir le label sont tellement longues que seules des marques qui produisent respectueusement de l'environnement font la démarche d'obtenir le label. Elle se pose toutefois la question des contrôles, une fois que le label a été obtenu.

13) Elle fait confiance à ce qu'elle sait.

*MULTI-PRODUCT SETTING*SUBSTITUTIONS*

14) Elle trouve qu'il est difficile de faire des choix de produits en regardant l'Eco-Score seulement, et pas l'apport nutritionnel. Elle attacherait peu d'importance à des produits comme l'huile de cuisson.

15) Elle achèterait du vin et du chocolat, peu importe le niveau de l'Eco-Score. Pour ces produits, le goût est le facteur de choix principal.

16) Un bon Eco-Score pourrait la motiver à acheter du lait et du pain.

17) Elle pense qu'il est difficile de remplacer un produit par un autre qui n'est pas une alternative directe, parce qu'il y a des "produits pas remplaçables". Elle donne le café comme exemple.

*2

age: 57

interview date: 4 Juillet 2021

genre: M

statut: travailleur actif

ville: Tourcoing

*PRODUCT VALUE*LOCAL*

1) Le sondé 2 ne cherche pas des produits spécifiquement locaux mais quand il est confronté à un choix entre un produit non local ou local, il choisit local.

2) Pas de produits en particulier.

DECISION-MAKING AND BUYING PROCESS

3) Le sondé 2 fait ses courses environ une fois par semaine, mais ce n'est pas régulier. Il va en épicerie locale quand il lui manque quelques produits, ainsi que chez le boulanger régulièrement.

4) Ses courses sont rapides, environ 30 min.

*PRODUCT VALUE*CULTURE*

5) Il a gardé des habitudes, mais diffère de ses parents parce qu'il consomme beaucoup de produits déjà préparés.

*PRODUCT VALUE*ASPECTS*

6) Les aspects du produit qui sont importants pour le sondé 2 sont le goût, le fait que le produit soit facilement accessible en supermarché : c'est-à-dire la rapidité et un choix simple, le fait qu'il connaisse le produit, que le produit soit français. Le prix rentre en compte mais n'est pas son premier facteur de choix.

*PRODUCT VALUE*LABEL*

7) Il s'intéresse aux labels pour les produits animaliers: en particulier la viande et le lait, pour lesquels il valorise des produits français, et les oeufs, pour lesquels il cherche la mention: poules élevées en plein air. Le bien-être animal est une cause importante pour lui. L'aspect nutritionnel n'a pas l'air d'être un facteur de choix pour le sondé 2. Par ailleurs, il ne regarde pas la table de nutrition à l'arrière d'un produit.

*DECISION-MAKING AND BUYING PROCESS*CONSUMER INTERESTED IN ECOLABELS*

8) Un facteur socio-culturel qui influence ses choix alimentaires serait majoritairement ses enfants, qui l'encouragent à faire des choix tournés vers l'écologie.

9) Il ne se souvient plus du dernier produit qu'il a testé pour la première fois, car il achète très souvent les mêmes choses: pour gagner du temps, par fainéantise, et parce qu'il trouve qu'il y a toujours trop de choix de produits.

10) La principale cause qui l'anime est le bien-être animal. En ce qui concerne l'environnement et le climat, il est légèrement influencé par ses enfants mais ce n'est pas son facteur de choix principal.

*MULTI-PRODUCT SETTING*DIFFERENT DECISION MAKING*

11) Il attacherait de l'importance à un label écologique ou nutritionnel seulement quand il reçoit des invités, parce qu'il a des amis qui ont des habitudes alimentaires spécifiques. Mais en temps normal, il ne chercherait pas de label écologique sur des produits.

*MULTI-PRODUCT SETTING*ECOLABELS*

12) Il ne connaît pas très bien les labels écologiques, n'est pas très sensible à cette question. Cependant, il a une vision positive sur ces labels et leur accorde sa confiance.

13) Il ne se pose pas vraiment la question d'un produit écologique ou non.

*MULTI-PRODUCT SETTING*SUBSTITUTIONS*

14) Pour le lait et les oeufs, il chercherait éventuellement un Eco-Score qu'il associe pour ces produits à moins de pesticides et donc moins de risques d'intoxication alimentaire. Pour les autres produits, il valorise peu l'Eco-Score mais pourrait y voir une utilité s'il s'agissait d'un label généralisé, présent dans tous les magasins. Le code couleur est une bonne caractéristique de l'Eco-Score selon lui.

15) Du café, de la bière, du sucre, sont des produits qu'il achèterait peu importe le niveau de l'Eco-Score. Par contre, il serait quand même repoussé par un label E et chercherait alors un produit similaire, qui n'a pas de label plutôt que de savoir que son produit est labellisé E.

16) Il serait éventuellement conforté dans sa décision d'acheter du nutella, de la confiture, du miel, de la viande, s'ils avaient un bon Eco-Score. Ce sont des produits pour lesquels il limite ses achats parce qu'il pense qu'ils ne sont pas sains pour sa santé. Mais un bon Eco-Score pousserait la balance vers l'achat de ces produits.

17) Ce serait une contrainte de devoir faire des substitutions entre produits plus ou moins polluants, il ne se servirait pas de l'Eco-Score pour cela.

*3

age: 22

interview date: 4 Juillet 2021

gender: F

location: Port Navalo, in person interview

*PRODUCT VALUE*LOCAL*

1) La sondée 3 achète des produits locaux de temps en temps.

2) Des fruits et légumes.

DECISION-MAKING AND BUYING PROCESS

3) Elle fait ses courses en supermarché toutes les semaines.

4) 30/45 min.

*PRODUCT VALUE*CULTURE*

5) Ses habitudes ne ressemblent pas à celles de ses parents. Parce qu'elle est étudiante: des produits de moins bonne qualité et moins chers que ses parents.

Pour l'écologie: moins de viande

*PRODUCT VALUE*ASPECTS*

6) Elle recherche un produit qui soit: bon pour la santé, local et peu cher (elle regarde le prix au kilo et compare les produits).

*PRODUCT VALUE*LABEL*

7) Elle valorise les labels BIO, Fairtrade, ou qui signalent un produit écologique ou Fairtrade et les regarde "des fois".

*DECISION-MAKING AND BUYING PROCESS*CONSUMER INTERESTED IN ECOLABELS*

8) Elle ne se trouve pas particulièrement influencée par des facteurs socio-culturels. Peut-être seulement pour manger moins de viande parce qu'on entend beaucoup parler de l'environnement.

9) Elle essaie assez rarement de nouveaux produits. Elle achète parfois un nouveau produit pour des recettes.

10) L'environnement.

*MULTI-PRODUCT SETTING*DIFFERENT DECISION MAKING*

11) Elle compare le produit labellisé à d'autres produits du rayon. Sa peur: "se faire arnaquer", elle le compare donc aux autres produits du rayon pour vérifier qu'il n'y a pas de trop gros premium sur le produit labellisé. Elle choisit normalement le milieu de gamme entre le "écologique chic et le tout pourri".

*MULTI-PRODUCT SETTING*ECOLABELS*

12) Fait confiance.

13) Ses autres sources d'informations sont : l'emballage, un produit qui est local ou pas selon ses connaissances et l'internet. Elle utilisait Yuka: 1° substances dangereuses pour la santé, 2° nutrition, 3° écologie.

Selon elle, nutrition et écologie vont sur le même plan.

MULTI-PRODUCT SETTING*SUBSTITUTIONS

14) Elle attache beaucoup d'importance à l'Eco-Score sur les fruits et légumes et aux pâtes parce que c'est des aliments qu'on mange très souvent. Il n'y a aucun aliment pour lequel l'Eco-Score ne soit pas important, elle fait attention pour tous les produits.

Si on avait présenté l'Eco-Score et le nutriscore sur l'enquête, elle ferait plus attention à l'Eco-Score parce qu'elle n'achète pas bcp de produits industriels et sinon c'est des produits de base, donc elle ne ressent pas le besoin d'avoir l'information du nutri-score.

15) Les produits pour lesquels elle veut se faire plaisir: gâteaux, bonbons, chips...
(mais se limite sur les sucres sinon elle les mange).

16) Peut-être les légumineuses.

17) Elle ferait une substitution: le poulet pour remplacer viande rouge, par contre elle ne passerait pas au lait végétal parce qu'elle préfère le goût du lait de vache.

*4

age: 61

interview date: 5 Juillet 2021

location: locmariaquer, in person interview

statut: retraitée

PRODUCT VALUE*LOCAL

1) Pas de produits locaux en supermarché, parce qu'elle va une fois par semaine sur le marché. Sur le marché, ce n'est pas forcément le cas qu'ils soient locaux mais l'artisan a énormément de produits locaux et sait très bien acheter.

2) Fruits et légumes, fromages, poisson, viande.

DECISION-MAKING AND BUYING PROCESS

3) 1 fois par semaine en intermarché, connaît le magasin parfaitement : il faut que ce soit rapide. Elle a toujours une liste de courses et ne dévie pas de la liste. En supermarché elle n'achète jamais de légumes et fruits, qui passent trop dans le froid et sont meilleur sur le marché. Par contre elle passe par la poissonnerie et la boucherie en supermarché en complément du marché.

4) Elle fait ses courses 1 fois par semaine, 3 quarts d'heure maximum pour des courses pour 3 personnes.

PRODUCT VALUE*CULTURE

5) Ses habitudes n'ont rien à voir avec celles de ses parents: ils ne mangeaient que des féculents, ils étaient ouvriers et étaient très pauvres. La base de la nourriture: des pommes de terre et des pâtes. Ils étaient des "enfants de la guerre". Le sucre était aussi un produit qu'ils consommaient énormément. Elle a complètement changé ses habitudes alimentaires

pour une nourriture plus saine. Elle s'est mise à cuisiner des légumes, ne sale et ne sucre pas ses plats, elle ne mange presque jamais de produits transformés... Elle ne mange plus de café pour justement ne pas manger de sucre, qu'elle prenait avec son café.

