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Talk the talk and Walk the walk?

– A study of the dissonance between the consumers' attitudes
and actual behaviour towards local produce –

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ABSTRACT

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Thesis purpose:	The purpose with this thesis is to contribute to a better understanding of the dissonance between the consumer's attitudes and actual behaviour towards local produce. More specifically, we will do this by provide an understanding of consumers' underlying beliefs and motivations.
Methodology:	The methodology used to fulfil the purpose of this thesis is primarily of qualitative nature; however, we have also made use of elements from a quantitative study. This will provide a broader perspective, since we seek to examine attitudes and behaviour, as well as underlying factors.
Theoretical perspective:	The main theories of this study are the Theory of Planned Behaviour and the decision-making process.
Empirical data:	The empirical data of the study is based on interviews and observations in two retail stores, Hemköp and ICA Malmborgs.
Conclusion:	Previously, high prices has been emphasised as the main barrier towards purchasing local produce. Our study however, does not strongly support these findings. We see the lack of information as the main obstacle for not acting in accordance to the overall positive attitude. The underlying beliefs and motivations differ between consumers. There are several types of local produce consumers, and the store environment must be adapted to these.

Preface

We would like to thank ICA Malmborgs and Hemköp for letting us conduct our study in their respective stores in Lund. You have been very helpful by providing answers to our questions concerning tomatoes.

Last, we would like to thank the person that made this thesis possible to complete. Without the assistance and supervision of Heléne Tjärnemo, we would not have been able to accomplish this. We are very grateful for your help.

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Anita, Catarina and Hilde

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1. Introduction

We would like to start off with our problem background and discussion. Secondly, we will continue with our formulation of research question and purpose. Thereafter, we will present our contribution from both a practical and a theoretical point of view.

1.1 Background

There has been a change in the retail market tendencies during the last couple of years. As a counterweight to the low price trend, consumers now seek quality, origin as well as premium brands.¹ The diet phase is also fading out and taste becomes increasingly important.² Consumers are reacting towards the trend of buying exotic and global food and now seek local produce instead.³ Lately a debate on environmental issues and food safety has been ongoing in Sweden⁴ and it is evident that these concerns are only evolving further.⁵

The climate issue seems to be an aspect of significance when discussing trends in the grocery business. A few years ago, small Swedish food producers had a hard time surviving. Today the scenery is changed. Earlier, health and organic food were subjects widely discussed, retailers responded and today such products are more common. The climate issue and global warming in particular, is still a fairly new debate topic, which has increased the consumers' interest of environmental friendly foods.⁶ These concerns have highlighted the discussion of the distance food travels from point of production to the consumer, known as food miles. It is claimed that local produce will reduce food miles and the greenhouse gas emissions. Additionally, this will improve food safety and quality; in the long run it will even strengthen local economy.⁷

In developed countries an emphasis and encouragement of local produce are present.⁸ Of the Coop members in Sweden, 77 % believe that local produce is important, where they stress

¹ ”Steg mot hållbarhet 2005” (2005) p. 24

² Cohen, C. (2007) p. 27

³ ”Steg mot hållbarhet 2005” (2005) p. 24

⁴ Ekelund, L. et al. (2007) p 229

⁵ ”Steg mot hållbarhet 2005” (2005) p. 24

⁶ Ingvarsson, A. (2008) p.1 retrieved 22-04-2008 <<http://www.lantbruk.com/Article.jsp?article=36218>>

⁷ Edward-Jones, G et al. (2008) p 265-266

⁸ Weatherell, C. et al. (2003) p. 233

support of local farmers as a main motivator. In the same survey it is revealed that consumers want grocery producers to take responsibility for shorter transports and supply the stores with more locally produced products.⁹ According to another study made in 2004, as much as 79% of Swedish consumers stated to have a more positive attitude towards domestic food.¹⁰ In general, consumers tend to see domestic food as superior to food imported from foreign countries. Hence, “Swedish” can be considered as an extrinsic cue to the Swedish consumer, ensuring quality and safety.¹¹

Local produce is becoming the new trend and it is said to be even trendier to engage in locally produced than organic food.¹² However, people tend to talk about organic food as a comprehensive concept, where local produce is just one branch.¹³ Research implies that even though consumers draw a distinction between local produce and organic, they still discuss organic in the context of local produce.¹⁴ The definition of local produce is food produced and consumed within a definite geographical area. The word local could be understood as close distance between the producer and the customer.¹⁵ However, the terminology local produce is somewhat difficult to settle as the definition of “close” varies. A local produce association in Sweden suggests local produce as food produced and sold within the radius of 250 km.¹⁶ The complexity is evident as Swedish consumers have different understanding of what local produce is. It ranges from 10 km to 100 km, whereas “as close as possible” is the most common perception.¹⁷

Today’s consumer is required to have a broad understanding of the many different terminologies such as organic, fair trade and local produce. However, the different terminologies and labels might be more confusing than appealing. The trends imply that there is a switch in consumer values. It now seems that consumers have ethical concerns which are visible through their attitudes and intentions.¹⁸ We have found that previous research within consumption of fair trade, organic or local food only focuses on these terms isolated from

⁹ Coop-rapporten 2007, p. 23

¹⁰ Ekelund, L. (2007) p. 230

¹¹ Lobb, A. & Mazzocchi, M. (2007) p. 4

¹² Ingvarsson, A. (2008) retrieved 22.04.2008 <<http://www.lantbruk.com/Article.jsp?article=36218>>

¹³ Olsson, E. (2008) retrieved 18.04.08 <<http://www.nsd.se/nyheter/artikel.aspx?ArticleId=3623251>>

¹⁴ Chambers, S. et al. (2007) p. 211

¹⁵ Jones, P. et al. (2004) p. 329

¹⁶ “Koncept” (2000) retrieved 18.04.08 <<http://www.bondensegen.com>>

¹⁷ Kågeson, Å. (2002) p. 8

¹⁸ Freestone, O. & McGoldrick, P. (2008) p. 445

each other.¹⁹ How can the consumer make distinctions between the terminologies and labels in the store? The question is whether the consumer is able to keep up with different trends and terminologies, or if the complexities of the food market make it too confusing. As local produce is an evolving trend, we wish to emphasise this subject in our thesis. We want to identify the dissonance between consumers' attitudes and behaviour by identifying how consumers prioritise between the different alternatives.

1.2 Problem discussion

Recent market studies in Sweden as well as in the UK suggest that the majority of consumers are interested in local produce and have an overall positive attitude towards these products.²⁰ However, a British study shows that only between 6-10% were actively seeking to purchase local products.²¹ Why is there such a dissonance in consumer attitudes and behaviour?

In a Swedish report from 2008, consumers' attitudes and behaviour towards *organic* products were measured. It showed that almost half of the participants stated that 10% of their total purchase was organic. However, in the grocery business the actual average purchase of organic products were three percent.²² Thus, it is revealed that there is a dissonance between the consumers' attitudes and actual behaviour towards organic products. Another study that was presented in 2008 showed that 99% of the participants wanted to buy valuable food for their money, but only 25% was prepared to pay more for organic products. Valuable food is referred to as food that is healthy, tasty and convenient.²³

Terms such as organic, fair trade and local produce are expressions of different classification of foods. Nevertheless, it is evident that consumers find the terminologies quite confusing.²⁴ The demand of on organic food could therefore be compared to that of local produce in the sense that it is a trend in society and it is also a fairly new subject within the grocery business. However, organic food is an established concept on the market compared to local produce.

¹⁹ Roininen, K. et al. (2005), Chambers, S. (2007), Weatherell, C. et al (2003), McEachern, M. & Willock, J. (2004) and Padel, S. & Foster, C (2005)

²⁰ Chambers, S. et al. (2007) p. 213, Weatherell, C. et al (2003) p. 234, Ekelund, L. (2007) p. 230 and Coop-rapporten 2007, p. 23

²¹ Weatherell, C. et al. (2003) p. 234

²² Coop-rapporten 2007, p. 25

²³ Ingvarsson, A. (2008) p. 1 retrieved 22-04-2008 <<http://www.lantbruk.com/Article.jsp?article=36218>>

²⁴ Padel, S. & Foster, C (2005) p. 610f and Lundquist, M. (2004) p. 6

Consumers display a positive attitude towards such products; even so, their actual behaviour does not reflect their attitudes.

There are many reasons for buying locally produced products and we have already mentioned a few. One main motivation is the environmental aspect. It is claimed that eight out of ten Swedish consumers are prepared to pay five percent more to contribute to better the environment.²⁵ A great emphasis on local food can reduce food miles, which in turn will decrease the energy use.²⁶ Among Swedish consumers, 46% considered the environment as a good argumentation for buying local produce.²⁷

Eating healthy is also an ongoing consumer trend. Even though the diet trend is fading out,²⁸ eating healthy is still important. As much as 92% of Swedish Coop members consider health as an important issue when purchasing groceries.²⁹ Fruits and vegetables are good contributors to a healthy lifestyle. In 2004, 11% of the Swedish consumers emphasised health as an argument for purchasing local produce.³⁰ Further, support of local businesses and economy is another good argumentation for buying local produce.³¹ In other words the ethnocentrism of Swedish consumers might be a driver for local produce consumption. This means that the enthusiasm for supporting national and foremost local food is the main driver. Furthermore, ethnocentrism includes favouring Swedish products and avoiding certain country origins.³² Support of local farmers and local occupation was the main motivation for buying local produce among Swedish consumer in 2004.³³

In addition to motivating arguments that persuade consumers to buy local produce, there are some barriers that discourage the consumer. We have found that the research conducted on the Swedish market within this area is limited; these barriers are mainly based on a British study of local, national and imported foods.³⁴

²⁵ Hessel, E. (2006) p. 34

²⁶ Jones, P. et al. (2004) p. 330

²⁷ Lundquist, M. (2004) p. 7

²⁸ Cohen, C. (2007) p. 27

²⁹ Coop-rapporten 2007, p. 14

³⁰ Lundquist, M. (2004) p. 7

³¹ Roininen, K. et al. (2005) p. 23 and Chambers, S. (2007) p. 212

³² Chambers, S. et al. (2007) p. 212

³³ Lundquist, M. (2004) p. 7

³⁴ Chambers, S. et al. (2007)

The main barrier for not buying local produce is the cost. Local food is considered to be more expensive in comparison with imported food. The reason might be that local food is seasonal and the assortment shifting. The Swedish climate does not allow cultivation of certain fruits and vegetables all year around.³⁵ Several products can only be grown in greenhouses or seasonally in Sweden. Therefore, the range of local produce varies depending on the season. Moreover, the range of local produce may vary from store to store.³⁶ Also, farmers may charge higher prices if they are not capable to cultivate and sell as much produce as they would if they sold on a national scale.³⁷ If the consumers are influenced by the trend to engage in local produce, are the benefits mentioned enough for them to overcome the barriers? Why does the dissonance between attitudes and behaviour exist and are consumers aware of their own dissonances? Still, various studies show that the consumer is willing to pay a higher price in order to engage in environmental issues.³⁸

Another important aspect of buying local produce is the time one is willing to employ on the search for the information regarding the purchase. When grocery shopping, the consumer often purchases on a routine basis and therefore, do not spend more time and effort than needed.³⁹ Non-consciousness of their purchases influences the consumers' decision-making.⁴⁰ When shopping for food in the supermarket today, it is often something that is done in high-speed. There are many decisions to be taken on a very short amount of time.⁴¹ Could it be that the consumers do not have time to reflect upon the different trends, what is important and what is not?

