



CONDOR

Consumer Decision Making on Organic Products

QLK1-2002-02446

The market for organically produced foods remains relatively small. If it is to increase then there needs to be a systematic and scientific examination of the consumer decision-making processes involved in the choice between organic and non-organic foods.

This project brings together a multidisciplinary team across eight EU member states to examine this topic. It combines the development of methods for the segmentation of consumers based upon values and the elicitation of affective (emotional) associations and moral concerns. It involves the development of a theoretically based consumer decision-making model and the testing of this model in eight EU member states and in identified consumer segments. It will provide information on the role played by values and by affective associations and moral concerns in consumer decision-making on organic foods and provide novel insights into the marketing of organic foods in the future.



Objectives

- To provide a basic understanding of the processes involved in consumer decision-making on the purchase and consumption of processed and fresh organic foods
- To model consumer choice of organic foods based on attitudes, values, affective and moral concerns over eight EU member states

CONDOR will provide

- Novel methods for uncovering emotional and moral concerns which might influence the choice of organic foods
- Methods for segmenting consumers based on their values
- Databases of consumer attitudes, values, emotional and moral concerns in relation to organic foods
- An understanding of cross-European differences in the impact of emotional and moral influences on the choice of organic foods
- Dissemination to stakeholders, including industry, consumer groups and NGOs, via a website and through brochures and workshops targeted at particular stakeholder groups
- A synthesis of the implications for the European marketing of organic foods



Workpackages

The work programme is divided into a series of Workpackages (WPs) which are interrelated and interdependent. The earlier WPs form the input for later WPs; these later WPs bring together and integrate aspects of the results and insights derived from the earlier WPs. Workpackage 5 runs throughout the project and deals with the dissemination of the results to target audiences. Workpackages 1 to 3 concentrate on method and theory development, testing, validation and refinement. In these cases the research is carried out only in a selection of member states involved in order to reduce the overall resources required. These states are chosen based upon the specific expertise of the partners in those member states and in order to achieve geographical spread.

Workpackage 1: Develop methods for the elicitation of affective and moral concerns from consumers

Many of the approaches developed to try to model consumer decision-making have not taken due account of the affective or moral influences on choice. Thus in work using the Theory of Planned Behaviour (TPB), cognitively based beliefs tend to predominate at the expense of affective feelings or moral concerns. This is partly due to the way in which the theory is conceptualised and partly due to the methods employed in eliciting underlying potential influences. What is required is the development of methods, which will allow adequate account to be taken of these less rational influences on behaviour.

Workpackage 2: Integrate affective and moral concerns into a model of consumer decision-making

A model of consumer choice of organic foods will be developed. This will follow the basic structure of the TPB and will directly employ the methods developed in WP1 in order to measure affective associations and moral concerns. In this WP the relative utility of different formulations for the measures of affective and moral concerns will be tested. A standard questionnaire will be developed, translated and tested in the UK, Finland and Italy.

Workpackage 3: Develop and apply methods for segmenting consumers based on Food Related Lifestyle (FRL) and means-end chain theory

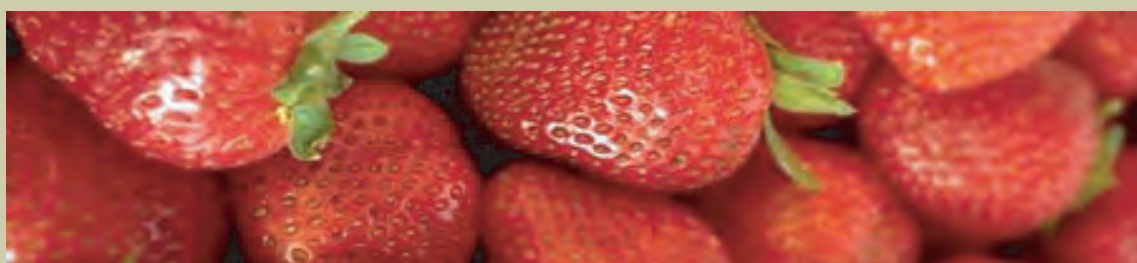
It is important to realise that consumers differ in their choice of foods and also in relation to the choice of organic foods. The Food Related Lifestyle (FRL) instruments are very well suited to capture this heterogeneity. Work on FRL has identified a number of segments (between five and seven) across European countries, some of which are shared across borders, while some are idiosyncratic. The segmentation is designed based on general food choice and therefore will have to be modified to account for the special nature of organic food choice.

Workpackage 4: Cross-cultural study of consumer attitudes and behaviour on choice of organic foods

The insights, theories and methods developed in WP1-WP3 are brought together in this WP and tested in the UK, Sweden, Finland, Italy, Greece, Denmark, Germany and Spain in order to provide knowledge on differences and commonalities across member states. The member states included represent a geographic spread across the EU and in particular include both Northern and Southern European states and also states varying greatly in market penetration of organic foods (from the highest EU per capita expenditure on organic produce in Denmark to the lowest in Greece).

Workpackage 5: Disseminate the implications for the marketing and acceptance of organic foods in Europe

This WP will run throughout the course of the project and is designed to maximise the outputs and impact of the research on the market for organic foods in Europe. In addition to the website we have a database of people in industry, NGOs, policy makers and the general public who will receive information on the project. If you wish to be included in this mailing list please email us your details via the website.



CONDOR



Project Website

www.surrey.ac.uk/SHS/condor.html

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