PRODUCT VALUE*ASPECTS

6) L'aspect le plus important est que le produit soit local. L'aspect nutritionnel est extrêmement important: elle achète tellement peu de produits transformés qu'elle n'a pas besoin de regarder les informations du produit, elle ne regarde pas les calories etc, les seuls produits transformés qu'elle achète sont des pâtes par exemple. L'aspect écologique l'intéresse de plus en plus. Elle aurait tendance à aller sur du bio, mais c'est assez récent: parce que "ses filles font super gaffe": elle achète maintenant du lait bio, de la farine bio parfois. Pour le vin, c'est le prix le facteur de choix. L'écologie n'en est pas un, parce qu'elle trouve que les vins labellisés BIO ne sont pas bons. La localité reste un facteur de choix sur ce produit. Tous les produits n'apportent donc pas de la valeur sur les mêmes aspects. La marque est un autre aspect qu'elle regarde : une grande marque industrielle la repousse, "si la marque est un ogre comme lactalis".

PRODUCT VALUE*LABEL

7) Les labels bio et local l'intéressent, notamment pour les yaourts, les oeufs. La viande doit être française. Les fruits et légumes doivent être locaux. Elle les achète en fonction des saisons (frais, goût, qualité). Elle est prête à payer un gros premium pour un fruit ou légume local. Une telle attention au local est due à son intérêt pour : l'écologie en priorité, et l'éthique pour les producteurs, qui vont de pair selon elle.

DECISION-MAKING AND BUYING PROCESS*CONSUMER INTERESTED IN ECOLABELS

8) Elle est influencée ses filles en premier lieu, pour une consommation plus écologique. Ainsi que par la télévision, où elle regarde des reportages sur des produits alimentaires. Elle abandonne parfois un produit après avoir vu un reportage dessus.

9) Au fur et à mesure de l'interview, elle déclare être "pétrie d'habitudes" et "pas fifolle". Elle achète très souvent les mêmes choses, et tente en cuisinant mais avec les mêmes produits.

10) Les inégalités entre les très riches et les très pauvres. Elle pense que c'est lié dans un sens avec le réchauffement climatique, qui est une cause qui la gêne aussi mais dans une moindre mesure. "Je sais, mais à mon niveau je fais des trucs basiques, je pense que c'est un problème de riches: les gros propriétaires qui en ont rien à foutre".

MULTI-PRODUCT SETTING*DIFFERENT DECISION MAKING

11) Elle fait très peu de nouveaux achats donc n'a pas besoin de comparer les différents produits, mais elle achète souvent des produits labellisés.

MULTI-PRODUCT SETTING*ECOLABELS

12) Elle leur fait confiance, "on ne va pas voir le négatif partout". Elle changerait son opinion si un reportage lui donnait une image négative d'un label en particulier.

13) Elle regarde les informations derrière ou sur les côtés de l'emballage, si le produit n'est pas trop emballé, mais l'aspect écologie n'est pas son premier facteur de choix, qui reste la localité.

MULTI-PRODUCT SETTING*SUBSTITUTIONS

14) Elle attache de l'importance à l'Eco-Score pour: lait, sucre, huile d'olive, tournesol, pâtes, farine. Eventuellement pour les pois chiches. Pas pour le beurre, produit pour lequel elle favorise le goût.

15) Le vin, pour lequel elle évite justement un label biologique par exemple: elle trouve que les vins bio n'ont pas bon goût. Ses facteurs de choix pour le vin sont le prix, l'emballage et le goût.

16) Peut-être les légumineuses en bocaux.

17) Elle ne ferait pas de substitutions entre des produits de différentes catégories: le goût et les habitudes expliquent ce choix. Cependant, elle pourrait faire des substitutions entre des produits très similaires de la même catégorie.

*5

age: 53

interview date: July 11, 2021

gender: M

status: active worker

location: Locmariaquer

PRODUCT VALUE*LOCAL

1) Une fois par semaine, et local ça veut dire de la région.

2) Fruits et légumes, pâté et éventuellement d'autres produits.

DECISION-MAKING AND BUYING PROCESS

3) Le sondé 5 fait ses courses tous les deux jours au magasin BIO et toutes les semaines en supermarché.

4) Environ une demie-heure, il prend son temps. Il compare les prix, regarde les promotions, fait le tour des rayons pour voir si il y a des choses qui l'intéressent.

PRODUCT VALUE*CULTURE

5) Ses habitudes alimentaires ne sont pas similaires à celles de ses parents. Il achète des produits de meilleure qualité, il mange moins de viande parce qu'il en mangeait à tous les

repas avec sa mère. Les ingrédients doivent être plus qualitatifs. Il garde une alimentation assez traditionnelle, dans le sens d'une nourriture française.

PRODUCT VALUE*ASPECTS

6) En premier lieu les ingrédients, qui doivent être bons pour la santé. Ensuite, si le premium n'est pas trop cher, il achète des produits locaux pour l'environnement. Trois, une bonne valeur nutritionnelle. Il est aussi très attiré par les promotions.

PRODUCT VALUE*LABEL

7) Le sondé 5 prend en compte les labels dans sa décision maintenant. Avant, il ne les voyait pas parce qu'il n'était pas sensibilisé et qu'il ne les connaît pas. Il regarde souvent les ingrédients à l'arrière d'un produit, mais qui sont écrits en tout petit. Depuis qu'il a remarqué que le nutri-score était présent sur de nombreux produits, un moyen rapide et visible de savoir si un produit est bon pour la santé ou pas, il cherche le nutri-score sur les différents produits. D'autres labels l'intéressent, comme le label des poules élevées en plein air, mais seulement si ils sont faciles à lire. Il veut des choses simples dans lesquelles il peut avoir confiance.

DECISION-MAKING AND BUYING PROCESS*CONSUMER INTERESTED IN ECOLABELS

8) Les facteurs socio-culturels sont une trame de fond qui influence. Si il a des amis, de la famille qui font attention à leur alimentation, ça mène à des discussions qui le sensibilisent à faire attention: à prendre des produits meilleurs pour la santé, en deuxième lieu des produits qui soient plus respectueux de l'environnement. Enfin, s'il peut aider les producteurs il le fait.

9) Il reconnaît acheter très souvent la même chose. Il change peu ses habitudes mais n'est pas très ouvert à de nouveaux produits. Sa façon d'essayer de nouveaux produits est de prendre des produits en promotion, qui l'attirent plutôt. Par contre avant d'acheter un nouveau produit il essaie de faire attention à sa valeur nutritionnelle.

10) L'environnement et le climat, parce qu'il a l'impression que ça se dégrade et qu'il trouve que les gens ne font pas attention.

MULTI-PRODUCT SETTING*DIFFERENT DECISION MAKING

11) L'Eco-Score l'intéresserait. Il comparerait sûrement différents produits avec ce label. Il est probable qu'il ne prenne pas un produit à cause d'un label E. Il pourrait être encouragé à acheter un produit qu'il n'achète pas souvent q'il voit un Eco-Score A.

MULTI-PRODUCT SETTING*ECOLABELS

12) Si il voit que différentes grandes marques adoptent un eco-label, et surtout si il voit que le label a des mentions mauvaises pour certains produits, il fait de plus en plus confiance. Il faudrait que plusieurs marques concurrentes adoptent le label pour avoir la preuve que le label n'a pas été créé par la marque. De plus, une grande marque "ne peut pas mentir".

13) L'origine du produit, pour savoir la distance pendant laquelle il a été transporté. Les ingrédients, par exemple des produits chimiques ou de l'huile de palme sont mauvais pour l'environnement. Trois, le packaging. Il n'aime pas un produit emballé dans trop de plastique.

*MULTI-PRODUCT SETTING***SUBSTITUTIONS***

14) Attache de l'importance à l'Eco-Score pour: les fruits et légumes, la viande, les jus de fruits et les produits laitiers. Le sondé 5 est sensible aux produits chimiques mauvais pour la santé utilisés pour la production, qu'il associe avec un produit qui est mauvais pour l'environnement, sur ces produits. N'attache pas d'importance pour les produits qu'il n'utilise pas: café, beurre.

15) Aucun, le sondé 5 fait attention à l'Eco-Score si il y en a un visible et facile à lire.

16) Peut être pour du vin, si il passe devant des vins et qu'il en voit un qui est bien noté il pourrait être encouragé à l'acheter. Et certaines variétés de viandes, qu'il n'a pas l'habitude d'acheter, un bon Eco-Score pourrait le motiver à acheter.

17) Il ferait des substitutions entre un fruit polluant et un autre moins polluant parce que prendre des pommes ou des bananes, il aime bien les deux et pourrait facilement changer d'avis. Il exclut de faire des substitutions entre différentes catégories de produits (lait de vache à lait végétal, viande à légumineuses). Par contre, éventuellement des substitutions dans la catégorie de produits, comme il a donné l'exemple des fruits. Les autres catégories de produits dans lesquelles il pourrait faire des substitutions sont les légumes, les viandes, le pain. Ce sont des catégories dans lesquelles il aime bien le goût de tous les produits de la catégorie et est donc assez flexible.

*6

age: 71

interview date: July 12 Juillet

gender: F

status: retired

location: Mouvaux

*PRODUCT VALUE***LOCAL***

1) La sondée 6 n'achète pas de produits locaux en supermarché, elle va au marché. Elle achète des produits BIO et fait attention aux étiquettes mais pas à la localité.

2) Produits de marché. Si elle se déplace dans une autre région, elle achète des produits locaux mais c'est exceptionnel.

DECISION-MAKING AND BUYING PROCESS

3) Une fois par semaine. Marché et drive, à cause du virus. Avant elle allait en supermarché et marchés. Maintenant plutôt drive parce qu'elle fait attention à ne pas porter de sacs de courses trop lourds.

4) Elle passait au moins une heure dans un supermarché et le drive elle passe un quart d'heure. Elle aimait bien regarder les différents produits etc. Avec le drive elle n'achète que ce dont elle a besoin. Cela la fait manger plus sagement. Par contre elle peut plus facilement regarder la composition des produits et regarder d'autres produits dans la liste sur internet.