Poor labelling and lack of information in the store may be another obstacle that might hinder the consumer from buying local produce. It is stated that the environmental aspect should be highlighted to promote these products.⁴² Moreover, clear labelling is a necessity for consumers to attain the needed information and act accordingly. Some authors claim that grocery stores should provide this information in order to educate the consumer.⁴³ Only 24%

³⁵ "Klimatsmart mat" Reviewed 2007, retrieved 22.04.08

<<http://www.konsumentverket.se/mallar/sv/artikel.asp?lngArticleID=5185&lngCategoryID=1890>>

³⁶ Lundquist, M. (2004) p.21f

³⁷ Chambers, S. et al. (2007) p. 210

³⁸ Brulin, G. (2006) p.165

³⁹ Chambers, S. et al. (2007) p. 211

⁴⁰ Nordfält, J. (2005) p. 15

⁴¹ Ekelund, L. et al (2007) p. 235

⁴² Brulin, G. (2006) p. 165

⁴³ Brulin, G. (2006) p. 174

of Swedish consumers consider to be well informed about local food and have the knowledge needed.⁴⁴ To conclude, knowledge among Swedish consumers is weak.⁴⁵

Even though previous research implies that consumers are in general positive towards locally produced foods, there exists little information regarding consumers' perceptions and actual barriers that prevent consumers from buying local produce.⁴⁶ Even so, barriers have been identified in the UK as already mentioned. Further, research claims that consumers' attitudes are positive; they find the products tastier, fresher, more nutritious, high in quality, authentic and safer. Additionally, buying products closer to point of production may provide economic, environmental and social benefits as mentioned above.⁴⁷

In contrast to consumers' positive attitudes towards local produce, the share of imported food has increased in Sweden.⁴⁸ What become interesting are the distinct differences in attitudes between Swedish companies and consumers. Companies, such as grocery stores, expect consumer to be willing to pay a higher price in order to engage in the environmental issues.⁴⁹ However, it seems that the consumers display a conflicting behaviour. It is interesting that consumers say that they are willing to pay higher price⁵⁰ but in real life consumers claim that the high cost is their main barrier for not engaging in purchasing environmental friendly food.⁵¹

There is a lack of attention to consumers' perspective on local produce and previous literature mainly focuses on food systems from a production perspective, rather from a consumers' point of view. Moreover, it is argued that there are not enough prior studies regarding consumers' attitudes of local produce, which limit any new food systems to be developed.⁵² When speaking of environmental friendly food, we have found that organic food is the most researched area.⁵³ Hence, our focus in this paper will be on consumers' attitudes and actual behaviour on local produce, as we find existing literature weak within this area.⁵⁴

⁴⁴ Lundquist, M. (2004) p.9

⁴⁵ Lundquist, M. (2004) p. 11

⁴⁶ Chambers, S. et al (2007) p. 208

⁴⁷ Chambers, S. et al (2007) p. 208

⁴⁸ Ekelund, L. et al. (2007) p. 230

⁴⁹ Brulin, G. (2006) p. 165

⁵⁰ Brulin, G. (2006) p.165

⁵¹ Kågeson, Å. (2002) p. 20

⁵² Weatherell, C. et al. (2003) p.233

⁵³ Padel, S. & Foster, C. (2005), Lockie, S. et al. (2002), McEachern, M. & Willock, J. (2004)

⁵⁴ Lundquist, M. (2004) p. 4

Furthermore, this is an important practical issue, as there might be a lack of understanding among producers and retailers on the local produce consumer.

Consumer behaviour now becomes of significance. Research suggests that one must understand consumer behaviour and the consumer decision-making process to be able to evaluate any differences between their intended and actual behaviour.⁵⁵ Research on consumers' underlying factors influencing their purchasing intentions, is regarded as limited. Some researchers refer the reason for this to depend on the complexity of consumers' decision-making process as purchases will be influenced and determined by their attitudes and preferences.⁵⁶ Moreover, when speaking of Fast Moving Consumer Goods, further referred to as FMCG, the consumers' in-store decision-making process is made fast.⁵⁷ Further, the in-store decision-making is complex as the store environment involves intrinsic, extrinsic and credence attributes that will affect the consumers' choice of products.⁵⁸

In this thesis we will draw attention to local produce and consumers' attitudes and actual behaviour towards such products. From our literature review, we consider this area of research to be undeveloped. Previous research mainly focuses on attitudes and behaviour towards other terminologies such as organic (Padel, S. & Foster, C.2005, Lockie, S. et al. 2002, McEachern, M. & Willock, J. 2004) or merely *attitudes* towards local produce (Burlin, G. 2006, Chambers, S. et al. 2007, Jones, P. et al. 2004, Weatherell, C. et al. 2003 and Roininen, K. et al. 2005). This thesis however, will focus on attitudes, intentions and behaviour in relation to local produce, which has resulted in the formulation of our research problem:

Why is consumer behaviour towards local produce in dissonance with the consumers' attitudes and what influencing factors contribute to the dissonance?

1.3 Purpose

The purpose with this thesis is to contribute to a better understanding of the dissonance between the consumer's attitudes and actual behaviour towards local produce. More

⁵⁵ Padel, S. & Foster, C.(2005) p.611

⁵⁶ Padel, S. & Foster, C.(2005) p.611

⁵⁷ Ekelund, L. et al (2007) p. 235

⁵⁸ Weatherell, C. et al. (2003) p. 234

specifically, we will do this by provide an understanding of consumers' underlying beliefs and motivations.

1.4 Theoretical and practical relevance

The current debate focuses on the impact food has on the environment and our health.⁵⁹ When studying local produce, we feel that we contribute to a subject that is up to date and is still moderately investigated. Also, as mentioned in chapter 1.2, existing theories on local produce mainly focuses on attitude and do not compare attitudes with actual behaviour.

Theoretically, we will use the model of Theory of Planned Behaviour to describe the dissonance of the consumers' attitudes and actual behaviour. By using this model together with theories regarding consumer behaviour such as the decision-making process, we will analyse the underlying beliefs and motivations behind the consumers' actual behaviour regarding local produce. We will conduct interviews on attitudes and actual behaviour of local produce consumers, applying the Theory of Planned Behaviour and finally combining this in an analysis together with the decision-making process, therefore our contribution will be of theoretical relevance. Argumentation for our choice of theory will be further developed in the methodology chapter.

Our study will also be of practical relevance since we hope our study will provide an enhanced source of information for retailers and producers. We believe that an enhanced understanding of the local produce consumer will improve retailers' and producers' awareness and knowledge.

⁵⁹ Ekelund, L. et al. (2007) p 229

2. Methodology

In the following chapter, we will present an overview of the methodology used in this thesis. First, we will explain the reason for choosing this topic for our master thesis. Secondly, we will clarify how we found relevant literature and present the perspective of our thesis. Thereafter, we will give critique of the chosen literature. Last, a summary of how we achieved our purpose and the conducted study will be provided with a brief description of our pilot study.

2.1 Choice of subject

During our master program we have read several interesting courses, and topics we found of particular interest were consumer behaviour and retailing. For this reason, we found great inspiration for a master thesis when combining the two subjects. Since we are consumers ourselves, we have acknowledged new ethical food trends in society. We consider previous research to focus chiefly on organic food rather than local produce.⁶⁰ Hence, knowledge on organic food is an interesting basis for further research within the field of local produce and the question of coherence between attitudes and behaviour towards locally produced food is still a fairly undeveloped area of research.

We would find it rewarding to provide a new framework to help researchers test new ideas and to better explain consumer behaviour towards local produce. In order to get acquainted with the subject, it is necessary to identify what is already known about the area in question and what concepts and theories that are of relevance. From this, we can discover unanswered research questions within the area of attitudes and behaviour towards local produce.⁶¹ In other words, the thesis is partly based on the deductive approach.⁶² Additionally, we have worked inductive as we have found literature and explanatory theories that could clarify our empirical findings.⁶³ The reason for this abductive approach⁶⁴ is that it will provide a good foundation for an analysis of the empirical results.

⁶⁰ Padel, S. & Foster, C. (2005), McEachern, M. & Willock, J. (2004), Lockie, S. et al. (2002)

⁶¹ Bryman, A. & Bell, E. (2007) p. 95

⁶² Bryman, A. & Bell, E. (2007) p. 11

⁶³ Bryman, A. & Bell, E. (2007) p. 12f

⁶⁴ Alvesson, M. et al. (2000) p. 17

2.2 Choice of Theory

In the deductive approach, one collects data on basis of what is known.⁶⁵ In our study it was essential to be familiar with previous theory within the areas of *local produce*, *consumer behaviour* and *consumer decision-making process*. Our main sources of literature are research articles, technical literature, reports and course books within the different areas of research. Our literature search provided us with articles on food consumption behaviour and decision-making processes. From the review of this literature, we found a special interest in the *theory of Planned Behaviour* and therefore searched for further articles within this area.

We found that the Theory of Planned Behaviour is interesting from a descriptive perspective. The model is frequently used to investigate the relationship between attitudes and behaviour and is the most dominate model in investigating the relation between attitude and behaviour.⁶⁶ Therefore, this model became relevant to us. However, we do not seek to use the model as a forecasting model to predict behaviour, but rather as a descriptive model, exemplify how the salient beliefs affect the behaviour. Also, the Theory of Planned Behaviour is regarded to be a complete theory of behaviour in the sense that any influences on behaviour have an impact on the components included in the model.⁶⁷

In order to understand the difference between intended and actual behaviour one must understand consumer behaviour and the consumer decision-making process. Moreover, researches on consumers' underlying beliefs which influence their purchasing intentions are regarded as limited. This is referred by some researchers to the complexity of consumers' decision-making process as purchases will be influenced by their attitudes and preferences.⁶⁸ Additionally, the decision-making process can influence consumers' behaviour and their attitudes, subjective norms and behavioural control. The Theory of Planned Behaviour and the decision-making process will be further explained in chapter 3.

2.3 Perspective

This thesis is written from the consumers' point of view as we seek to provide a better understanding of consumers' attitudes and behaviour towards local produce in general and the

⁶⁵ Bryman, A. & Bell, E (2007) p. 11

⁶⁶ Armitage, C. & Christian, J. (2003) p. 192f

⁶⁷ Armitage, C. & Christian, J. (2003) p. 192 and Conner, M. & Armitage, C. (1998) p. 1432

⁶⁸ Padel, S. & Foster, C.(2005) p.611

dissonance *between* the attitude and the behaviour in particular. In a qualitative study, the focus is on the perspective of those being studied, in this case the consumers.⁶⁹

2.4 Reference critique

Previous research shows that consumers' do not see distinct differences between organic and local produce.⁷⁰ This has to some extent persuaded us to use references from literature discussing organic food. Also, we are referring to studies made in the UK to some degree, this because of the amount of research made in the UK within this area. We believe that a parallel can be drawn due to the fact that both countries are member of the European Union and therefore are guided by the same restrictions and laws.⁷¹ Moreover, by reviewing the literature, we have found that consumers' attitudes towards local produce in Sweden and in the UK are similar.

2.5 How to fulfil our purpose

In Sweden, local food markets or farmer's markets are a suitable place to find both locally and nationally produced products.⁷² However, we do not intend to explore these markets. We want to reach a variety of consumers and believe that a grocery store provides the variety of consumers we are in search of. Furthermore, a Swedish survey conducted in 2003/2004 established that 89% of Swedish consumers would prefer to buy local produce in supermarkets instead of on the local food market.⁷³ This result is also supported by British studies, claiming that people choose supermarkets as the best place for buying local produce.⁷⁴ Therefore, our focus will be local produce consumption in grocery stores. Due to Sweden's geographic position and its several climate zones, vegetable production is to some extent limited to the southern region. Because of the point of production in Skåne and the short transportation distance of local produce⁷⁵; it was appropriate to conduct this study in Lund. Due to the time limitation, our conducted study will be a relatively small-scale

⁶⁹ Bryman, A. & Bell, E (2007) p. 425

⁷⁰ Chambers, S. et al. (2007) p. 211

⁷¹ Bareham, J. (1995) p. 11

⁷² "Tänk dig en klassisk torgmarknad" (2000) retrieved 04.05.08 <<http://www.bondensegen.com/>>

⁷³ Lundquist, M. (2004) p. 9

⁷⁴ Weatherell, C. et al. (2003) p. 234

⁷⁵ Ekelund, L. et al. (2007) p. 231

research. The optimal result would require more time and in addition more resources concerning researchers and access to consumers.

We will in this thesis conduct a study involving interviews of qualitative nature. We have chosen the tomato as we through observations in different grocery stores in Lund noticed that they offered local produce as well as national and imported alternatives. By focusing on one product we hope to attain more in-depth results in comparison to previous research. One positive factor supporting our choice of product is that we believe that tomatoes attract a wide range of people who consume that product, considering demographic factors such as age, sex etc. Further, as we will conduct the study in Lund, Skåne, the tomato produced in Viken and Klagshamn will be considered as local produce. Influencing our choice of location to conduct our study is also that we all live in Lund area and are therefore flexible to conduct the study at any time. We also become more flexible conducting the study at times the grocery stores may favour. Moreover, our limited amount of both time and money are also elements restricting the volume of participants in the study as well as number of visits to grocery stores.

To be able to choose supermarkets appropriate for our interviews, we had to visit several grocery stores to attain relevant background information on the tomato sections within the fruit and vegetables department. We visited five large grocery stores in the Lund area⁷⁶, where we observed layout, assortment, price differences, information and labelling regarding origin of the tomatoes. These store visits were made one week prior to the conducted study. The stores we visited had a relatively similar assortment of fruit and vegetables. However, the fruit and vegetables were placed differently. In one of the stores fruit and vegetables were close to the check out, whereas in the others, fruit and vegetables were placed in the entrance area. Information and labelling on fruit and vegetables was similar in all five stores. The size of the five stores was also comparable. Four out of five stores had locally produced tomatoes, mainly from Viken and Klagshamn in Skåne. An employee of the grocery store, which did not supply the locally produced tomatoes, claimed that they were not able to order them. The staff of the department showed no particular interest in local produce and directed us to their organic assortment. The four grocery stores that provided locally produced tomatoes had very similar setting regarding the display of tomatoes. They all had a wide range of tomatoes with different origins and within different categories, such as organic and local produce. The price

⁷⁶ ICA Malmborgs, Clemensstorget; Hemköp, Järnåkra; Coop, Mårtensstorget; Willys, Norra Fälåden and ICA Supermarket, Fälådstorget.

on the locally produced tomatoes was somewhat higher compared to the imported tomatoes. These stores however, did not provide any significant information about tomatoes. Organic products were highly promoted, with clear labels and large information signs. This was not something we found on the locally produced tomatoes. We did not see the locally produced tomatoes straight away, no promotion or other information was visible. Instead we had to ask for the products in order to find them. Our results from these store visits will be further developed in our empirical chapter.

Our study was conducted in two of the four grocery stores. This choice is based largely on where we got permission to conduct our study, but also that the stores were situated in Lund. The interviews were made on a Thursday and a Friday between 2 P.M and 6 P.M. This was supported by recommendations of the store managers, informing us that these days of the week and these specific time-periods have the highest number of visitors. Moreover, we conducted our interviews in the fruit and vegetable department in order to interact with the tomato shoppers. We consider this as essential to get a valid result. We believe that external validity is ensured as we conduct our study in a real life scenario, hence measurements correspond to reality. As we have used a qualitative method, we were ensured to attain a high level of congruence between our theoretical framework and empirical results.⁷⁷ Moreover, this study will provide reliability, as the study was conducted in two grocery stores at different weekdays; therefore we believe to attain a wider perspective. We found that the study yielded the same results on two different days.⁷⁸ When conducting both the store visits and the interviews we were at least two students present. Therefore, we were able to agree on what we saw and observed which provides internal reliability.⁷⁹

However, we became aware of minor changes in the layout of the fruit and vegetable department when we conducted our study in one of the stores. As the observations of the grocery stores were done one week in advance of the study, we could discover small changes in the environment. The only change in environment that had potential to make an impact on our study was the promotion of locally produced vegetables the day of our study. This was in the form of a collected display of these products; however, there were no particular promotional signs. Nevertheless, the results showed to be quite similar in both of the stores.

⁷⁷ Bryman, A. & Bell, E (2007) p. 410

⁷⁸ Easterby-Smith, M. et al. (2002) p. 53

⁷⁹ Bryman, A. & Bell, E (2007) p. 410

The interviews were divided into two elements. The first element of the interview aims to reveal the consumers' attitudes towards local produce, whereas the second element of the interview will identify the consumers' actual behaviour. We will go further into detail on the research design in the next section.

2.6 Research design

The empirical data in our thesis is primarily of qualitative nature; however, we have also made use of quantitative data. The reason for this is that we seek to investigate both behaviour and the meaning of that specific action.⁸⁰ This use of both a qualitative and a quantitative method provides a broader perspective on the research question.⁸¹ Previous research on attitudes and behaviour towards organic foods often use laddering interviews and focus groups, with the aim of understanding the complex behaviours of food choice.⁸² We have chosen a combination of both qualitative and quantitative to better generate empirical results that are not merely based on the respondents' behaviour, but create empirical data that also describe the reasons behind their behaviour. The methods we have chosen to use in this thesis are standardised interviews and a ranking scheme. The interviews included some laddering up questions. The reason for this is that we wanted to explore the respondents' preferences and motivations.⁸³ However, the laddering technique have its limitations in the retail environment, as grocery shoppers tend to be in a hurry or do not want to be disturbed while shopping. In order to convince the customers to participate in our interview, we limited the amount of laddering questions, (see appendix 2).

We have used both open and closed questions in our study. However, as we have conducted a qualitative study, we consider open questions more appropriate since they give the respondent opportunity to answer on their own terms. Open questions do not suggest a certain kind of answer and the respondents' level of knowledge and understandings can be explored.⁸⁴ Closed questions will provide more superficial data.⁸⁵ To collect background information, we asked the respondents some general questions on their tomato consumption, this because the answers could help explain the dissonance, (see appendix 2). We did not mention to the

⁸⁰ Bryman, A. et al. (2007) p. 426

⁸¹ Easterby-Smith, M. et al. (2002) p. 41

⁸² Padel, S. & Foster, S. (2005), McEachern, M. et al. (2004), Lockie, S. et al. (2002), Chambers, S. (2007)p. 213

⁸³ Easterby-Smith, M. et al. (2002) p. 107

⁸⁴ Bryman, A. & Bell, E. (2007) p. 259

⁸⁵ Easterby-Smith, M. et al. (2002) p. 133

respondents that our focus of this study was local produce. We simply told them that this study was on tomatoes in general in order not to influence their answers. We only selected participants that had put tomatoes in their shopping baskets to be able to compare their stated preferences to their actual purchase. However, when approaching the respondents we did not at this point ask them what tomatoes they had purchased that day, this because we did not want to influence the respondents in any direction.

In our first element of the interview, we used closed questions in form of a ranking scheme, where the respondents were asked to indicate the order of preferences of the list of different kinds of tomatoes, (see appendix 1). The number of tomatoes was restricted to seven.⁸⁶ The different tomatoes in the ranking scheme were: Swedish, Swedish organic, Local Produce, Dutch, Dutch organic, Spanish and last Spanish organic. Secondly, the consumers' were asked to mention three alternatives of the tomatoes they most often buy. Thereafter, they were asked to motivate their choices and give emphasis on the placement of local produce in the ranking system, (see appendix 1). When discussing the respondents' reasons for their choice, they were not guided by us and could therefore talk freely and express their own opinions. This also means that some respondent stated several motivations. We have identified essential aspects through the ranking scheme: consumers' preferences and what they claim to buy most often. However, in order to gain a better understanding of the respondents construct system; we followed up the ranking exercise with a few questions.

The interview can be seen as a qualitative interview, as there is a great interest in the interviewees' point of view.⁸⁷ In a quantitative interview, the interviewer has a series of specific questions and will anticipate a somewhat precise answer.⁸⁸ In contrast, in our interviews we will make use of precisely worded questions, but the questions will be followed by the question *why*, also known as laddering up.⁸⁹ This will enhance our understanding of consumers' attitudes of the tomatoes characteristics, advantage and meaning. When asking questions we have stressed the importance of avoiding leading questions. It is essential not to lead the respondents in a particular direction in order to let the respondent answer freely.⁹⁰ Since the respondents had chosen tomatoes prior to the interview, we could also register what

⁸⁶ Easterby-Smith, M. et al. (2002) p. 133

⁸⁷ Bryman, A. & Bell, E. (2007) p. 474

⁸⁸ Easterby-Smith, M. et al. (2002) p. 130f

⁸⁹ Easterby-Smith, M. et al. (2002) p. 107

⁹⁰ Bryman, A. & Bell, E. (2007) p. 269

tomato they were actually buying. Together with the ranking scheme we can identify both their preferences and what they argue to purchase most often. Additionally, we can compare this to what they actually purchase. We consider our method to give an advantage in relation to our problem formulation as we can identify the distinct differences in attitudes and actual behaviour.

The interviews were not recorded, instead we wrote the answers down on paper. The main reason for us not using tape recorder is the interviewing environment. It is important to have good audio recordings,⁹¹ which might be difficult in the retail environment.

2.7 Pilot testing

We conducted a pilot study in advance of our in-store study. Our aim was to ensure that the questions operated well; additionally we wanted to make sure that the entire research instrument functioned. Possible problems that could arise during our in-store study were narrowed since those problems were addressed in the pilot study.⁹² As students we are not trained researchers and the pilot study enhanced our confidence prior to the in-store study. The most important cause for our pilot study was to ensure that our questions provided us with a variety of answers. If all respondents answered in the same way, the data results would not be of any particular interest.⁹³ We found that the answers given in the pilot study were diverse and relevant for our purpose.

⁹¹ Easterby-Smith, M. et al. (2002) p. 92

⁹² Bryman, A. & Bell, E. (2007) p. 273

⁹³ Bryman, A. & Bell, E. (2007) p. 274

3. Theory

In this section we will describe the theories found in today's literature regarding consumer behaviour and consumer decision-making process.

3.1 Consumer behaviour

It has been suggested that a social action, including political activities, religious behaviour and shopping patterns are directed by a person's attitudes.⁹⁴ Nevertheless, some argue against this suggestion, claiming that knowledge of a person's attitude does not say much about the performed behaviour; instead it can explain an overall pattern of behaviour to a certain extent.⁹⁵ Moreover, it is assumed that attitudes are more prognostic of consequent behaviour if they are: personally involving, accessible in memory or univalent rather than ambivalent.⁹⁶

Explaining behaviour is a complicated assignment, as the terminology can be approached at numerous levels. One aspect of behaviour might be the concern of physiological processes and another concentration of social institutions. Concepts referring to behavioural characters, such as attitudes and personality attributes are important in attempts to predict and describe human behaviour.⁹⁷

In this section we will start with theory of consumer food choice behaviour. Cognitive self-regulation is an essential aspect of human behaviour, which will be explained through the Theory of Planned Behaviour in 3.2. Thereafter, we will discuss consumers' decision-making process as we believe this to be an important link between the consumers' intentions and their actual behaviour. Further, additional theory of consumer behaviour in relation to their decision-making process will be included such as non-conscious influences. Last, an analytic model will be provided to exemplify how we plan to analyse our chosen theory.

3.1.1 Consumer Food Choice Behaviour

Trade and travelling have changed the food consumption practises over the last years. Nowadays, the term *authentic food* questions the validity of cultural identity in relation to

⁹⁴ Ajzen, I. & Fishbein, M. (1980) p. 13

⁹⁵ Ajzen, I. & Fishbein, M. (1980) p. 18 and Armitage, C. & Christian, J. (2003) p. 187

⁹⁶ Armitage, C. & Christian, J. (2003) p. 188

⁹⁷ Ajzen, I. (1991) p. 179

foods. What once was the Italian pizza is today a global dish. Cuisines that once belonged to a certain country or region are becoming more global and customary worldwide.⁹⁸

Even though food is globalised, there is still a notion of cultural identity related to food consumption and the concept of local culture becomes increasingly important. Another factor that might affect the consumption of food is demographic aspects such as age and gender. Moreover, each individual might have a distinct reason for consuming the food he/she does. It can be influenced by a person's religion, nationality or also by the person's own desired identity.⁹⁹ The trend of food preferences is moving towards a more local focus away from the global and cosmopolitan focus. A reason for this trend might be that tradition and heritage is more important and the interest of supporting local producers increases. It is a reaction to globalisation and standardisation.¹⁰⁰

Studies show that even though consumers claim to be interested in local produce the majority do not actually purchase these products. Researchers have tried to explain this by food consumption behaviour and by the classic framework which suggest that the consumers' choices of grocery is a result of intrinsic (e.g. colour, taste and texture), and extrinsic (e.g. the retail environment) influences as well as by demographics and socioeconomic characteristics of the consumer. Furthermore, in developed countries, the credence factor should also be considered, as it is argued that environmental benefits are influencing our choices. It is also proposed that the actual demand for local produce is weak because the benefits are not exceeding the barriers such as price, accessibility and convenience.¹⁰¹

As previously mentioned, the consumer trend seems to be switching towards a more environmental focus, where people consume more socially and environmentally responsible products.¹⁰² In the context of local food consumption and consumption of environmental friendly foods, it is relevant to talk about ethical consumption. Ethical decision-making is based on different factors such as recognition of the moral issue, making a moral judgement, establishment of moral intent and engagement in moral behaviour.¹⁰³ In addition, it is argued that ethical decisions are a result of social learning rather than moral calculation of the

⁹⁸ Howes, D. (1996) p. 79

⁹⁹ Howes, D. (1996) p. 80

¹⁰⁰ Howes, D. (1996) p. 88f

¹⁰¹ Weatherell, C. et al. (2003) p. 234

¹⁰² Freestone, O. & McGoldrick, P. (2008) p. 445

¹⁰³ Novicevic, M. et al. (2008) p. 1063

individual. By this, it is evident that variations in ethical decisions are not only based on moral intensity issues, but it is also individually and situational based.¹⁰⁴ Various ethical concerns are shared by most consumers; still, the concerns are not always translated into actual behaviour.¹⁰⁵