*PRODUCT VALUE*CULTURE*

5) Depuis le coronavirus non, elle a complètement changé. Il y a un retour en arrière, on revient à ce qu'on mangeait avant. Une alimentation avec moins de sucres: juste le sucre des fruits. Il n'y avait pas de pollution, pas de pesticides etc. Elle n'a pas fait attention, mère de 4 enfants qui travaille, par manque de temps elle achetait du coup des produits transformés... Maintenant qu'elle est à la retraite elle a le temps de faire attention à son alimentation pour que ce soit bon pour la santé. Pour améliorer son corps et sa qualité de vie. Depuis le coronavirus on a tous beaucoup plus de temps. Elle mange en fonction des saisons, ce que sa grand-mère lui disait.

*PRODUCT VALUE*ASPECTS*

6) La nutrition : qu'est ce que le produit peut lui apporter. La fraîcheur des fruits et légumes. Le prix ça lui est égal. Goût très important, est ce que ça a l'air appétissant.

*PRODUCT VALUE*LABEL*

7) Elle ne connaît pas les différents labels donc ne les regarde pas. Elle se fie à son intuition. Par contre, elle regarde tout le temps le nutriscore, qui est simple. Elle regarde l'appli yuka pour regarder si c'est bon pour la santé et ce que c'est.

*DECISION-MAKING AND BUYING PROCESS*CONSUMER INTERESTED IN ECOLABELS*

8) Elle se rend compte qu'il y a des produits locaux grâce à la pub, depuis elle est en alerte. De plus, elle est affectée par son environnement parce que quand elle change de région elle est attirée par de nouveaux produits, mais en marché. Elle regarde la section de la région du supermarché. La télévision l'influence un peu, même si elle regarde très peu : surtout les pubs. Leclerc qui met en valeur les produits locaux.

9) Tente beaucoup de nouveaux produits en fonction de la région dans laquelle elle voyage. Parce qu'elle mange en fonction des saisons il y a du changement. Elle ne mange presque plus de viande, pour les remplacer par des légumineuses comme un essai. Ses enfants lui ont donné ce conseil et elle pense que c'est meilleur pour sa santé: elle évite ce qui est gras comme la viande. Elle n'achète plus beaucoup de fromage non plus.

10) Le partage, parce qu'il y aura toujours des inégalités. L'environnement l'affecte pour ses petits enfants. C'est un regret de voir comment le monde naturel est détruit. Mais ce n'est pas un de ses premiers facteurs de choix dans sa consommation.

*MULTI-PRODUCT SETTING*DIFFERENT DECISION MAKING*

11) L'Eco-Score l'intéresserait et elle vérifierait différents produits, mais pour l'instant elle ne regardait pas sur yuka.

*MULTI-PRODUCT SETTING*ECOLABELS*

12) Fait confiance.

13) Que l'emballage, le reste ne l'intéresse pas. Elle considère très négativement un chou-fleur emballé dans plein de plastique par exemple.

*MULTI-PRODUCT SETTING*SUBSTITUTIONS*

14) Elle fait attention à l'Eco-Score pour tous les produits.

15) Des produits basiques comme des pommes de terre, des pâtes. Tout ce qui est pas mangeable elle fairait moins attention, parce qu'elle associe un produit écologique avec un produit bon pour la santé.

16) Non, un bon Eco-Score ne jouerait pas un rôle dans sa décision au point qu'elle achète un produit qu'elle n'achète pas habituellement parce qu'il a un bon Eco-Score.

17) Elle abandonnerait la viande rouge pour la remplacer par des légumineuses et des céréales, ne remplacerait pas par de la viande blanche parce que c'est aussi polluant.

*7

age: 81

interview date: July 12th, 2021

gender: F

status: retired

location: Cucq

*PRODUCT VALUE*LOCAL*

1) Elle achète local deux fois par semaine.

2) Les produits locaux qu'elle achète sont des légumes et fruits de saison, des yaourts, de la viande, des pâtés, des gaufres, des produits laitiers. Plutôt des produits frais. Les produits locaux sont plus frais, il y a eu moins de transport et la sondée 7 favorise sa région.

DECISION-MAKING AND BUYING PROCESS

3) Elle fait ses courses en supermarché un jour sur deux.

4) Environ une demie-heure. Elle s'intéresse à de nouveaux produits mais ne passe pas très longtemps en supermarché non plus.

*PRODUCT VALUE*CULTURE*

5) Ses habitudes alimentaires ne ressemblent pas à celles de ses parents : ils étaient auto-suffisants et mangeaient leurs propres légumes et fruits cultivés par les jardiniers de l'usine où travaillait son père. Ils avaient leur propres poules... Il n'y avait pas de supermarchés. Ils mangaient très sainement. Elle mange quelques produits déjà préparés, et cuisine un peu plus simplement. Elle mange "tout à fait français".

*PRODUCT VALUE*ASPECTS*

6) D'abord son goût personnel, l'aspect, des marques c'est mieux, c'est une sécurité. Le prix. Elle essaie que ce soit bon pour la santé.

*PRODUCT VALUE*LABEL*

7) Elle regarde le Nutri-Score et l'origine, si ca n'a pas trop voyagé. Par curiosité, elle situe ses achats pour les fromages.

*DECISION-MAKING AND BUYING PROCESS*CONSUMER INTERESTED IN ECOLABELS*

8) Les facteurs socio-culturels l'influencent moyennement. La télé, la radio etc n'influencent pas ses choix. Les pubs l'énervent. Un reportage peut la pousser à ne pas acheter un produit. Ses amis ont aussi un effet sur elle.

9) Elle achète souvent les mêmes produits.

10) Les animaux sont sa cause principale.

*MULTI-PRODUCT SETTING*DIFFERENT DECISION MAKING*

11) Elle ferait attention à l'Eco-Score. Elle n'a jamais vu d'autres labels écologiques. Elle n'achète pas du BIO, elle trouve que c'est beaucoup plus cher. A son âge elle pense que changer son alimentation ne joue plus.

*MULTI-PRODUCT SETTING*ECOLABELS*

12) A 50%. Elle ne fait pas beaucoup confiance à personne. Elle pense que l'industrie alimentaire n'est pas digne de beaucoup de confiance.

13) Elle regarde l'emballage pour savoir si un produit n'est pas trop polluant.

*MULTI-PRODUCT SETTING*SUBSTITUTIONS*

14) Elle attache de l'importance à l'eco-label pour tous les produits. Mais elle prendrait quand même des produits de toutes les catégories. Elle fait très attention à ce qu'il n'y ait pas de produits dangereux dans la viande, les produits gras comme le beurre etc.

15) Elle achèterait des produits de toutes les catégories qu'elle achète habituellement. On ne peut pas se passer de sucre, de beurre...

16) Non, elle ne changerait pas son alimentation pour l'Eco-Score.

17) Elle ne ferait pas de substitutions entre différentes catégories de produits. Par contre dans les mêmes catégories, elle ferait des substitutions si il n'y a pas une grosse différence de prix.

*8

age: 25

interview date: July 12th, 2021

gender: F

status: part-time student/ active worker

location: Paris

*PRODUCT VALUE*LOCAL*

1) Elle achète des produits locaux en marché donc pas de produits locaux en supermarché. Elle fait principalement ses courses en marché plutôt qu'en supermarché.

2) Fruits et légumes, fromage, pain, oeufs.

DECISION-MAKING AND BUYING PROCESS

3) Toutes les semaines.

4) Elle passe le moins de temps possible, environ une demie-heure. Elle regarde les produits assez en détail et achète par habitude donc va assez vite.

*PRODUCT VALUE*CULTURE*

5) Ils mangent très peu de viande mais mangent du poisson. Ses habitudes ressemblent beaucoup à celles de ses parents, qui vont aussi en marché. Elle est plus sensible au BIO que ses parents. De temps en temps ils se font un fast food. Elle cuisine beaucoup, contrairement à ses amis et fait des choses assez élaborées. Elle mange beaucoup de cuisines différentes du monde, pas très traditionnels français mais mangent beaucoup de fromage et de pain, donc ils restent assez traditionnels.

*PRODUCT VALUE*ASPECTS*

6) La qualité du produit, le goût, le côté éthique, le prix pour les produits de base et l'apport nutritionnel.

*PRODUCT VALUE*LABEL*

7) Elle regarde les labels. Sur les produits secs elle fait attention aux labels écologiques. Elle regarde les ingrédients à l'arrière du paquet. Pour la viande elle fait attention au label, que les producteurs soient bien rémunérés. Elle regarde aussi le Nutri-Score. Elle achète assez peu de produits transformés par contre.

*DECISION-MAKING AND BUYING PROCESS*CONSUMER INTERESTED IN ECOLABELS*

8) Inconsciemment oui. Les amis et la famille proches influencent le plus ses choix.

9) Ils restent pas mal sur leurs habitudes et essaient rarement des produits complètement nouveaux. Le moins de temps elle passe dans un supermarché mieux elle se porte.

10) La justice, et aussi concernée par l'écologie.

*MULTI-PRODUCT SETTING*DIFFERENT DECISION MAKING*

11) Un label écologique influencerait son choix, mais il faut qu'on lui ait déjà parlé du label pour qu'elle s'y intéresse.

*MULTI-PRODUCT SETTING*ECOLABELS*

12) Très peu, il y a eu beaucoup de polémiques là dessus.

13) Elle regarde les ingrédients, si il y a eu des produits chimiques utilisés (pesticides pour les légumes en achetant au marché et discutant avec les producteurs), la marque entre en jeu. Certaines marques qui ont une réputation d'être industrielle ou qui ont eu des scandales.

*MULTI-PRODUCT SETTING*SUBSTITUTIONS*

14) Attache beaucoup d'importance aux légumes et aux fruits, les féculents (pâtes, riz...), l'huile d'olive, jus d'orange. Elle attacherait moins d'importance au beurre et à la viande parce qu'ils en consomment moins ou en marché. Son choix dépend de si elle consomme le produit régulièrement ou pas.

15) Les pâtes, le riz, les conserves, les sucres... Elle ne peut pas les trouver en marché et ca constitue une partie indispensable de son alimentation donc elle en achèterait quand même. Mais elle prendrait toujours au mieux possible.

16) Un bon Eco-Score pourrait la motiver à acheter de la viande, des légumineuses pour varier: des fèves, des lentilles etc.

17) Elle ferait des substitutions entre produits de la même catégorie. Dans la catégorie, de l'huile. Entre différents vins blancs et rosés. Parce qu'elle adore le vin mais culpabilise parce qu'elle sait que ca a un impact sur la planète. Des yaourts végétaux ou de chèvre ou de brebis plutôt que des yaourts au lait de vache. Le choix des produits laitiers c'est plus pour une alimentation saine que pour l'écologie. Elle est prête à tester de temps en temps des steaks végétaux.

*9

age: 36

interview date: July 13th, 2021

gender: F

status: active worker

location: Locmariaquer

*PRODUCT VALUE*LOCAL*

1) Toutes les semaines.

2) Les produits locaux qu'elle achète: la viande et les fruits et légumes.

DECISION-MAKING AND BUYING PROCESS

3) Le supermarché est sa roue de secours, elle achète principalement dans un magasin de vrac et au marché. Le magasin de vrac fait aussi fournisseur de fruits et légumes locaux. Elle va principalement au supermarché pour les laitages et la viande. Elle fait les courses toutes les semaines. Vrac, marché, supermarché. Les semaines où elle n'a ni le temps d'aller au vrac et marché et va en supermarché.

4) Fait ses courses en moins d'une heure, environ 45 minutes. Fait sa liste rangée dans l'ordre des rayons. Très organisée. Pas le temps d'aller tous les jours au supermarché en tant que jeune parent.

*PRODUCT VALUE*CULTURE*

5) Ressemble beaucoup : prépare en avance, fait attention à ce qu'ils mangent équilibré. Elle mange peut être moins de viande et moins de fruits. Sa façon de manger est assez française. Ils mangent proches de ce que leurs amis mangent.

PRODUCT VALUE*ASPECTS

6) La marque rien à faire, achète la marque du supermarché souvent. Est sensible à l'origine. Achète de préférence de sa région, ou de France, voire d'Europe. Il est très rare qu'elle achète par exemple des fruits venant d'ailleurs. L'apport nutritionnel. Pas tant un critère de prix. Achète ce dont elle a besoin pour la semaine. Ecologie, réduire ses déchets: moins il y a d'emballage mieux elle se porte.

PRODUCT VALUE*LABEL

7) Regarde le nutri-score: favorise un produit où il est indiqué plutôt qu'un produit où il n'est pas indiqué: "au moins ils ont la franchise de le mettre". BIO, fait très attention. Achète BIO systématiquement si elle a un choix entre produits. Pour la viande, elle prend le label rouge pour faire attention à ce que les animaux aient été mieux traités. Aussi les labels qui rémunèrent bien les producteurs.

DECISION-MAKING AND BUYING PROCESS*CONSUMER INTERESTED IN ECOLABELS

8) Les facteurs socio-culturels l'influencent très certainement. Elle n'a pas de problème de revenu donc elle essaie de consommer en limitant son impact sur l'environnement. Ils vivent dans le même cadre social que leurs amis, qui ont la même façon de consommer. Le supermarché devient de plus en plus la dernière roue du carrosse. Les médias ne l'influencent pas du tout : ne consomme pas d'écrans. Est très peu sur les réseaux sociaux... Elle ne pense pas que les cercles moins proches l'influencent dans sa consommation alimentaire.

9) Des lentilles corail, achetées au magasin vrac comme à son habitude. Elle essaie de varier son alimentation, mais c'est par période. Par période ils mangent souvent la même chose, en fonction des saisons par ailleurs.

10) Le climat, l'environnement et la mixité sociale. Achètent éco-responsable, font attention à leurs transports, et la mixité sociale pour que leurs enfants sachent qu'ils ont la chance d'être privilégiés.

MULTI-PRODUCT SETTING*DIFFERENT DECISION MAKING

11) Paie plus cher pour un produit écologique ou d'origine française. C'est pas que alimentaire d'ailleurs. Ca fait 4 ou 5 ans, depuis qu'ils ont déménagé à Nantes ils en ont profité pour changer leur mode de vie pour devenir plus responsables.

MULTI-PRODUCT SETTING*ECOLABELS

12) Fait totalement confiance : mais il y a certainement un effet de mode, mais elle n'a pas l'impression que ce soit ça qui l'ait motivée.

13) Utilisait Yuka. Regarde l'origine du produit, regarde le code usine qui commence par FR en France. Il lui arrive de regarder l'arrière du produit en se disant que plus la liste des ingrédients est courte mieux c'est.

MULTI-PRODUCT SETTING*SUBSTITUTIONS

14) Attache de l'importance au label pour: les produits frais, fruits et légumes. Pour tous les produits, elle voit l'information mais si elle a envie d'acheter un certain produit elle l'achètera

peu importe le score du produit. Par contre elle a arrêté d'acheter du nutella et certains produits industriels qui ont un impact considérable. Elle a déjà une démarche super écolo donc l'Eco-Score ne lui apporterait pas beaucoup d'information en plus.

15) Ce n'est pas parce qu'un produit est E qu'elle ne l'achèterait pas, par exemple la viande. Si elle a besoin d'un produit elle l'achètera.

16) Non, l'Eco-Score aurait très peu d'effet sur elle de part le fait qu'elle achète très peu en supermarché et achète de moins en moins de produits, à part en vrac.

17) L'eau minérale. Ils achetaient de l'eau en bouteille et maintenant achètent de l'eau du robinet.

Appendix E: English translation of interview's report

*1

age: 20

interview date: July 3, 2021

gender: F

status: student

location: Poitiers, 2-way video Zoom call

PRODUCT VALUE*LOCAL

1) Person 1 buys almost all of their food products from France. According to her, a local product is a regional product. She goes shopping at organic supermarkets, which offer a range of local products, as well as at the town's market. She estimates that 40 or 50% of the products she buys are local.

2) She very rarely buys fruits and vegetables that come from abroad. She also chooses French products when it comes to starchy foods and processed products. On the other hand, she still consumes certain dried products that cannot be produced in France, such as chocolate or coffee.

*** DECISION-MAKING AND BUYING PROCESS ***

3) She goes shopping for the week and at most every 3/4 days. She also goes to the market every week.

4) She spends about 15/20 minutes in a supermarket with 2 large bags of groceries. It is very fast. On the other hand, she takes her time at the market, where she buys fewer products but spends about 30 min. It is a social activity where she enjoys discussing the products with the artisans and meeting acquaintances.

*** PRODUCT VALUE * CULTURE ***

5) Her diet has changed since she no longer lives with her parents. Her parents pay attention, like her, to the nutritional intake and ecological impact of their food consumption,

but to a lesser extent. The biggest difference between her and her parents is about animal products: her parents consume a lot more meat, fish, dairy products: cheese and yogurt than she does. They also consume more processed products. They use the Yuka app to assess the nutritional intake and Eco-Score of products, which shows that they do pay attention to their food consumption.

* PRODUCT VALUE * ASPECTS *

6) Her two main factors of choice are that the product is local, and the price. She often buys again a product that she has tried and liked. In addition to the locality and the price, the taste is a main choice factor. She values the nutritional aspect of a product but does not look at the nutrition table on the back of the package. She nevertheless lets herself be tempted by marketing but does not consider that the brand is a factor of choice in her decision.

* PRODUCT VALUE * LABEL *

7) Person 1 doesn't think they know many labels, but values organic labels and recyclable packaging. From time to time she looks at the back of the package.

* DECISION-MAKING AND BUYING PROCESS * CONSUMER INTERESTED IN ECOLABELS *

8) There are things that we internalize by what we hear, but she declares to usually only trust herself.

9) She tries new products from time to time, mostly in the same product category of those that she usually buys: for example, another kind of nocciolata, alternative products like no-cook tofu, or new vegetables on the market.

10) Ethics and the environment are the most important causes to her. They often go together in her mind: ethics go together with local products because she does not trust products that were produced far away to be ethical and treat producers well. Her point of view in relation to the environment and food consumption: it takes awareness and a collective effort. As the only consumer, she thinks her role is minimal. But according to her, food is a weak lever compared to the transport and energy sectors etc. There is still more to do in other areas, and the food sector is a sector that has made many changes over the years to become more sustainable.

* MULTI-PRODUCT SETTING * DIFFERENT DECISION MAKING *

11) Person 1 does not compare different products based on their label but focuses on the price and the locality.

* MULTI-PRODUCT SETTING * ECOLABELS *

12) She has 90% confidence in eco-labels. She thinks that the process to obtain a label is so long that only brands that produce respectfully to the environment will engage in the process of acquiring a label. However, she raises the question of controlling the firm, once the label has been granted.

13) She trusts what she knows.

* MULTI-PRODUCT SETTING * SUBSTITUTIONS *

14) She finds it difficult to make product choices by looking at the Eco-Score only, and not at nutritional intake labels. She does say that she would attach little importance to products like cooking oil.

15) She would buy wine and chocolate, regardless of the Eco-Score level. For these products, taste is the main factor of choice.

16) A good Eco-Score could motivate her to buy milk and bread, products that she does not buy very often in her opinion.

17) She thinks it is difficult to replace a product with another that is not a direct alternative, because there are "non-replaceable products". She gives coffee as an example.

* 2

age: 57

interview date: July 4, 2021

gender: M

status: active worker

city: Tourcoing

* PRODUCT VALUE * LOCAL *

1) Respondent 2 does not look for specifically local products but when faced with a choice between a non-local or a local product, he would choose the local product.

2) He could not think about any specific local product that he would purchase.

* DECISION-MAKING AND BUYING PROCESS *

3) Respondent 2 goes grocery shopping about once a week in a supermarket, but it is not a regular occurrence. He goes to the local grocery store when he is short of a few products, as well as to the baker regularly.

4) Grocery shopping in a supermarket goes fast, around 30 min long.

* PRODUCT VALUE * CULTURE *

5) He has kept some habits but differs from his parents because he consumes a lot of ready-made meals.