3.2 The Theory of Planned Behaviour

The Theory of Planned Behaviour is an extension of the Theory of Reasoned Action.¹⁰⁶ The original theory of reasoned action, as well as the extended version, deals with the individuals' *intention* to act upon certain behaviour.¹⁰⁷ These models are designed to provide explanations of informational and motivational influences on behaviour.¹⁰⁸ Both models should be considered to be deliberative processing models, as they suggest that consumers' make behavioural decisions based on careful evaluation of existing information.¹⁰⁹

The intentions in the original Theory of Planned Behaviour model are viewed to indicate how hard a person is willing to try or how much of an effort the person is willing to exercise in order to perform certain behaviour. Moreover, this original model implies that the behavioural intention can only be found expressed in behaviour under volitional control, i.e. the person is able to decide whether or not to perform upon the behaviour.¹¹⁰ The Theory of Planned Behaviour originates from Fishbein's work on the psychological process, in relation to how attitudes cause behaviours.¹¹¹ The extended version of Theory of Planned Behaviour made in cooperation with Ajzen, has added perceived behavioural control to the Theory of Reasoned Action¹¹², and attempt to predict non-volitional behaviours.¹¹³

This extended theory do not merely predict behaviour, the theory is also a tool to explain consumer behaviour and their attitudes, subjective norms and behavioural control. These factors will determine consumers' intentions and actual behaviour (see figure 1). The theory suggests that behaviour is a function of salient beliefs or information, relevant to the

¹⁰⁴ Novicevic, M. et al. (2008) p. 1063

¹⁰⁵ Chatzidakis, A. et al. (2007) p. 89

¹⁰⁶ Ajzen, I. (1991) p. 181f and Conner, M. & Armitage, C. (1998) p. 1430

¹⁰⁷ Ajzen, I. (1991) p. 181f

¹⁰⁸ Conner, M. & Armitage, C (1998) p. 1430

¹⁰⁹ Conner, M. & Armitage, C (1998) p. 1430

¹¹⁰ Ajzen, I. (1991) p. 181f

¹¹¹ Conner, M. & Armitage, C. (1998) p. 1430

¹¹² Armitage, C. & Christian, J (2003) p. 191

¹¹³ Conner, M. & Armitage, C. (1998) p. 1430

behaviour in question. Furthermore, people can hold a great amount of beliefs about a specific behaviour; however, they can only focus on a fairly small amount of beliefs at once.¹¹⁴ Three salient beliefs are distinguished in this model; behavioural beliefs, normative beliefs and control beliefs.¹¹⁵ These beliefs reveal different aspects of the behaviour and the underlying fundamentals provide detailed information about the behaviour determinants. It is in the underlying beliefs that we can learn more about the unique factors that affect a person's engagement to act upon certain behaviours.¹¹⁶

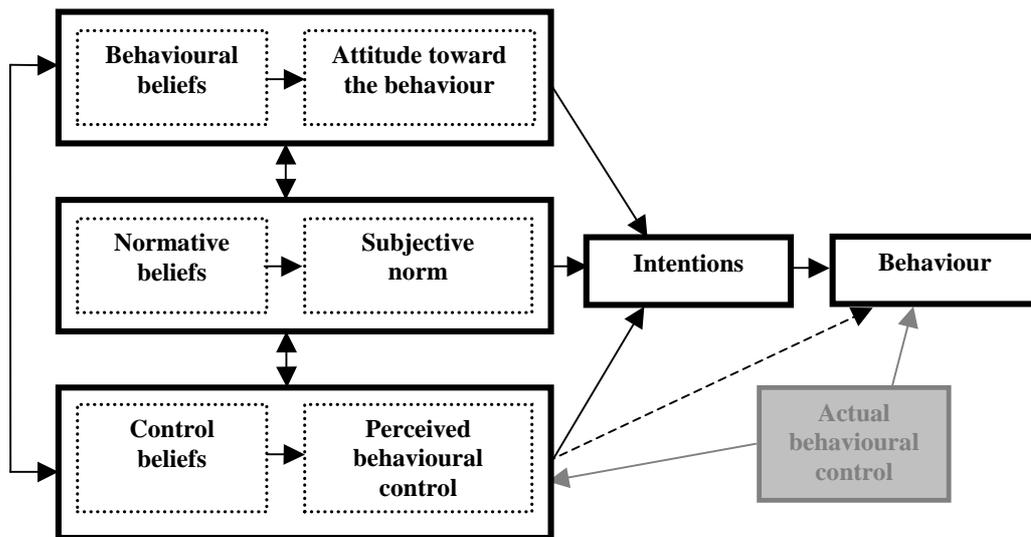


Figure 1. *The Theory of Planned Behaviour*¹¹⁷

It is important to acknowledge that a distinction between these three salient beliefs sometimes has been questioned. Some theorists have argued that all beliefs; attitude, normative and control, affect a persons actual behaviour and should therefore not be separated.¹¹⁸ However, an objection towards this argument is that a non-distinction will create blurriness of the specific beliefs that are of interest, both from a theoretical approach as well from a practical view. Several studies on the Theory of Planned Behaviour clearly show the value of making these distinctions, showing that the different constructs stand in predictable relations towards consumers' intentions and behaviour. Moreover, the Theory of Planned Behaviour is open to

¹¹⁴ Armitage, C. & Christian, J (1998) p. 190

¹¹⁵ Ajzen, I. (1991) p. 189 and Conner, M. & Armitage, C. (1998) p. 1431

¹¹⁶ Ajzen, I. (1991) p. 206f

¹¹⁷ Ajzen, I. (2005) retrieved 12.05.08 <<http://people.umass.edu/ajzen/tpb.diag.html#null-link>>

¹¹⁸ Ajzen, I. (1991) p. 198f

include additional elements if they are shown to capture a significant variation of intentions and behaviour.¹¹⁹

The Theory of Planned Behaviour is regarded to be a complete theory of behaviour in the sense that any influences on behaviour have an impact on the components included in the model.¹²⁰ Nonetheless, the model can be criticised by not take account for variables such as how an individual's personality influences the components. The model should therefore be viewed as a causal process by where components such as attitudes impact an individual's behaviour.¹²¹ Even so, one of the models strengths is to have a broad application and it is the most dominate model in investigating the relation between attitude and behaviour.¹²²

3.2.1 Underlying Beliefs

Underlying beliefs includes three determinates of intentions (see figure 1). These are *attitude towards the behaviour*, *subjective norm* and *perceived behavioural control*.¹²³

Attitudes towards the behaviour

An individual's social actions are regarded to be directed from their attitudes.¹²⁴ Most social psychologists approach attitudes from a cognitive or information-processing view. The belief is that attitudes are developed through the beliefs people have about a certain object, by associating this to certain attributes, for example buying local produce. Speaking of attitudes towards behaviour, the belief connects the behaviour to a certain outcome, or to other attributes such as evaluation of the cost of performing such behaviour.¹²⁵

Attitudes are the individuals overall evaluation of a behaviour and are one predictor of their behavioural intentions.¹²⁶ Since the attributes linked to different behaviour are already negatively or positively valued, individuals automatically hold an attitude towards the behaviour. Individuals therefore learn to favour some behaviour over others, as these have desired consequences.¹²⁷ Moreover, attitudes guide individual's behaviours¹²⁸ and is regarded

¹¹⁹ Ajzen, I. (1991) p. 199

¹²⁰ Armitage, C. & Christian, J. (2003) p. 192 and Conner, M. & Armitage, C. (1998) p. 1432

¹²¹ Conner, M. & Armitage, C. (1998) p. 1432

¹²² Armitage, C. & Christian, J. (2003) p. 192f

¹²³ Ajzen, I. (1991) p. 188

¹²⁴ Ajzen, I. & Fishbein, M. (1980) p. 13

¹²⁵ Ajzen, I. (1991) p. 191

¹²⁶ Conner, M. & Armitage, C. (1998) p. 1431

¹²⁷ Ajzen, I. (1991) p. 191

to be a summary of their motivational factors behind the performance.¹²⁹ The knowledge of an individual's attitude can not tell us much about whether or not performance of the intentions will take place, still, it will tell us something about the overall pattern of the behaviour.¹³⁰ Previous research has identified a gap between people's attitudes and behaviours.¹³¹ In research about the connection between attitudes and behaviours, a separation of mediated (behavioural intention) and moderated (attitude strength and measurement correspondence) variables are usually made.¹³² The most researched mediated variable is behavioural intentions.

Subjective norm

The subjective norm is a part of the individual's perceived social pressure. Representing perceptions of others preferences about engaging in a specific behaviour.¹³³ Subjective norm is in most cases independent of being a successful or failed behaviour. This has to do more about the social desirability of trying to act according to social norms than the final outcome.¹³⁴ The important others that may influence an individuals attempt of performing a specific behaviour will have an impact to the persons attitudes towards further trying in the future, if a failed behaviour occurs. The consequence is a negative impact on the person's attitude, however, there will be no impact on their subjective norm with respect of the behavioural attempt.¹³⁵ Simplified, it refers to a person's social pressure to perform or to not perform a specific behaviour.¹³⁶

Perceived behavioural control

Perceived behavioural control is an element included in the extended model, the Theory of Planned Behaviour. This was based on the fact that if intentions are hold constant, there will be an increase in enactment of the behaviour if perceived control is greater. Furthermore, perceived behavioural control can directly influence the individual's actual behaviour and the easier the behaviour are to perform the more likely they are to occur.¹³⁷ Factors that might

¹²⁸ Armitage, C & Christian, J. (2003) p. 187

¹²⁹ Armitage, C & Christian, J. (2003) p. 190

¹³⁰ Ajzen, I. & Fishbein, M (1980) p. 18

¹³¹ Armitage, C. & Christian, J. (2003) p. 187

¹³² Armitage, C. & Christian, J. (2003) p.187

¹³³ Conner, M. & Armitage, C. (1998) p.1431f

¹³⁴ Kuhl, J. & Beckmann, J. (1985) p. 32

¹³⁵ Kuhl, J. & Beckmann, J. (1985) p. 32

¹³⁶ Ajzen, I. (1991) p. 188

¹³⁷ Armitage, C. & Christian, J. (2003) p. 191

inhibit or facilitate an individual's performance of behaviour are referred to as control beliefs. These control beliefs are both influenced by both of external and internal factors. The internal controls includes; information, personal deficiency, emotions, skills and abilities and external control factors includes; opportunities, dependence of others and barriers.¹³⁸

Perceived behavioural control can vary across different situations and actions and investigations show that individual's performance is strongly influenced by their own confidence in the ability to perform. Their self-efficacy beliefs are influenced by the individual's preparation of activities, choice of actions, effort made during performance as well as their emotional reactions.¹³⁹ The control beliefs can be partly influenced by past experience with the behaviour, but also by experiences of acquaintances and friends, factors which may reduce the obstacles to perform the given behaviour. The more opportunities and the fewer obstacles they believe to have, the greater the perceived control they have over the behaviour. Moreover, if the individual believe to possess a great amount of resources and opportunities, the greater their perceived behavioural control.¹⁴⁰ To sum up, perceived behaviour control has an important role in the Theory of Planned Behaviour.¹⁴¹

Control is often connected to the development of a plan for enable the performance of the behaviour. This plan most often consists of a set of intentions that hopefully resolve in the desired goal. This plan may also consist of alternative plans of actions in case of failure of the original one.¹⁴²

3.2.3 From Intentions to Action

Behavioural intention is a function of the three determinants mentioned above; attitudes, subjective norms and perceived behavioural control. It is suggested that behaviour is a function of intentions as well as perceived behavioural control whereas, perceived behaviour control is regarded to be the individual's perception of the extent the performance of the specific behaviour is easy or difficult to perform (see figure 1).¹⁴³