* PRODUCT VALUE * ASPECTS *

6) The aspects of a food product which are important for Respondent 2 are the taste, the fact that the product is easily accessible in the supermarket: meaning a product that is fast to reach and a simple choice. Other important factors are the fact that he knows the product and that the product is French. The price is taken into account but is not his first factor of choice.

* PRODUCT VALUE * LABEL *

7) He is interested in labels for animal products: in particular meat and milk, for which he promotes French products, and eggs, for which he seeks the mention: hens raised in the open air. Animal welfare is an important cause for him. The nutritional aspect does not seem to be a factor of choice for Respondent 2. Moreover, he does not look at the nutrition table on the back of a product.

* DECISION-MAKING AND BUYING PROCESS * CONSUMER INTERESTED IN ECOLABELS *

8) A socio-cultural factor that influences his food choices is mainly his children, who encourage him to make choices geared towards the ecology.

9) He no longer remembers the last product that he tried for the first time, because he often buys the same items: to save time, out of laziness, and because he finds that there is always too much choice of products.

10) The main cause that drives him is animal welfare. Regarding the environment and the climate, he is slightly influenced by his children but this is not his main factor of choice.

* MULTI-PRODUCT SETTING * DIFFERENT DECISION MAKING *

11) He would attach importance to an eco or nutritional label only when he has guests over, because he has friends who have specific eating habits. But in normal times, he would not look for an eco-label on products.

* MULTI-PRODUCT SETTING * ECOLABELS *

12) He is not very familiar with ecological labels and is not very sensitive to this question. However, he has a positive outlook on these labels and thinks that they are trustworthy.

13) He does not think about whether a food product is ecofriendly or not.

* MULTI-PRODUCT SETTING * SUBSTITUTIONS *

14) For milk and eggs, he would possibly seek an Eco-Score that he associates for these products with fewer pesticides and therefore less risk of food poisoning. For other products, he does not value the Eco-Score much but could see it as useful if it were a generalized label, present in all stores. The color code is a good feature of the Eco-Score according to him.

15) Coffee, beer, sugar, are products that he would buy regardless of the level of the Eco-Score. On the other hand, an E label might discourage him from buying a product. Instead, he would look for a similar product, which does not have a label rather than knowing that his product ranks E on the Eco-Score.

16) He would eventually be comforted in his decision to buy nutella, jam, honey, meat, if they had a good Eco-Score. These are products for which he limits his purchases because he thinks they are unhealthy. But a good Eco-Score would tip the balance towards the purchase of these products.

17) It would be a constraint to have to make substitutions between more or less polluting products, he would not use the Eco-Score for that.

* 3

age: 22

interview date: July 4, 2021

gender: F

status: student

location: Port Navalo, in person interview

* PRODUCT VALUE * LOCAL *

1) Respondent 3 buys local products from time to time.

2) The local products that she buys are fruits and vegetables.

* DECISION-MAKING AND BUYING PROCESS *

3) She goes shopping in a supermarket every week.

4) 30/45 min.

* PRODUCT VALUE * CULTURE *

5) Her diet is not the same as that of her parents. Because she is a student, she purchases lower quality and less expensive products than her parents. Another difference between her and her parents is her behaviour towards the environment: that translates in her buying less meat than her parents.

* PRODUCT VALUE * ASPECTS *

6) She looks for a product that are: healthy, local and inexpensive (she looks at the price per kilo and compares the products).

* PRODUCT VALUE * LABEL *

7) She values the organic and Fairtrade labels, or labels that indicate an ecological or ethically produced product and looks at them "sometimes".

* DECISION-MAKING AND BUYING PROCESS * CONSUMER INTERESTED IN ECOLABELS *

8) She is not particularly influenced by socio-cultural factors. Maybe only to eat less meat because we hear a lot about the environment.

9) She rarely tries new products. Sometimes she buys a new product for a recipe.

10) The environment is the most important cause to her.

* MULTI-PRODUCT SETTING * DIFFERENT DECISION MAKING *

11) She compares the labeled product to other products in the department. Her fear: "being ripped off", she therefore compares it to other products in the department to check that there is not too big of a premium on the labeled product. She normally chooses the mid-range between organic/fancy and a bad product.

* MULTI-PRODUCT SETTING * ECOLABELS *

12) She trusts eco-labels.

13) Her other sources of information are : the packaging, whether the product is local or not according to her knowledge and the internet. She used Yuka: in the first place to know if there are dangerous ingredients to a product, 2nd for nutrition, 3rd for the ecology. According to her, nutrition and ecology go together.

* MULTI-PRODUCT SETTING * SUBSTITUTIONS *

14) She attaches great importance to the Eco-Score on fruits and vegetables and pasta because "they are foods that we eat very often". There is no food for which the Eco-Score is not important, she says that she cares about eco-friendliness for all products. If we had presented the Eco-Score and the nutriscore on the survey, she would pay more attention to the Eco-Score because she does not buy a lot of industrial products and otherwise they are basic products, so she does not feel the need to have the nutri-score's information, but rather the Eco-Score's information.

15) The products that she buys to treat herself: cakes, candies, chips ...
(but she tries to limit herself with sugar).

16) Maybe the beans and legumes.

17) She would make one substitution: chicken to replace red meat, on the other hand she would not switch from cow to vegetable milk because she prefers the taste of cow milk.

* 4

age: 61

interview date: July 5, 2021

gender: F

status: retired

location: locmariaquer, in person interview

* PRODUCT VALUE * LOCAL *

1) No local products in the supermarket, because she goes to the market once a week. In the market, it is not necessarily the case that they are local products but the craftsman has a lot of local products and knows very well how to purchase fruits and vegetables from other regions or other countries.

2) Fruits and vegetables, cheese, fish, meat.

* DECISION-MAKING AND BUYING PROCESS *

3) Once a week in the supermarket, she knows the store by heart. Grocery shopping has to go fast. She always has a shopping list and does not deviate from the list. In the

supermarket, she never buys vegetables and fruits, which are too cold and are better on the market. On the other hand, she sometimes purchases fish and meat at the supermarket when she does not find what she was looking for at the market.

4) She goes grocery shopping once a week, 3 quarters of an hour maximum and she buys groceries for 3 people.

* PRODUCT VALUE * CULTURE *

5) Her habits have nothing to do with those of her parents: they ate only starchy foods, they were workers and were very poor. The basis of their diet: potatoes and pasta. They were "children of the war". Sugar was also a product that they consumed a lot. She completely changed her eating habits for healthier food. She started to cook vegetables, does not salt or sweeten her food, she hardly ever eats processed products ... She no longer consumes coffee so as not to eat sugar. Respondent 4 is very concerned with healthy eating.

* PRODUCT VALUE * ASPECTS *

6) The most important aspect to her is that the product is local. The nutritional aspect is extremely important as well: she buys so few processed products that she does not need to look at the product's information, she does not look at the calories etc, the only processed products that she buys are pasta for example. The ecological aspect interests her more and more. She would tend to go organic, but it is quite recent: because "her daughters are super careful": she now buys organic milk, sometimes organic flour. With regards to wine, price is the factor of choice. Ecology is not one, because she finds that organic labeled wines are not tasty. The locality remains a factor of choice on this product. All products therefore do not add value on the same aspects. The brand is another aspect that she pays attention to: she rejects big industrial brand, "if the brand is an ogre like lactalis". She supports local producers and small brands when it comes to fresh produce.

* PRODUCT VALUE * LABEL *

7) The organic and local labels are interesting to her, especially for yogurts and eggs. The meat must be French. Fruits and vegetables must be local. She buys them according to the seasons (fresh, taste, quality). She is ready to pay a big premium for a local fruit or vegetable. Such attention to the local is due to her interest in: ecology as a priority, and fair remuneration of producers, which go hand in hand according to her.

* DECISION-MAKING AND BUYING PROCESS * CONSUMER INTERESTED IN ECOLABELS *

8) She is influenced by her daughters in the first place, for a more ecological consumption. She is also influenced by television, where she watches documentaries on food products. She sometimes stops buying a product after seeing a documentary about it.

9) As the interview progresses, Respondent 4 declares to be "steeped in habits". She often buys the same things and makes trials while cooking, but always using the same products.

10) Inequalities between the very rich and the very poor. She thinks it is linked in a way with global warming, which bothers her as well, but to a lesser extent. "I know, but at my level I do basic things, I think it is a problem of the rich: the big landowners who don't give a shit."

* MULTI-PRODUCT SETTING * DIFFERENT DECISION MAKING *

11) She makes very little new purchases so does not need to compare different products, but often buys labeled products.

* MULTI-PRODUCT SETTING * ECOLABELS *

12) She trusts them, "let's not see the negative everywhere". She would change her opinion if a documentary gave her a negative image of a particular label.

13) She looks at the information behind or on the sides of the packaging, if the product is not too packaged. But the ecological aspect is not her first factor of choice, which remains the locality.

* MULTI-PRODUCT SETTING * SUBSTITUTIONS *

14) She attaches importance to the Eco-Score for: milk, sugar, olive oil, sunflower oil, pasta, flour. Possibly for chickpeas. Not for butter, a product for which she finds taste the most important attribute.

15) A product that she would buy no matter the level of the Eco-Score is wine, for which she precisely avoids an organic label: she finds that organic wines do not taste good. Her factors of choice for wine are price, packaging and taste.

16) She might be encouraged to purchase more canned legumes because of the Eco-Score.

17) She would not make substitutions between different categories of products: taste and habits explain this choice. However, she could make substitutions between very similar products within the same category with the help of the Eco-Score.

* 5

age: 53

interview date: July 11, 2021

gender: M

status: active worker

location: Locmariaquer

* PRODUCT VALUE * LOCAL *

1) Once a week, and local means a product from the region.

2) Fruits and vegetables, meat products and possibly other products.

* DECISION-MAKING AND BUYING PROCESS *

3) Respondent 5 goes shopping every second day at the BIO store and every week at the supermarket.

4) About half an hour, he takes his time. He compares prices, looks at promotions, goes around the shelves to see if there is anything that interests him.

* PRODUCT VALUE * CULTURE *

5) His eating habits are not similar to those of his parents. He buys better quality products, he eats less meat because he had meat at all meals with his mother. The ingredients must be more qualitative. He keeps a fairly traditional diet, in the sense of eating French cuisine.