¹³⁸ Conner, M. & Armitage, C. (1998) p. 1432

¹³⁹ Ajzen, I. (1991) p. 183f

¹⁴⁰ Ajzen, I. (1991) p. 196

¹⁴¹ Ajzen, I. (1991) p. 183

¹⁴² Kuhl, J & Beckmann, J. (1985) p. 31

¹⁴³ Conner, M. & Armitage, C. (1998) p. 1430f

Actions can become so habitual or based on routines that the performance of a task is made almost automatically. These behaviours therefore, do no longer require a conscious formulation of a plan of action. Nevertheless, individuals are usually aware of the actions required to reach a specific goal. Even if the plan is partly routine behaviour, a person is guided by an explicit or implicit plan.¹⁴⁴ Actions are controlled by intentions, but even so, all intentions are not carried out. Some intentions might be abandoned or revised to fit altered conditions.¹⁴⁵ External obstacles may interfere with any behaviour and behavioural intention should best be viewed as intention to *try* acting upon a specific behaviour. In other words, intentions can only predict the individual's attempts to perform behaviour, not the actual behaviour itself.¹⁴⁶ Furthermore, individuals are more likely to engage in a specific behaviour if they feel some kind of control the situation.¹⁴⁷ Subjective perceptions of control will influence the attempt to perform behaviour. If one person has a pessimistic approach to his or her control over a specific behaviour, this person may never try or not want to try to find out what is wrong. Perceived control will therefore usually correlate with the individuals performance. Further, this correlation will be stronger if perceived control and actual control is corresponded reasonable well.¹⁴⁸ Moreover, social behaviour is more or less always followed by plans and the attempt to perform the behavioural plan do not only depend on the strength of the attempt, but on the perceived control of factors such as available and essential information, skills and abilities, time, willpower and opportunity.¹⁴⁹

To conclude; an individual will attempt to perform a behaviour if he or she believes that the benefits outweigh the disadvantages and if the pressure to perform the behaviour exists from referents.¹⁵⁰ It is also important that individual must feel to have some kind of control over the specific behaviour.¹⁵¹

3.3 Consumer decision-making process

Traditionally, researchers have approached consumers' decision-making process through a rational perspective. Meaning that consumers' carefully collect and analyse as much

¹⁴⁴ Kuhl, J. & Beckman, J. (1985) p.11

¹⁴⁵ Kuhl, J. & Beckman, J. (1985) p.11

¹⁴⁶ Kuhl, J. & Beckman, J. (1985) p. 29

¹⁴⁷ Conner, M. & Armitage, C. (1998) p. 1431

¹⁴⁸ Kuhl, J. & Beckmann, J. (1985) p. 34

¹⁴⁹ Ajzen, I. (1985) p. 36

¹⁵⁰ Ajzen, I. (1985) p. 36

¹⁵¹ Kuhl, J. & Beckmann, J. (1985) p. 34

information as possible before making a decision.¹⁵² When a consumer has realised his/her want to make a certain purchase, he/she goes through different steps before actually making the purchase; 1) problem recognition, 2) information search, 3) evaluation of alternatives and last 4) product choice.¹⁵³ Additionally, another step to this traditional model is the evaluation of the purchase. During this step the satisfaction or dissatisfaction will influence future purchases and recommendations.¹⁵⁴ However, the rational perspective does not accurately portray many purchase decisions. This as some purchases are more important than others and the efforts therefore may differ greatly.¹⁵⁵

In the case of FMCG, the consumers' decision-making process becomes particularly important. It is obvious that a consumer spend considerably more time and effort when choosing a car or a house compared to choosing which toilet paper to buy.¹⁵⁶ Also, the decision-making process for FMCG has been questioned by researchers. Hence, research suggests that, at most, 35% of all purchases of FMCG are planned in advance even though most decisions are made by little or no information search and are made within seconds. This fact has lead to researchers wondering about how the decisions are actually made.¹⁵⁷

In the next section we will further present different types of consumer decisions. Following, theory on decision-making of FMCG will be presented as well as a section of non-conscious effects of the decision-making process.

3.3.1 Types of Consumer Decisions

There exist four types of decision-making behaviours among consumers: extensive, limited, impulse and habitualised decisions. These in turn derive from three underlying psychological behaviour: cognitive control, emotional involvement and third, spontaneous behavioural responses. The choice of decision type is influenced by these and will determine if the consumer will purchase one product or not. This classification can provide a helpful explanation to predict and explain the consumers' decisions in the market place.¹⁵⁸ To be able

¹⁵² Solomon, M. et al. (2002) p. 236

¹⁵³ Solomon, M. et al. (2002) p. 235

¹⁵⁴ Lundqvist, O. & Albertsson, S. (2005) p. 43f

¹⁵⁵ Solomon, M. et al. (2002) p. 235

¹⁵⁶ Hoyer, W. (1984) p. 823

¹⁵⁷ Nordfält, J. (2005) p. 15

¹⁵⁸ Fischer, A. & Hanley, N. (2006) p. 304

to characterize the decision-making process, the effort that goes into the decision by the consumer is considered.¹⁵⁹

Extensive problem-solving

The extensive problem-solving involves mainly decisions regarding more expensive products. This type of decision-making is suggested to be characterised by high involvement, extensive search and time efforts and is usually apparent in infrequent purchase behaviours. This is also applicable among unfamiliar products and brands. The extended problem solving is closely linked with the traditional decision-making perspective as consumers collect as much information as possible and evaluate the alternatives carefully.¹⁶⁰ The extensive type of problem solving is characterised with strong emotional involvement, and strong demand for additional information search about the purchase. It is implied that consumers decide extensively when the purchase is of importance to them, and/or when the consumer has no prior experience of purchasing such a product. In situations like this, the consumer invests both time and money into the decision, based on their acquired knowledge and subjective evaluation.¹⁶¹

Limited problem-solving

The limited problem-solving is a more straightforward and simple approach as consumers do not search and evaluate each alternative as carefully as the extended problem-solving. Here, consumers use simple decisions to base their purchases upon and their cognitive shortcuts makes them fall back on a more general guideline and do not start the research from scratch.¹⁶² The limited type of decision-making does not require as much information about the product to make a decision as the consumers' are able to conduct decisions based on existing data. There is also low personal involvement to the purchase.¹⁶³

One suggestion on how to describe consumer decision-making in situations that relate to repeat purchase is to assume that the consumer's goal is not to make the optimal decision, but rather to make a decision which is of satisfactory.¹⁶⁴ This view of the decision-making process, also termed *simple choice tactics*. The decisions are not of great importance for the

¹⁵⁹ Solomon, M. et al. (2002) p. 237

¹⁶⁰ Solomon, M. et al. (2002) p. 237

¹⁶¹ Fischer, A. & Hanley, N. (2006) p. 302

¹⁶² Solomon, M. et al. (2002) p. 237

¹⁶³ Fischer, A. & Hanley, N. (2006) p.304

¹⁶⁴ Hoyer, W. (1984) p. 823

consumer and do not involve any large risks. The consumers' have made the same decision numerous times before and will therefore not spend time and efforts on the decision. Last, a consumer must make several decisions during a shopping trip and thus he/she will not engage in every detail of the decision.¹⁶⁵ In addition, customers only consider a small amount of the available assortment when making their choices.¹⁶⁶ Furthermore, the simple choice tactic in low-involvement decisions is suggested to be a result of numerous experiences, which occurred over a repeated number of purchases where the consumers develop a set of choice tactics that emerge in prompt and satisfactory decisions.¹⁶⁷

Habitual decision-making and Impulse decision-making

Habitual decision-making is opposite to the extended problem-solving and includes routine response behaviour. This decision-making is characterised by low involvement and frequent purchasing usually involving low-cost products and familiar products and brands.¹⁶⁸ In this case, no conscious effort is being made and many of the purchase decisions are made in routine, the consumers do not realise the decision until the product is in the shopping trolley.¹⁶⁹ Some authors have divided impulse and habitual decision-making into two separate views. Even so, they are arguing that both impulse and habitualised decisions are categorised with lack of cognitive control and elaborations. Suggesting that impulse decision-making is based on spontaneous reactions to stimulants and that demand for further information before purchase is low, this since the stimulus affects the purchase decision. Further it is explained that impulse decision making reveals little about the consumers' preferences about a product. Furthermore, authors see habitual decision-making as routine choices, which do not require any cognitive efforts or emotional involvement in the decision. Also, the consumers do not need any further information about the product before deciding. This could be foods that we purchase everyday.¹⁷⁰

3.3.2 Decision-making involving FMCG

The traditional view, also called the five-step model is usually referred to when discussing extended problem-solving. Even so, this model is often a starting point for all types of

¹⁶⁵ Hoyer, W. (1984) p. 823

¹⁶⁶ Nedungadi, P. (1990) p. 263

¹⁶⁷ Hoyer, W. (1984) p. 828

¹⁶⁸ Solomon, M. et al. (2002) p. 237

¹⁶⁹ Solomon, M. et al. (2002) p. 238

¹⁷⁰ Fischer, A. and Hanley, N. (2006) p. 304

consumer decision-making.¹⁷¹ Due to the critique of the extended problem-solving model not to be appropriate to explain low-involvement purchases, there are alternative approaches referred to when discussing FMCG. The suggestion is to see the cognitive and behaviour involved in the purchase of FMCG as choices rather than a decision-making process. Hence, it is regarded that these low-involvement purchases are results of less thoughtfulness, quick and repeat behaviour. One suggestion is to view the consumers' decisions with different motivational grounds. Moreover, a distinction between positive versus negative originated motives behind a decision is suggested and the purchase is then seen as negative versus positive reinforcement. Another starting point is to consider two limitations in the human information processing capability. The first one is the limitation to the amount of attention which consumers' can comprehend of external factors, secondly, the amount of information that can be retrieved from the long-term memory. These issues are usually discussed when referring to consumer decision-making of FMCG and it is argued that this needs more elaboration from the consumer decision-making perspective.¹⁷²

3.3.3 Non-conscious effects on the decision-making process

Some consumers' decision-making is influenced by non-consciousness. This non-consciousness can be seen as a "filter" between available information about the purchase and the conscious decision-making process. These non-conscious influences on the consumers' decision-making process are considered to affect a variety of aspects, such as what information the consumer will consider and how the marketing activities are interpreted. Moreover, the consumer might be aware of the stimulus and the fact that they are processing this stimulus, even so, the non-consciousness influences mentioned above will still affect the decision-making.¹⁷³

The consumers' reasoning and problem solving takes place in our short-term memory or working memory. It is argued that our working memory is only capable to hold remarkably small amount of items at the same time. On the other hand, our surrounding environment is full of information which we as consumers are exposed with, information which by far exceeds our conscious problem solving capacity. The filtering capability will eliminate all

¹⁷¹ Nordfält, J. (2005) p. 21

¹⁷² Nordfält J (2005) p.23f

¹⁷³ Nordfält, J. (2005) p. 15

sensory input, selecting only what the individual view as important, essential for making the decision-making process efficient.¹⁷⁴

It has been known for a long time by researchers that consumers are filtering out stimuli at a non-conscious level. Even so, questions are still unanswered regarding *how* and *when* the selection takes place and which information enters the working memory. Researchers argue that many decision-making models focus mainly on decision-making processes that are influenced by information already processed in the working mind, missing out the non-conscious factors and therefore underestimating the selection system's influence on the decision processes. It is believed that the influence of non-conscious factors on the consumers' decision-making is of much larger extent than researcher has realised and this is an understudied area.¹⁷⁵

Studying non-conscious factors that influence the consumers' decision-making may provide knowledge that can help to improve and adapt the marketing activities to better suit the consumers' needs. It has been argued that a non-conscious factor influences the decision-making process occurring before, during and after any conscious cognitive activities. Furthermore, it is also argued that *all* consumer decisions include non-conscious elements and more so, as much as 95% of all cognitions occur non-consciously.¹⁷⁶ Increasing the knowledge can also benefit advertisers as they receive better understanding of how consumers select due to their limited attention resources in order to avoid the cluttered advertising environment.¹⁷⁷

3.4 Analytical model

The Theory of Planned Behaviour will foremost be used as a descriptive model to illustrate how attitudes will affect the consumers' behaviour. However, since our study is unique as our interviews were made in-store when the consumers were shopping and through research suggestions (see chapter 2.2), we have also acknowledged the importance of their decision-making process. We have therefore complimented the model of Theory of Planned Behaviour

¹⁷⁴ Nordfält, J. (2005) p. 15f

¹⁷⁵ Nordfält, J. (2005) p. 16

¹⁷⁶ Nordfält, J. (2005) p. 17

¹⁷⁷ Nordfält, J. (2005) p. 17

with theories of consumers' decision-making process in relation to food consumer behaviour to our analysis. The relation of these theories is illustrated in the model below:

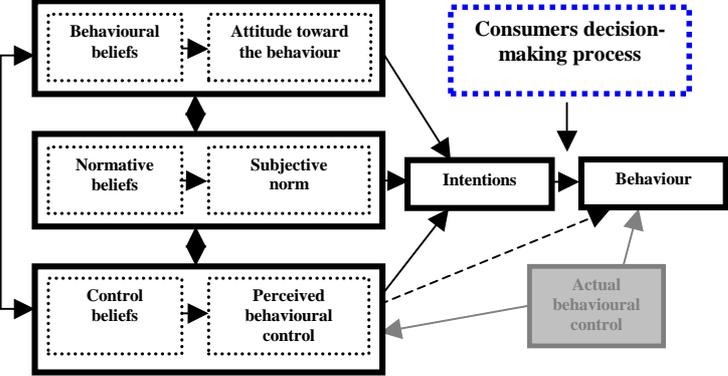


Figure 2. *Our analytical model*

4. Empirical data and Analysis

This chapter will present our empirical findings. The results derive from our in-store interviews, which included the ranking scheme. We will first start off with an introduction of our conducted study with description of the stores and the participants thereafter present our findings.