* PRODUCT VALUE * ASPECTS *

6) First and most importantly, the ingredients, which must be healthy. Then, if the premium is not too expensive, he buys local products for the environment. Three, a good nutritional value. He is also quite attracted to discounts.

* PRODUCT VALUE * LABEL *

7) Respondent 5 now takes labels into account in his decision. Before, he did not see them because he was not sensitized to them, and he does not know the meaning of the different labels. He often looks at the ingredients on the back of a product, but they are written very small. Since he noticed that the Nutri-Score was present on many products, a quick and visible way to know if a product is good for health or not, he looks for the nutri-score on the different products. He is interested in other labels, such as the free-range eggs label, but only if they are easy to read. He wants simple things that he can trust.

* DECISION-MAKING AND BUYING PROCESS * CONSUMER INTERESTED IN ECOLABELS *

8) Respondent 5 declares that socio-cultural factors are an influencing backdrop. If he has friends or family who pay attention to their diet, it leads to discussions that make him aware of being careful: to choose healthy products, and in a second place products that are more respectful of the environment. Finally, if he can help the producers, he will do so.

9) He admits to buying the same products very often. He doesn't change his habits much and is not very open to new products. His way of trying new products is to select discounted products. Furthermore, before buying a new product, he tries to pay attention to its nutritional value.

10) The environment and the climate, because he has the impression that it is deteriorating and he believes that people are not paying attention to this issue.

* MULTI-PRODUCT SETTING * DIFFERENT DECISION MAKING *

11) The Eco-Score would interest him. He would most likely compare different products with this label. He is also likely to stop buying a product because of its Eco-Score. He might be encouraged to buy a product that he does not buy often if he sees an Eco-Score A.

* MULTI-PRODUCT SETTING * ECOLABELS *

12) If he sees that different big brands are adopting an eco-label, and especially if he sees that the label has bad mentions for certain products, he will start trusting the label more and more. Several competing brands would have to adopt the label to have proof that the label was not created by the brand. Plus, a big brand "can't lie" because it would raise polemics.

13) The origin of the product, to know the distance during which it was transported. He checks the ingredients at the back of a product, he knows that chemicals or palm oil are bad

for the environment. In the third place, the packaging. He doesn't like a product wrapped in too much plastic.

*** MULTI-PRODUCT SETTING * SUBSTITUTIONS ***

14) Attaches importance to the Eco-Score for: fruits and vegetables, meat, fruit juices and dairy products. Respondent 5 is wary of unhealthy products and chemicals used for production, which he associates with the product also being bad for the environment, on these products. Does not attach importance to the products he does not use: coffee, butter.

15) None, respondent 5 pays attention to the Eco-Score if it is visible and easy to read.

16) Maybe for wine, if he walks past wines and sees one that is highly rated on the Eco-Score he might be encouraged to buy it. And some varieties of meat, which he is not used to buying, a good Eco-Score could motivate him to buy.

17) He would make substitutions between a polluting fruit and a less polluting one because taking apples or bananas, he likes both and could easily change his mind. It excludes making substitutions between different categories of products (cow's milk with vegetable milk, meat with legumes). On the other hand, possibly substitutions in the product category, as he gave the example of fruits. The other categories of products in which he could make substitutions are vegetables, meats, bread. These are categories for which he likes the taste of all the products in the category and is therefore quite flexible.

*** 6**

age: 71

interview date: July 12, 2021

gender: F

status: retired

location: Mouvaux

*** PRODUCT VALUE * LOCAL ***

1) Respondent 6 does not buy local products in the supermarket, she goes to the market. At the supermarket, she buys organic products and pays attention to the labels but not to the locality.

2) Market products. If she moves to another region, she buys local products, but this is not a regular occurrence.

*** DECISION-MAKING AND BUYING PROCESS ***

3) Once a week. Market and drive, because of the virus. Before the pandemic, she used to go to both supermarkets and markets. Now she mostly goes to the drive because she is careful not to carry heavy shopping bags.

4) She used to spend at least an hour in a supermarket and at the drive she spends a quarter of an hour. She liked to look at the different products etc. With the drive, she only buys what

she needs. This makes her eat healthier. On the other hand, she can more easily look at the composition of the products and look at other products on the list on the internet.

* PRODUCT VALUE * CULTURE *

5) Since the coronavirus her eating habits do not resemble those of her parents anymore, but they are alike those of her grandparents maybe. There is a step back, we go back to what we ate before. A diet with less sugars: just the natural sugar from the fruits. There was no pollution, no pesticides etc. As a working mother of 4, she did not pay attention to her diet and due to a lack of time she bought processed products etc. Now that she is retired, she has time to pay attention to her diet to make it healthier. To improve her body and her quality of life. Since the coronavirus we all have a lot more time. She eats according to the seasons, an advice given by her grandmother.

* PRODUCT VALUE * ASPECTS *

6) Nutrition: what can the product do for her body? Fresh produce when it comes to fruits and vegetables. The price doesn't matter to her. The taste is very important, does it look appetizing.

* PRODUCT VALUE * LABEL *

7) She doesn't know the different labels so doesn't look at them. She trusts her intuition when choosing a product. On the other hand, she always looks at the Nutri-Score, which is simple. She also uses the Yuka app to have informations on a product: what is it and is it healthy.

* DECISION-MAKING AND BUYING PROCESS * CONSUMER INTERESTED IN ECOLABELS *

8) She realized that there are local products thanks to TV ads, since then she is on alert. For instance Leclerc which showcases local products. Moreover, she is affected by her environment in terms of geographical space: when she moves to a different region of France, she is attracted to new products. She purchases local products mostly from the market but also from the regional products section of the supermarket.

9) Respondent 6 tries a lot of new products depending on the region she is traveling to. Because she eats according to the seasons there is change. She hardly eats meat anymore, to replace them with legumes as a test. Her children gave her this advice and she thinks that a plant-based diet is better for her health: she avoids fatty foods like meat. She doesn't buy a lot of cheese anymore either.

10) Sharing, because there will always be inequalities. The environment affects her for her grandchildren. It is a regret to see how the natural world is destroyed. But this is not one of her first factors of choice in her food consumption.

* MULTI-PRODUCT SETTING * DIFFERENT DECISION MAKING *

11) The Eco-Score would be interesting to her and she would check out different products, but for now she wasn't looking at the Eco-Score on Yuka. As a matter of fact, the Eco-Score is on Yuka but isn't yet at most supermarkets in France. Lidl and Colruyt have commercialized it but none of the interviewed consumers knew the label.

* MULTI-PRODUCT SETTING * ECOLABELS *

12) She trusts ecolabels.

13) Only the packaging, the rest does not interest her. For instance, she considers a cauliflower wrapped in a lot of plastic very negatively.

* MULTI-PRODUCT SETTING * SUBSTITUTIONS *

14) Respondent 6 would pay attention to the Eco-Score for all products.

15) Basic products like potatoes, pasta. She would pay less attention to anything that is not edible, because she associates an ecological product with a healthy product.

16) No, a good Eco-Score would not play a role in her decision to the extent that she would buy a product that she does not usually buy only because it has a good Eco-Score.

17) She would abandon red meat to replace it with legumes and cereals, but not replace it with white meat because it is also polluting.

*7

age: 81

interview date: July 12th, 2021

gender: F

status: retired

location: Cucq

* PRODUCT VALUE * LOCAL *

1) Respondent 7 buys local food products twice a week.

2) The local products she buys are seasonal vegetables and fruits, yogurts, meat, pâtés, waffles, dairy products. She mostly buys local for fresh produce because they are fresher, there has been less transportation and respondent 7 favors her region.

* DECISION-MAKING AND BUYING PROCESS *

3) She goes grocery shopping at the supermarket every other day.

4) About half an hour. She is interested in new products but does not spend much time in the supermarket either.

* PRODUCT VALUE * CULTURE *

5) Respondent 7's eating habits do not resemble those of her parents: they were self-sufficient and ate their own vegetables and fruits grown by the gardeners of the factory where her father worked. They has their own hens... There was no supermarkets. They ate very healthily. She eats a few ready-made products and cooks a little more simply than she did with her parents. Her diet is "very French".

* PRODUCT VALUE * ASPECTS *

6) First, how she likes the taste of a product, then the appearance. She finds famous brands best, it is a security. Another aspect that is important to her is the price. She also tries to eat healthy products.

* PRODUCT VALUE * LABEL *

7) She looks at the Nutri-Score and the origin, meaning if it hasn't traveled too much. Out of curiosity, she especially looks at the origin of her purchases for cheeses.

* DECISION-MAKING AND BUYING PROCESS * CONSUMER INTERESTED IN ECOLABELS *

8) Socio-cultural factors influence her moderately. TV, radio etc. do not influence her choices. Ads annoy her. A documentary may cause her not to buy a product. Her friends also have an effect on her.

9) She often buys the same products.

10) Animals' welfare is the cause that is most important to her.

* MULTI-PRODUCT SETTING * DIFFERENT DECISION MAKING *

11) If the eco-score was used by her supermarket, respondent 7 would pay attention to it. She has never noticed other eco-labels. She does not buy organic products, she finds that it is too expensive. At her age, she thinks that changing her diet no longer matters for her health.

* MULTI-PRODUCT SETTING * ECOLABELS *

12) Respondent 7 has a 50% confidence in ecolabels. She doesn't trust anyone very much. She thinks the food industry is not very trustworthy.

13) She looks at the packaging to find out if a product is not too polluting.

* MULTI-PRODUCT SETTING * SUBSTITUTIONS *

14) Respondent 7 would attach importance to the eco-label for all products. But she would still purchase products from all categories. She takes great care that there are no dangerous products in meat, fatty products such as butter, etc. And she would associate the presence of dangerous products with a bad Eco-Score.

15) She would buy products from all the categories that she usually buys. She thinks that one cannot do without sugar, butter...

16) No, she would not change her diet for the Eco-Score.

17) Respondent 7 would not make substitutions between different categories of products. However within a category, she would substitute products for the Eco-Score if there is not a big difference in price.