Our empirical data consist of in-store interviews that were conducted in two grocery stores in Lund, ICA Malmborgs and Hemköp, and from interviews with 70 customers in total. We conducted 40 interviews at ICA Malmborgs and 30 interviews at Hemköp. In this chapter we will present a comprehensive account of the individual replies in the form of extracts from some individual answers from the interviews. However, we will start with describing the store environment at ICA Malmborgs and Hemköp, this in order to be able to understand and eventually compare the respondents' answers to the actual influencing store environment.

4.1 The store environment

The store visits were done one week prior to the conducted study. We observed which tomatoes the consumers could choose from and the approximate price differences. We also observed the labelling of the tomatoes and other promotional activities in the environment. Further, observing the placement of the tomatoes was also important since this may influence the respondents' selection of tomatoes.

4.1.2 ICA Malmborgs

At ICA Malmborgs the tomatoes were separated into two sections. One was a typical tomato section with different origins and different varieties such as by the kilo, cocktail-, plum- and stalked tomatoes (see picture 1). The other section was an organic division, where all the organic tomatoes with different origins were placed together with other organic fruit and vegetables (See picture 2). The origins of the tomatoes in the store were: local produce (Viken), Swedish, Spanish, Dutch, Spanish Organic and Dutch organic.



Picture 1.



Picture 2.

When viewing the overall fruit and vegetables department, one can clearly see the typical tomato section. We first noticed the large assortment of different varieties, sizes, colours and packaging. It seemed to be a broad variety of tomatoes to please customers with different preferences. However, since we were specifically looking for local produce, we immediately noticed the problem of finding it. We had to read every price tag in front of the different tomatoes in order to find them. After reviewing the tomato section we noticed that the box that held the locally produced tomatoes was labelled “VIKEN-tomater” on the side. However, we doubt that customers are willing to employ such a time-consuming search as we did. The organic tomatoes were easy to find, due to the large shelf space of organic products. Moreover, there were several promotional signs informing the customers of organic products.

When presenting the prices of the tomatoes, we have chosen just to state the prices of the cocktail tomatoes. The reason for this is the great variety of prices depending on what kind of tomatoes you choose. However, the stores had a large assortment of cocktail tomatoes, and we feel that the prices can give a valid indication of the overall price differences between tomatoes with different origin. From this it is obvious that locally produced tomatoes are in the higher price category.

Local produce (Viken)	83,27 SEK/kg
Swedish	69,00 SEK/kg
Dutch	56,33 SEK/kg
Dutch Organic	107,00 SEK/kg
Spanish Organic	59,60 SEK/kg

4.1.3 Hemköp

In the fruit and vegetables department at Hemköp the tomatoes were placed in three sections. One larger section with a great variety of tomatoes (see picture 3), one smaller section with three different kinds of cocktail tomatoes (see picture 4) and one small section by the entrance of the fruit and vegetables department with different locally produced vegetables. The origins of the tomatoes at Hemköp were local produce (Klagshamn), Swedish, Spanish, Dutch, Spanish Organic and Dutch organic.



Picture 3.



Picture 4.

It was easy to notice Hemköp's large section of tomatoes that included most varieties of tomatoes, even locally produced. The smaller section with three different kinds of cocktail tomatoes was situated opposite from the larger section. This means that if the larger section of tomatoes caught the customers' attention, one would most certainly fail to notice the smaller one. We could not see a clear distinction between the two, or understand if there was a difference. The local produce section by the entrance consisted of three different vegetables. There was probably an idea behind placing them together, but still we did not notice the local produce theme until we read the price tags.

Hemköp did also have a large variety of cocktail tomatoes that can reflect the overall prices in the tomato section. Also here, locally produced tomatoes were among the more expensive tomatoes.

Local produce (Viken)	63,33 SEK/kg
Swedish	63,33 SEK/kg
Dutch	39,95 SEK/kg
Spanish	47,80 SEK/kg
Spanish Organic	67,80 SEK/kg

4.2 Who is the consumer?

In order to increase the understanding of whom the participants in our study are and most importantly, who the consumers of local produce are, we asked the participants a few background questions. We collected information about their age, sex and the number of people living in each household. This information is important, since factors such as sex and age are may influence their purchase habits.¹⁷⁸

The total amount of participants was 70, where most of them (49 individuals) were females. Of the respondents, 74% were between the ages of 20-55. Further, 36 % of the individuals purchased groceries for a household of two people, 29 % of the respondents only purchased for themselves and the rest purchased for more than two people. We also asked the respondents to estimate how many kilos of tomatoes they purchased per week and most of our respondents estimated their purchase to be up to one kilo. Furthermore, we asked the respondents to state what they usually used the tomatoes for. This question was asked since we believe an individual that purchases tomatoes for a stew and another for salad, may prefer different characteristics and thus purchase different tomatoes. The result shows that most of the respondents stated numerous alternatives of how they used tomatoes. The majority (70%) of the respondents stated that they use tomatoes for salads. Many claimed to use the tomatoes for cooking (37%) and the rest stated to use tomatoes to put on their sandwiches.

After the background questions were completed we began by asking the participants to state the most important criteria when selecting their tomatoes. These questions were open and

¹⁷⁸ Howes, D. (1996) p. 80

therefore the respondents were able to reply with several alternatives. Our interview revealed that the respondents' most preferred features are of intrinsic nature; the colour, taste, and the scent of the tomato (see figure 3). Some participants stated to smell and touch the tomato before they purchased them, claiming that taste was the most important element when purchasing tomatoes. Others stated the overall appearance of the tomato; that they look tasteful and smell good will indicate that they taste well and therefore these was the most important criteria. The extrinsic factors, such as the Swedish origin of the tomato, were also of significance. One male participant at Hemköp implied that Swedish tomatoes were better than others as he believed them to have better taste. Furthermore, credence factors such as, organic tomatoes was mentioned by 6% of the participants whereas, local produce was only mentioned as the most important feature by 4%.

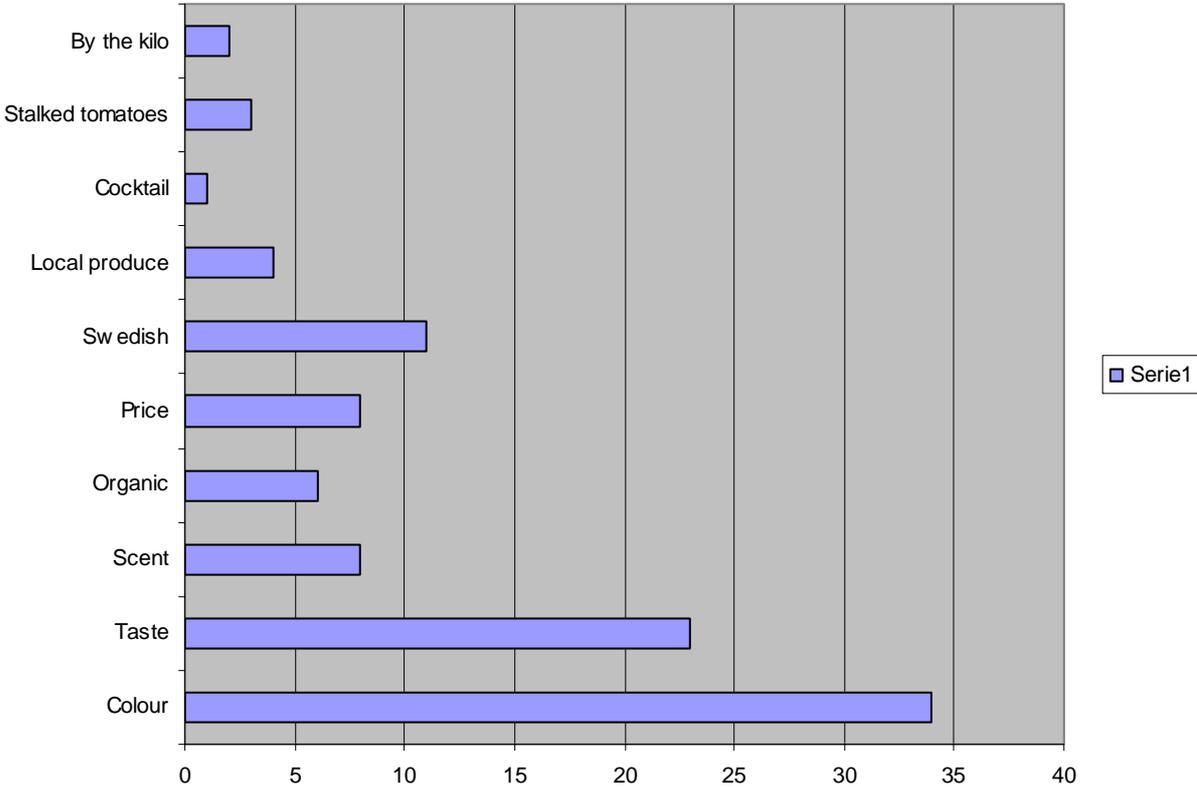


Figure 3. *The most important features when purchasing tomatoes (%)*

These findings indicate that local produce alone is not a criterion of significance when choosing tomatoes. This may also be compared to classic framework on food consumer behaviour. This theory suggests the intrinsic and extrinsic factors are influencing the consumers. Moreover, this theory also suggests that the credence factor should be considered

in developed countries, such as environmental aspects.¹⁷⁹ A factor of great importance to our study as our focus is local produce. Further, this theory as well as the Theory of Planned Behaviour does suggest that the actual benefits should be greater than the barriers expediency factors.¹⁸⁰ This is of course an important aspect of the theory which is of great importance to us as we continue our analysis as this decides their intended and foremost their actual behaviour.

Moreover, one might claim by the information gained so far that the most significant features that influence the respondents' intended behaviour are of intrinsic nature and features such as the origin comes second. This may be important information, suggesting that the respondents' most beneficial factor for acting upon their intended behaviour may be of intrinsic nature. When choosing food, intrinsic features are of particular importance. We believe that this is even more important when choosing fruit and vegetables, since "what you see is what you get". If the customer is not looking for something in particular, no further information than the exterior of the fruit is needed. It is argued that extrinsic features and credence factors influence the consumers' choice of foods.¹⁸¹ Our results so far, however, suggest that intrinsic features are still more important than both extrinsic features and credence factors.

4.3 The respondents attitudes

When trying to understand the respondents' attitudes, they were first asked to rank different kinds of tomatoes after their preferences. The alternatives were Swedish, Swedish organic, Dutch, Dutch organic, Spanish, Spanish organic and local produce. This ranking scheme was constructed with the intention to reveal the respondents' attitudes towards local produce and identify what they prefer and why.

4.3.1 Most Preferred

The tomatoes that were most preferred were local produce, followed by Swedish organic and Swedish tomatoes. The Dutch and the Spanish tomato, both the organic and the non-organic alternative, were hardly preferred most by anyone (see figure 4).

¹⁷⁹ Weatherell, C. et al. (2003) p. 234

¹⁸⁰ Ajzen, I. (1991) p. 181f, 206f

¹⁸¹ Weatherell, C. et al. (2003) p. 234

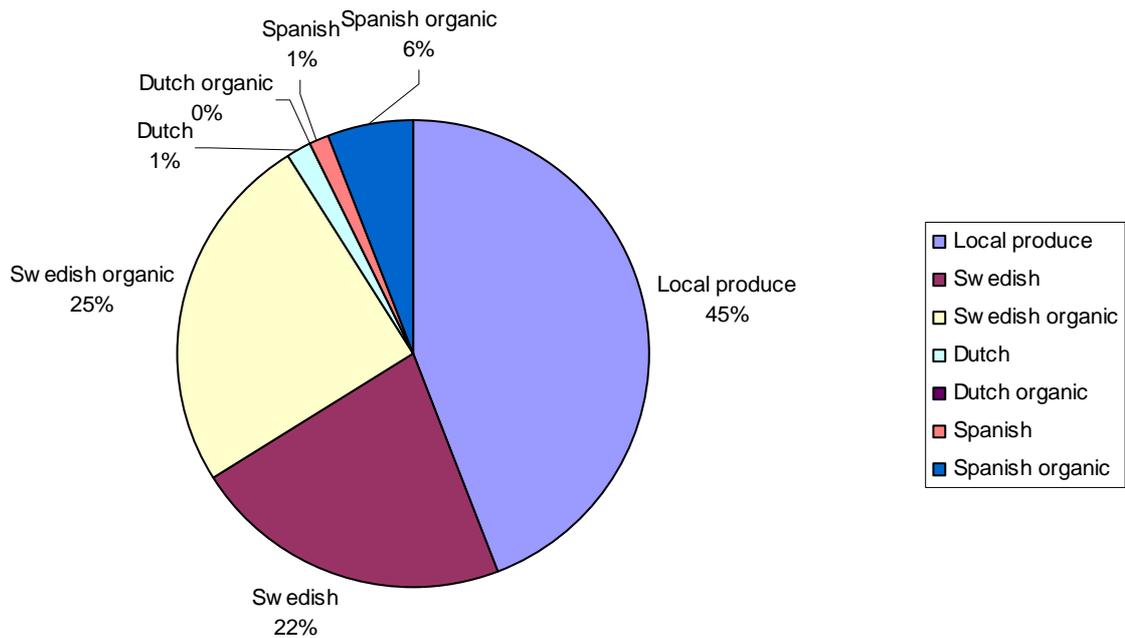


Figure 4. Preference of tomatoes (1 of 7)

These results are not unexpected as previous research has found clear evidence that consumers prefer local produce¹⁸² and the ongoing debate on environmentally friendly products that is present¹⁸³ which may influence their preferences. Also, research has revealed that consumers have an overall positive attitude towards domestic food.¹⁸⁴ This is also shown in our study and becomes clear when combining the results of preferences of the Swedish, Swedish organic and local produce, being as high as 92 %. Perhaps this is an indication that our participants are patriots and that this is a sign of ethnocentrism. One male participant from ICA Malmborgs actually used the word patriot as a motivation to why he preferred Swedish tomatoes.

With the respondents' ranking scheme in hand, we then asked the participants to motivate *why* they chose to select their specific tomato on first and last place. The purpose of asking the participants the question why was done in order to expose their underlying beliefs and motivations about their ranking scheme. We choose only to present the answers of the respondents who placed local produce as their highest preference and present their reasons for

¹⁸² "Steg mot hållbarhet 2005" (2005) p. 24

¹⁸³ Ekelund, L. et al. (2007) p. 229

¹⁸⁴ Ekelund, L. et al. (2007) p. 230

this. The explanation behind this choice is that our purpose has a focus on local produce and this exclusion is therefore of great significance.

From our study, the respondents who placed local produce as the tomato most preferred, which were 30 out of the 70 participants, most motivated their choice as environmental friendly causes (56%). Further, local produce has, as mentioned before, become the trend in the grocery business as consumers are more aware of the impact our actions has on the environment.¹⁸⁵ This finding is also in coherence with prior research, which is suggesting that consumers have environmental causes as their main motivator for purchasing local produce and are willing to pay more to contribute to better the environment.¹⁸⁶ Environmental friendly as a term was frequently mentioned as a motivator, whereas specifically mentioning food miles and transportation was even more of a common answer. One female shopper at Hemköp claimed that her reasons for preferring local produce was influenced by the ongoing debate of the environment and how harmful imported groceries may be, as it both includes pesticides and long transportations. This view represents many of our participants' thoughts and statements. The woman felt better with her self, knowing that her choice of local produce did not involve long transportations and unnecessary spraying and a bonus was that this action also supports the local farmers. It is evident that the credence factor is of significance when the respondents' motivate their preferences of local produce.

Support of local farmers has been argued in prior research to be the main motivator for purchasing local produce.¹⁸⁷ Our results however, show that only 20% of the participants mentions support of local farmers to be their main motivation. One female respondent from Hemköp claimed that supporting the local economy and the local farmers is a great feeling and the food is usually of high quality. Other reasons that were mentioned were health and wellbeing; however, these motivations were just mentioned by a few respondents. We do not believe that these are a less important factors; it might not be the main driver of the respondents' preferences. Still, feeling well about their choices may be a confession which they do not dare to say. Health is perhaps not a main driver either, since the health aspect has been in debate for a while now. Further, if the respondents are buying vegetables in the first place they are already indicating that being healthy is a part of their lifestyle. Moreover, only

¹⁸⁵ Ingvarsson, A. (2008) p.1 retrieved 22-04-2008 <<http://www.lantbruk.com/Article.jsp?article=36218>>

¹⁸⁶ Hessel, E. (2006) p. 34

¹⁸⁷ Coop-rapporten 2007, p. 23

27% believed that locally produced tomatoes have better taste than the other tomatoes. When conducting our interviews, we experienced that many expressed this opinion. Several respondents believed that the Swedish tomato is not as tasteful, since tomatoes are not naturally grown. A male respondent at ICA Malmborgs claimed Swedish are worse in taste, since these are produced in greenhouses. Another respondent, a female from Hemköp, stated that she know that Swedish tomatoes, and foremost locally produced, are better considering the impact on the environment, however, she expressed that her favourite tomatoes were from Spain as these had better colour and taste.

When comparing the question of the respondents' preferences to what criteria they find important when purchasing tomatoes, we find conflicting opinions. As we stated earlier, intrinsic factors, such as the colour, taste and scent of the tomatoes, were important features. However, when asking what kind of tomatoes the respondents prefer, extrinsic factors, such as the Swedish origin and credence factors, such as the environment and support of local farmers, are much more important. Based on this, we could consider the respondents to be contradictory.

In order to gain a better understanding of the respondents underlying beliefs about the differences they made between local produce and the other alternatives, they were also asked to explain *why* their first choice was better than their second one in the ranking scheme. Having local produce first, their second choice was foremost Swedish organic at (67%), followed by Swedish (23%). Only one of these participants chose Dutch organic tomatoes as number two. Two respondents stated not to be able to continue their ranking, claiming not to care of the origin and only selecting the tomatoes that smelled the best.

Further, the reasons *why* local produce was better than Swedish organic and Swedish tomatoes was found similar to the answers at the first ranking scheme, indicating that it exists a clear focus on environmental issues. The participants stated that local produce was a better alternative since they are better for the environment (50%). More specifically they were arguing that local produce involves shorter transportation, which also was the key reason for the preference of local produce in the first place. Moreover, other stated reasons were that local produce tasted better, had better quality and that they wanted to support local farmers.

Since this question gave quite similar answers as the first question, the answers was very short and most of them referred to their first stated motivations. However, a few interesting results other than the above mentioned were revealed. A handful of participants indicated that they did not understand a clear distinction of why they preferred local produce more than Swedish organic and could therefore not give a clear reason why they even had this preference. A few respondents, both from Hemköp and ICA Malmborgs even asked about the difference between Swedish organic and local produce and what these terms represent. Others claimed to have strong opinions that Swedish organic or Swedish tomatoes are no better than local produce since these tomatoes may have travelled long distances. Locally produced tomatoes, on the other hand, has not, hence the name local produce. Moreover, many stated clearly that they are trying to be aware of their own impact on the environment and believed it to be important to gain knowledge about the groceries you purchase and talked about taking one's own responsibility and act after one's own ability to improve the environment.

These findings are interesting because they reveal some participants' barriers and others' motivational grounds. The common factor of their expressed opinions is according to us information. Some participants, both from Hemköp and ICA Malmborgs, did not seem to know the distinct difference between organic and local produce and some expressed that they were not able to find any information in the stores. These statements can be supported by our observations, as we noticed poor labelling and signs of information above the tomatoes. This is also supported by previous research, which has revealed that poor labelling and information inside the store may be the obstacle that hinders the consumers to act upon their intentions.¹⁸⁸ Nevertheless, this is a barrier which we believe could easily be overcome by putting up clear signs of information in the store environment. This would then also help educating the consumers, an aspect which has been acknowledged before.¹⁸⁹ One male respondent at ICA Malmborgs argued that the different terminologies, such as local produce and organic, were nothing more than a commercial strategy. He claimed that he not to have any confidence in such products.

When discussing the ranking scheme we did also notice, as mentioned above, that the respondents did not know much about what local produce stand for. We noticed that they tried to avoid any discussions about the distinction between Swedish organic and local produce.

¹⁸⁸ Brulin, G. (2006) p. 165

¹⁸⁹ Brulin, G. (2006) p. 174

They indicated that they knew a distinction between these terms, but were perhaps not entirely sure of what this means. Moreover, this was not a surprise to us as research has indicated that Swedish consumers are not well informed about what local food is and does not possess the knowledge about this and therefore may not be committed to local produce.¹⁹⁰

4.3.2 Least Preferred

We also asked the participants to motivate their last choice in the ranking scheme. However, all of the participants did not want to rank the least preferred tomato, claiming that they had no opinions what so ever, except to their preferred ones. However, our purpose with this ranking scheme was to gain information about the participants' motivations for preferring one tomato over another and their statements of not being able to continue their ranking are just as important information. This since they did motivate why so. Foremost, their opinions on local produce were expressed through other questions and to not care or not being able to have any thoughts is also an interesting finding. One female participant at Hemköp stated to always purchase Swedish tomatoes and if they are not available in the store, she did not purchase any at all. Therefore, she had a hard time placing the other tomatoes in a ranking scheme, as the rest in just all the same to her. Others motivated this lack of ranking ability to just not caring at all of tomatoes, just grabbed the most appealing one. This might be interpreted to be an impulse purchase; with no conscious efforts being made and with no emotional involvement in the decision.¹⁹¹ Further, theory suggests that non-consciousness does impact our decisions. At the most 35 % of FMCG purchases are planned in advance, leaving a large number of non-conscious purchases aside and the consumers' decision-making is influenced by non-consciousness, including the marketing activates present in the store environment.¹⁹² This is according to us an aspect of importance, especially when considering the creation of the store environment and mostly when acknowledging the different types of decisions made, if they are impulse or planned purchases.

However, if presenting the result of those participants who answered; the least preferred tomatoes among all the respondents were the ones from Spain (46%) and secondly tomatoes from the Netherlands (20%). The respondents stated a clear common belief and motivation of this ranking; almost everyone who ranked Spanish as their least preferred stated that the food miles for importing Spanish tomatoes were too long. Many also said that this was a shame,

¹⁹⁰ Lundquist, M. (2004) p. 11

¹⁹¹ Hoyer, W.(1984) p 828

¹⁹² Nordfält, J. (2005) p. 15

since these tomatoes have the greatest taste. This may be seen as an indication that the participants have given their alternatives of tomatoes an extensive thought and evaluated them, a decision-making process similar to the traditional one.¹⁹³ Furthermore, the participants that least preferred Dutch tomatoes believed that these have poor taste, hold more pesticide than the other alternatives, and to be bad in quality. One female participant from ICA Malmborgs even said that she did not entirely know why she held this negative thought of Dutch tomatoes, it was just a destined thought.

Interestingly, three respondents placed local produce as their least preferred choice. One participant claimed not to know what local produce represent while another claimed not to have enough knowledge about locally produced tomatoes and therefore placed it in the end of the scheme. Knowledge is one of the stated barriers for not engaging in local produce and previous research mention that only 24% of Swedish consumers are considering them selves as being well informed about local produced food.¹⁹⁴ The third respondent motivated this choice on the belief that locally produced tomatoes had much less nutrition in comparison to the other alternatives. This was based on that tomatoes are not naturally produced in Sweden due to climate and since they are growing in green-houses have less nutrition.

4.4 The respondents self- reported behaviour

After the first ranking and the belonging questions, the respondents were asked to rank the same tomatoes once more. This time they were asked to rank the tomatoes according to which ones they most often purchased. This second ranking scheme was made in order to reveal any dissonance between what respondents stated preferences and their claimed most often purchased tomatoes. This empirical data would provide us with information about their consumption pattern. The second ranking was identical to the first ranking scheme, also followed by several open questions. The purpose with this second ranking was to gain a better understanding of the underlying beliefs and motivations that exists, by asking the respondents to motivate this possible dissonance between attitudes and behaviour. We have chosen to concentrate our comparison to the 30 respondents who stated that they preferred local produce, but stated other tomato alternatives when asked to rank what they bought most often.