*8

age: 25

interview date: July 12th, 2021

gender: F

status: part-time student/ active worker

location: Paris

* PRODUCT VALUE * LOCAL *

1) She buys local products at the market and therefore doesn't look for local products at the supermarket. She mainly goes shopping at the market rather than at the supermarket.

2) Fruits and vegetables, cheese, bread, eggs.

* DECISION-MAKING AND BUYING PROCESS *

3) Every week.

4) She spends as little time as possible in a supermarket, about half an hour. She looks at the products in enough detail and buys out of habit so goes pretty fast.

* PRODUCT VALUE * CULTURE *

5) They eat very little meat but eat fish. Her habits are very similar to those of her parents, who also go to the market. She is more sensitive to BIO products than her parents. From time to time they get themselves a fast food. She cooks a lot, unlike her friends and cooks quite elaborate meals. She eats a lot of different cuisines from around the world, not a lot of traditional French food but she does eat a lot of cheese and bread, so she still has quite a French diet.

* PRODUCT VALUE * ASPECTS *

6) The quality of the product, the taste, the ethical aspect, the price for the basic products and the nutritional contribution.

* PRODUCT VALUE * LABEL *

7) She looks at the labels. On dry products, she pays attention to ecological labels. She looks at the ingredients on the back of the package. For meat, she pays attention to the label, that producers are well paid. She also looks at the Nutri-Score. On the other hand, she buys relatively few processed products.

* DECISION-MAKING AND BUYING PROCESS * CONSUMER INTERESTED IN ECOLABELS *

8) Subconsciously yes. Close friends and family influence her choices the most.

9) They stick to their habits and rarely try completely new products. The less time she spends in a supermarket, the better.

10) Justice, and respondent 8 is also concerned with ecology.

* MULTI-PRODUCT SETTING * DIFFERENT DECISION MAKING *

11) An ecological label would influence her choice, but she must have already been told about the label for her to be interested in it.

* MULTI-PRODUCT SETTING * ECOLABELS *

12) She does not trust ecolabels much, there has been a lot of controversy over them.

13) She pays attention to the ingredients, if there have been any chemicals used (pesticides for vegetables when buying at the market and discussing with the producers), the brand comes into play. Some brands which have a reputation of being industrial or which have had scandals.

* MULTI-PRODUCT SETTING * SUBSTITUTIONS *

14) Attaches a lot of importance to vegetables and fruits, starchy foods (pasta, rice ...), olive oil, orange juice. She would attach less importance to butter and meat because they consume less or buys them from the market. Her choice depends on whether she consumes the product regularly or not.

15) Pasta, rice, canned food, sugars... She cannot find them in the market and it is an essential part of her diet so she would buy them anyway. But she would always take the best she could.

16) A good Eco-Score could motivate her to buy meat, legumes for variety: beans, lentils etc.

17) She would make substitutions between products of the same category. In the category of oils and butters. Between different white and rosé wines. Because she loves wine but feels guilty because she knows it has an impact on the planet. She would also make substitutions between goat milk yogurts and cow milk yogurts. The choice of dairy products is more for a healthy diet than for ecology. She is willing to try vegetarian steaks from time to time.

*9

age: 36

interview date: July 13th, 2021

gender: F

status: active worker

location: Locmariaquer

* PRODUCT VALUE * LOCAL *

1) Every week.

2) The local products that she buys : meat, fruits and vegetables.

* DECISION-MAKING AND BUYING PROCESS *

3) The supermarket is her spare tire, she mainly buys at a bulk store and at the market. The bulk store also supplies local fruits and vegetables. She mainly goes to the supermarket for dairy products and meat. She goes shopping every week. Her order of preferences is the bulk store, then the market, and the supermarket is her last option if she still needs something. The weeks when she has no time to go to the bulk store and to the market, she goes to the supermarket.

4) She does her shopping in less than an hour, it takes her about 45 minutes. She goes through her groceries list in the order of the shelves. Very organized. As a young parent, she doesn't have the time to go to the supermarket every day.

* PRODUCT VALUE * CULTURE *

5) Her eating style is very similar to that of her parents: she prepares meals ahead, and pays attention to what she buys so that her family can eat healthily. She says that she probably eats less meat and less fruits. Her way of eating is quite French and they eat similar foods to that of their friends.

* PRODUCT VALUE * ASPECTS *

6) She doesn't care about the brand, and often buys products from the supermarket brand, because she does not think that a fancy brand adds any value to a product. She is sensible to the origin of products. She preferably buys from her region, or from France, or even from Europe. It is very rare that she buys fruits from outside Europe. Furthermore, the nutritional intake is a very important aspect to her. Not so much the price, because she buys what she needs for the week and she will still buy highly priced products if they are part of her meal plan. Important aspects to her are also the ecology, to reduce waste: the least packaging the better.

* PRODUCT VALUE * LABEL *

7) She pays attention to the nutri-score: she favors a product where it is indicated rather than a product where it is not indicated: "at least they have the honesty to put it". She pays a lot of attention to buying organic products, labeled BIO in France. She always buys organic if she has a choice between products. For meat, she chooses the red label to ensure that the animals have been better treated. She also values labels about producers' remuneration.

* DECISION-MAKING AND BUYING PROCESS * CONSUMER INTERESTED IN ECOLABELS *

8) Socio-cultural factors certainly influence her. She does not have an income problem so she tries to consume while limiting her impact on the environment. They live in the same social framework as their friends, who have the same way of consuming. The supermarket is increasingly becoming the fifth wheel of the wagon. The media does not influence her at all: she does not consume screens. She spends very little time on social networks... She does not think that less close circles influence her in her food consumption.

9) Red lentils, bought at the bulk store as usual. She tries to vary her diet, but there are variations by period. It happens from time to time that they often eat the same thing, and it depends on the season a lot.

10) The climate, the environment and social diversity. She buys eco-responsibly, pays attention to her transport consumption, and to the social diversity so as to make her children aware of their luck to be privileged.

* MULTI-PRODUCT SETTING * DIFFERENT DECISION MAKING *

11) She is willing to put more money for an ecological product or one that is of French origin. She does not consume this way just for food, but also for other categories of consumption.

She has had an eco-responsible lifestyle for 4 or 5 years, since she and her family moved to Nantes, they took the opportunity to change their lifestyle towards more care for the environment.

* MULTI-PRODUCT SETTING * ECOLABELS *

12) She completely trusts ecolabels, but says that there is definitely a hype, but she doesn't feel like that is what motivated her.

13) Used Yuka, but doesn't anymore because she has no internet connection at the supermarket. She looks at the origin of the product, looks at the factory code which starts with FR in France. Sometimes she has a look at the back of the product: the shorter the list of ingredients the better.

* MULTI-PRODUCT SETTING * SUBSTITUTIONS *

14) She attaches importance to the label for: fresh products, fruits and vegetables. For all products, she sees the information but if she wants to buy a certain product she will buy it regardless of the product score. On the other hand, she stopped buying nutella and certain industrial products which have a bad impact on the environment. She already has a very green approach so the Eco-Score would not give her much more additional information, which explains why does not think that she would pay attention to it.

15) It is not because a product scores E that she would not buy it. She gives the example of meat. If she needs a product she will buy it.

16) No, the Eco-Score would have very little effect on her due to the fact that she buys very little in supermarkets and buys less and less products, except in bulk.

17) Mineral water. They used to buy bottled water and now she buys tap water.

Appendix F: Outcomes comparison table

	Respondent 1 - 20 years old	Respondent 3 - 22 years old	Respondent 8 - 25 years old
Respondent Characteristics			
Gender	F	F	F
Status	student	student	part time student/active worker
A. Product Value			
a. Local			
Q1. How often	almost always + local market	from time to time	"I buy local products at the market and therefore don't look for local products that the supermarket"
Q2. What products	almost all products except for chocolate, tea, coffee	fruits and vegetables	fruits and vegetables, cheese, bread, eggs
b. Culture			
Q5. Similar food habits to parents	less animal products and processed foods. "My parents, like me, pay attention to the nutritional intake and ecological impact of their food consumption, but to a lesser extent".	less meat: "my behaviour towards the environment is different than my parents" + as a student: lower quality, cheaper foods	french diet but also different foreign cuisines, less meat
c. Aspect			
Q6. What characteristics do you value	local, price, taste	healthiness, local, price	quality, taste, ethical aspect, nutrition

	Respondent 9 - 36 years old	Respondent 5 - 53 years old	Respondent 2 - 57 years old
Respondent Characteristics			
Gender	F	M	M
Status	active worker	active worker	active worker
A. Product Value			
a. Local			
Q1. How often	once a week	once a week	"I don't look for specifically local products"
Q2. What products	meat, fruits and vegetables	fruits and vegetables, meat and possibly other products	"I can't think about any specific local product that I would buy"
b. Culture			
Q5. Similar food habits to parents	French diet, similar foods to parents and friends	better quality products, less meat, French diet	similar to parents but consumes a lot of processed foods
c. Aspect			
Q6. What characteristics do you value	local, nutrition, ecology. "I don't care about the brand because I think that a fancy brand doesn't add any value to a product".	healthiness, price, local	taste, easy choice in supermarket: "a product that is fast to reach and a simple choice", French product, price
	Respondent 4 - 61 years old	Respondent 6 - 71 years old	Respondent 7 - 81 years old
Respondent Characteristics			
Gender	F	F	F
Status	retired	retired	retired
A. Product Value			
a. Local			
Q1. How often	at local market	at local market	twice a week
Q2. What products	fruits and vegetables, cheese, fish, meat	market products	vegetables and fruits, dairy products, meat products
b. Culture			
Q5. Similar food habits to parents	completely changed her habits for healthier foods, better socio-economic status than her parents: "they were workers and were very poor, they ate only starchy foods"	different than parents: less sugars, french diet, seasonal meals	very French diet, "but I eat a lot of processed foods because of supermarkets, whereas me and my parents were autosufficient and grew our own vegetables, had hens etc. There was no supermarkets in my youth"
c. Aspect			
Q6. What characteristics do you value	local, nutrition, more and more interested in ecology, rejects big industrial brands "if the brand is an ogre like lactalis"	nutrition, taste, visual aspect, fresh fruits and vegetables	taste, visual aspect, price, a known brand, healthiness

	Respondent 1 - 20 years old	Respondent 3 - 22 years old	Respondent 8 - 25 years old
d. Label			
Q7. What labels interested in (if any)	"I don't think that I know many labels". Organic, recyclable packaging, back of package from time to time	Looks at labels sometimes. organic, FairTrade	pays attention to labels. ecological, ingredients BOP, well paid producers, Nutri-Score
B. Decision making and buying process			
a. Supermarket habits			
Q3. How often grocery shop	once a week + local market weekly	weekly	weekly + local market
Q4. For how long	15/20 min at supermarket, fast but takes her time at the market, shops for herself	30/45 min, shops for herself	"I spend as little time as possible in a supermarket" (30min), buys out of habit, shops for 2 people

	Respondent 9 - 36 years old	Respondent 5 - 53 years old	Respondent 2 - 57 years old
d. Label			
Q7. What labels interested in (if any)	pays attention to labels. Nutri-Score, organic, animal welfare for meat, well paid producers	now is more sensitized to labels but doesn't know all of their meanings, looks at ingredients list but too small, likes the Nutri-score. Wants simple label that he can trust	pays attention to labels for animal products: "animal welfare is an important cause to me"
B. Decision making and buying process			
a. Supermarket habits			
Q3. How often grocery shop	1) bulk store 2) local market 3) if still needs smth: supermarket, supermarket: her "spare tire"	weekly supermarket + every second day at organic supermarket	weekly supermarket + local grocery store if short of a few products + bakery
Q4. For how long	at bulk store: "very organized", grocery list in the order of the shelves but only goes to supermarket if she is short of a few items, shops for family of 4	"about half an hour, I take my time", compares prices, looks at promotions... shops for family of 5	fast, shops for himself

	Respondent 4 - 61 years old	Respondent 6 - 71 years old	Respondent 7 - 81 years old
d. Label			
Q7. What labels interested in (if any)	organic, local especially for animal products: "the meat must be French", well paid producers	doesn't know meaning of labels, but looks at Nutri-Score and used Yuka app	Nutri-score, "I sometimes look at the origin of a product out of curiosity"
B. Decision making and buying process			
a. Supermarket habits			
Q3. How often grocery shop	supermarket weekly + market	used to go to supermarket, now goes to drive because older, also stopped going to local market bcs of pandemic	every second day
Q4. For how long	fast, "I know the store by heart". Shops for family of 3 people	used to look at different products (about 1 hr in supermarket), with drive now only buys what she needs (15 min) --> eats healthier because less tempted by products that she doesn't need + can compare products more easily online and find healthy products	about half an hour, interested in new products but doesn't spend much time at supermarket

	Respondent 1 - 20 years old	Respondent 3 - 22 years old	Respondent 8 - 25 years old
b. Consumer interested in eco-labels			
Q8. socio-cultural factors influence	probably internalized what she heard, but "I only trust myself"	"not particularly, maybe only for eating less meat because we hear a lot about the environment".	"subconsciously yes", by friends and family
Q9. last product trial	within category switches from time to time	not often	not often
Q10. is ecology your most important cause	ethics and environment	environment	justice and environment
C. Multi-product setting			
a. Different decision making			
Q11. choice between labeled product and others	"I don't compare products based on their labels but instead focus on the price and the locality".	compares labeled products to other products on shelf, fear of being "ripped off" by premium for labeled product	she must have been told about the label for her to be interested in it in the first place
b. Eco-labels			
Q12. trusts ecolabels	90% confidence	trusts	not much

	Respondent 9 - 36 years old	Respondent 5 - 53 years old	Respondent 2 - 57 years old
b. Consumer interested in eco-labels			
Q8. socio-cultural factors influence	yes, by friends and family: "We live in the same social framework as our friends, who have the same way of consuming. The supermarket is increasingly becoming the fifth wheel of the wagon" but not influenced by less close circles	yes, by friends and family. "socio-cultural factors are an influencing backdrop"	only by his children
Q9. last product trial	changes in her diet per season	not often, but he does sometimes because "my way of trying out new products is to choose discounted products"	usually buys the same items "to save time, out of laziness, there is too much choice of products"
Q10. is ecology your most important cause	environment and social diversity	environment	no, animal welfare
C. Multi-product setting			
a. Different decision making			
Q11. choice between labeled product and others	willing to pay more for ecolabeled product--> she always goes for these products. "I have had an eco-responsible lifestyle for 4 or 5 years, since we moved to a new city"	would compare products on the shelf, would probably stop buying a product that's B and start buying an A product that he doesn't purchase often	wouldn't pay attention to a label
b. Eco-labels			
Q12. trusts ecolabels	completely trusts	trusts if he sees that many big brands use it	trusts but doesn't look at them

	Respondent 4 - 61 years old	Respondent 6 - 71 years old	Respondent 7 - 81 years old
b. Consumer interested in eco-labels			
Q8. socio-cultural factors influence	children, TV (documentaries)	"I realized that it is possible to buy local thanks to TV (ads), since then I am on alert", general environment she is open to adapt	moderately, friends, maybe documentaries sometimes
Q9. last product trial	rarely: says that she is "steeped in habits" several times	frequently (eats seasonal, changes her diet to eat more healthily)	rarely
Q10. is ecology your most important cause	environment secondary, social inequalities	environment secondary, inequalities	no, animal welfare
C. Multi-product setting			
a. Different decision making			
Q11. choice between labeled product and others	doesn't compare products on shelf because usually buys the same	would (maybe) compare different products for their eco-score	would look at the eco-score "but I have never before other eco-labels. I don't buy organic products, I find them too expensive. At my age, I think that changing my diet no longer matters for my health"
b. Eco-labels			
Q12. trusts ecolabels	trusts: "let's not see the negative everywhere"	trusts	not much, doesn't trust the food industry in general

	Respondent 1 - 20 years old	Respondent 3 - 22 years old	Respondent 8 - 25 years old
Q13. other sources of information than ecolabel	her own knowledge	packaging, "whether the product is local or not according to my knowledge and the internet", yuka	ingredients BOP, brand
c. Substitutions			
Q14. more interested in ecolabel for which products	interest for almost all products, little interest for cooking oil eg. "It is difficult to make product choices by looking at the Eco-Score only, and not at nutritional intake labels".	interest for all products, especially fruits, vegetables, pasta because "they are foods that we eat very often".	"my choice depends on whether I consume the product regularly or not" ie. interest for fruits and vegetables, starchy foods (pasta, rice), olive oil, orange juice
Q15. what products would you buy no matter the level of eco-score	wine, chocolate bcs "taste is main factor of choice for these products".	cakes, candies, chips: "products that I buy to treat myself"	pasta, rice, canned food, sugar... "because they are essential in my diet but I would take the least impactful product possible"
Q16. what products do you rarely buy but that a good eco-score would entice you to buy	milk and bread, "products that I don't buy often in my opinion".	maybe beans and legumes	meat, legumes for variety
Q17. substitutions for eco-friendliness	no between categories, "because there are non-replaceable products, for example coffee".	chicken to replace red meat, "would not switch from cow to plant-based milk because I prefer the taste of cow milk"	within category substitutions: oil and butters, between different white wines and rosés, "because I love wine but I feel guilty about its impact on the planet". Some between categories switches as well: between goat milk yogurt and cow milk yogurts, vegetarian steaks from time to time.

	Respondent 9 - 36 years old	Respondent 5 - 53 years old	Respondent 2 - 57 years old
Q13. other sources of information than ecolabel	product origin (with factory code), list of ingredients	origin, ingredients, packaging	"I don't think of whether a product is ecofriendly or not"
c. Substitutions			
Q14. more interested in ecolabel for which products	fresh products especially, but has a green consumption in general and almost only buys organic products	he thinks that he would be equally interested in eco-score for all food products	"milk and eggs because I associate the eco-score with less pesticides and therefore less risk of food poisoning"
Q15. what products would you buy no matter the level of eco-score	"I would buy a product no matter its eco-score if I need it" eg. meat	would look at eco-score for all products	coffee, beer, sugar
Q16. what products do you rarely buy but that a good eco-score would entice you to buy	eco-score would have very little effect on her bcs she already buys in bulk, organic products	maybe wines and some varieties of meat that he is not used to buying	"I would be comforted in my decision to buy nutella, jam, honey, meat if they had a good Eco-Score, products for which I limit my purchases because I think that they are unhealthy"
Q17. substitutions for eco-friendliness	from bottled water to tap water	a polluting fruit and a less polluting one: "take apples or bananas, I like both and could easily change my mind", maybe within categories of vegetables, meat and bread too because he likes taste of most products in these categories. He would not make between-category substitutions though.	wouldn't make substitutions "I wouldn't use the Eco-Score for that"

	Respondent 4 - 61 years old	Respondent 6 - 71 years old	Respondent 7 - 81 years old
Q13. other sources of information than ecolabel	origin, information on packaging, packaging	"only that the product is not wrapped in too much plastic, the rest doesn't interest me"	packaging
c. Substitutions			
Q14. more interested in ecolabel for which products	milk, sugar, olive oil, sunflower oil, pasta, flour maybe chickpeas. Not butter, for that product she values taste more	all food products, "I would pay less attention to anything that is not edible, because I associate an ecological product with a healthy product"	all products, but she would still purchase products that come from polluting product categories
Q15. what products would you buy no matter the level of eco-score	wine: other factors of choice (taste, price, packaging)	basic products: potatoes, pasta	she would buy products from all the categories that she usually buys, "I think that one cannot do without butter, sugar..."
Q16. what products do you rarely buy but that a good eco-score would entice you to buy	"I might be encouraged to buy more canned legumes because of the eco-score"	eco-score wouldn't play a role in her choice to that extent	wouldn't change her diet for eco-score
Q17. substitutions for eco-friendliness	would make within category substitutions, but not between categories (because of taste and habits)	from red meat to legumes and cereals	within-category substitutions if the price premium for eco-friendly products is not too high

The previous images are screenshots of the Excel comparison table, because the original table is too large to fit on a Word page.