¹⁹³ Solomon, M.et al. (2002) p. 235

¹⁹⁴ Lundquist, M. (2004) p.9

The results showed that, of the respondents who preferred local produce, 70% often purchased other alternatives. Their motivation for the dissonance between their preferences and their self-reported behaviour were diverse. The most mentioned factor was price (27%), which was considered to be too high, and secondly, the respondents experienced a limited availability on locally produced tomatoes (22%), some mentioning that the seasons played a part of their dissonance. Further, some of them claimed that poor information regarding which tomatoes that are locally produced was the main reason why they purchased other tomatoes. More than one respondent even asked us if the origin of the tomatoes were stated somewhere, starting to look for the labels.

The problem with the unclear labelling of the origin was something that we also stated as a problem when visiting the two stores. Nowhere, apart from on the price tags, was the country of origin mentioned. We see this to be a potential barrier of significance, since the customers with an overall positive attitude towards local produce, might not recognise the opportunity and possibility to purchase it.

Two female respondents at ICA Malmborgs claimed they purchased tomatoes on impulse, not paying any attention to search for information regarding the different options of tomatoes. They did not seem to care about other elements than the tomatoes taste and texture. Moreover, a smaller amount of the respondents claimed that their reason for not purchasing local produce and for choosing Swedish organic instead was because they believed it to contain less pesticide. Others, motivated their dissonance with their belief that their most often purchased tomato had better taste and/or smell than local produce. Moreover, the motivations for the participants dissonance did vary, depending on what the respondents actually purchased, e.g. people who bought organic motivated their purchase with less pesticides.

4.5 The respondents observed behaviour

The last question in our interview aimed to find the respondents actual behaviour. This was done by asking them, as well as observing, what kind of tomatoes they had selected and was actually about to purchase that day. In some cases this question/observation was followed by asking those respondents who, by this point, did not talk about local produce, if they ever purchased locally produced tomatoes.

The result from asking and observing what kind of tomatoes they were about to purchase, revealed that 62% of the respondent had chosen Dutch tomatoes and thereafter Swedish tomatoes at 21% (see figure 5). These findings may not be unforeseen since the strongest competition on the Swedish market is Dutch tomatoes.¹⁹⁵ However, it becomes interesting when this finding is compared with their ranking scheme of preferences, where Dutch tomatoes were the least preferred alternative, but still 62% purchased them. Also, another finding of significance was that locally produced tomatoes were only observed to be selected by 3% of the respondents even though they were preferred by 43% of the participants. When merely focusing on the respondents that claimed to prefer locally produced tomatoes in the ranking scheme, (45%), as much as 67% of them purchased Dutch tomatoes. This choice was based on better colour, better taste and the price. Moreover, by these 45% of the respondents who stated to prefer local produce, a minority choose Swedish, Swedish organic or Spanish tomatoes. Of a total amount of respondents, only two participants purchased local produce. They stated their choice to be of health and environmental issues.

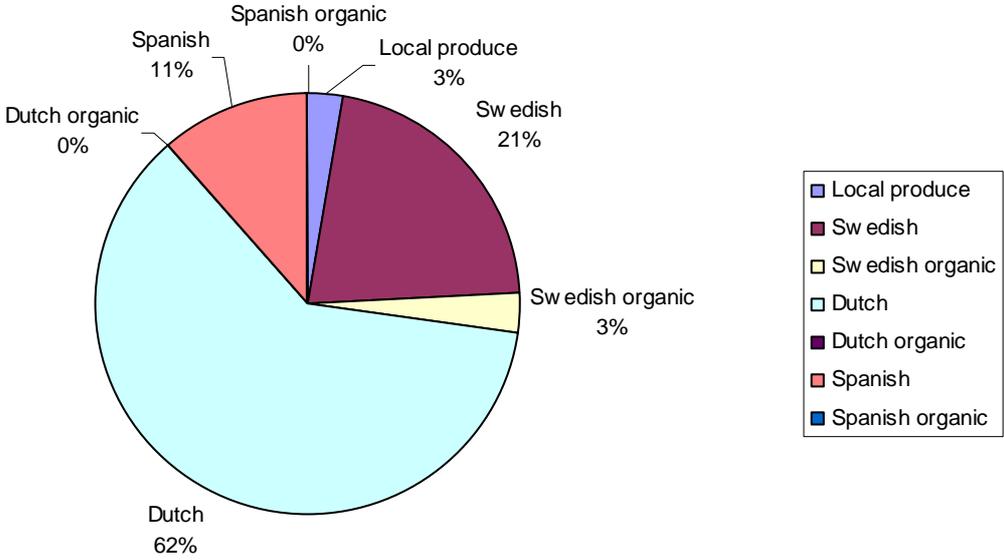


Figure 5. *The respondents' actual purchase*

The results mentioned above clearly indicate a dissonance between the participants' attitudes and their actual behaviour. What becomes remarkable is that the respondents who state to least

¹⁹⁵ Ekelund, L. et al. (2007) p. 230

prefer the Dutch tomatoes, ends up purchasing them. Choosing to purchase Dutch tomatoes was motivated by their nice colour, lower price and great taste. However, the Dutch tomatoes were the least preferred ones and this was motivated by the participants by having poor taste, have more pesticide than other tomatoes and to have an overall poor quality. It is here evident that there exist a distinct dissonance between the preferred tomatoes and the respondents' actions.

Overall, the answer to the question of actual purchase mostly started with the participants claimed that they preferred to purchase local produce but that the price was normally too high, and they experienced a limited availability on locally produced tomatoes. Others were unaware of their own dissonance and seemed uncomfortable and therefore started to speculate on their own choice of tomatoes. A few participants dismissed their own behaviour and one female participant ended the conversation with an uncomfortable smile.

A part of the participants mentioned the main reason for their dissonance to depend on the price, determining their behaviour. This was no surprise since previous research has indicated this to be the main barriers for not purchasing local produce.¹⁹⁶ However, their preferences according to our study show that they want to purchase environmentally friendly groceries, such as local produce. The result is convincing in this matter, however, they did not act upon this wish.

Many participants did however eventually state several interesting opinions to why they had chosen that specific tomato. Some expressed their view of poor labelling being one important reason, not instantly being able to find the preferred tomato. Others did express their general opinion that it exist poor information about organic, local produce and other tomato alternatives in the stores. There was even one female at ICA Malmborgs, who did not know where to find the origin of the tomatoes and when eventually finding the label, she expressed a disappointment to the small text. She ironically said that one might need a magnifying glass to be able to read the text.

As mentioned earlier, the most part of the respondents' found the intrinsic attributes most important when choosing tomatoes. However, we believe that their preferences state that the

¹⁹⁶ Chambers, S. et al. (2007) p. 210

credence factor, such as the environmental issue, plays an important role. Could it be that the extrinsic factors of the store prevent the respondents from actually purchasing what they prefer? The respondents clearly purchase based on what they see, the overall appearance of the tomato. If they did see more than just this, for example clear signs of origin, would they then in addition base their purchase on these variables?

The final question was concerned with respondents habits of buying locally produced tomatoes, 60% answered that they did. However, most of them added that they only purchased local produce when available. Some mentioned that they preferred to purchase these kinds of products at a nearby farm or in store if the price was reasonable. 27% of the respondents said that they never buy locally produced tomatoes, and did not do so due to the high price and poor information provided in the store. The last factor was that they simply did not search for locally produced tomatoes in store and indicating that they did not have a conscious plan of purchase these items before they entered the store. Moreover, some of the respondents did not know if they ever bought locally produced tomatoes and the reason for this was that they were not aware of their choice of tomatoes. This behaviour of impulse purchases is suggested to be involved in purchases of FMCG and is characterised with low involvement and repeat purchases, evident by our participants statements just mentioned.¹⁹⁷

With the empirical results presented above, we will now in further detail analyse our main findings with the help of the Theory of Planned Behaviour and with the theories of the different types of decision-making in relation to food consumption theory. Further, we will do this in accordance with answering our problem formulation: *Why is consumer behaviour towards local produce in dissonance with the consumers' attitudes and what influencing factors contribute to the dissonance?*

¹⁹⁷ Nordfält, J. (2005) p. 23f

5. Concluding Analysis

Through our empirical data we have revealed a dissonance between the respondents' positive attitude towards locally produced tomatoes and their actual behaviour. This dissonance between our respondents' attitudes and behaviour is supporting previous research of organic food.¹⁹⁸ Some researchers have argued that the dissonance can be explained through the classic framework of food consumer behaviour. This theory is suggesting that consumers are influenced by intrinsic, extrinsic and credence factors in relation to the individuals' demographic and socioeconomic characteristics.¹⁹⁹ The impact of these factors is evident in our study. We have become aware of, by the respondents' stated preferences, that their choice of tomatoes is foremost influenced by intrinsic factors, such as taste and smell. We have also acknowledged the respondents' motivation for choosing local produce first, depended mostly on the credence factor, being an environmentally friendly alternative. These cues can be linked to the customers' decision-making process. After all, if the labelling of the tomatoes is not clear, an evaluation by the customer may be difficult. They will not be able to evaluate the existing options if they are unaware of the different tomatoes presence. This could prevent their decision-making process to proceed, or at least, prevent them from purchasing something they prefer more. Our findings are suggesting that improving the extrinsic cue, such as providing clear information about the tomatoes, could create a better platform for customers to continue to base their choices upon.

Moreover, we have chosen to describe the relation between the consumers' attitudes and behaviour through the Theory of Planned Behaviour. From our findings we have acknowledged two areas in this model where we believe the dissonance is developed, the consumers' *perceived behavioural control* and between their *intentions* and *behaviour*. However, we do acknowledge that explaining behaviour is a complicated assignment²⁰⁰ and that we might not be able to paint the whole picture. There might be other elements of importance to consider when discussing the dissonance, such as the consumers' past experiences of the product.

¹⁹⁸ Roininen, K. et al. (2005), Chambers, S. (2007), Weatherell, C. et al (2003), McEachern, M. & Willock, J. (2004) and Padel, S. & Foster, C (2005)

¹⁹⁹ Weatherell, C. et al. (2003) p. 234

²⁰⁰ Conner, M. & Armitage, C. (1998) p. 1430

The underlying belief, *attitude towards behaviour*, is the individuals overall evaluation of a behaviour and can predict their intentions.²⁰¹ Further, by examining the individuals underlying beliefs, we can learn more about the unique factors that affect a person's engagement.²⁰² The consumers' attitudes are regarded to be a summary of their motivational factors behind behaviour.²⁰³ We have through our study observed that the larger part of the respondent have an overall positive attitude towards local produce.

We have also seen a tendency of social pressure to engage in the purchase of tomatoes, included in the second salient beliefs, *subjective norm*. This is both evident from the ongoing debate in society as well as from our respondents, saying that social pressure has positively influenced their engagement of wanting to increase the knowledge of local produce. However, we have identified that there exists some confusion concerning the term local produce. From this, we believe that social pressure has an even greater impact on ethical consumption than merely on consumption of local produce.

However, the third salient belief, *perceived behavioural control* seems to be weak among our respondents. There are factors that might inhibit an individual to perform behaviour and these are referred to as control beliefs. These control beliefs are both influenced by external and internal factors. The internal controls includes; information, skills and abilities and the external control factors includes; opportunities, dependence of others and barriers.²⁰⁴ It is evident from our study that the respondents find the barriers as being greater than the benefits of purchasing local produce and therefore select other tomatoes according to their satisfaction. Price seems to be of importance; however, we have found that price is not a significant barrier as stated by previous research. In addition to price, we believe that our respondents consider it to be a lack of available information on local produce, which inhibit them to educate themselves. Our interviews imply that the participants do not feel they have enough knowledge of the term local produce. This in turn, affects their confidence to act for the worse, making their perceived behavioural control weak. Actions are controlled by intentions, but even so, all intentions are not carried out. External obstacles may interfere with a behaviour which may be abandoned or revised to fit altered conditions.²⁰⁵ We consider the external obstacle in our study to be lack of

²⁰¹ Conner, M. & Armitage, C. (1998) p. 1431

²⁰² Ajzen, I. (1991) p. 206f

²⁰³ Armitage, C & Christian, J. (2003) p. 190

²⁰⁴ Conner, M. & Armitage, C. (1998) p. 1432

²⁰⁵ Kuhl, J. & Beckman, J. (1985) p.11

information. There is a trend to engage in local produce, however, the information provided for the consumer is weak. We view this lack of information as a barrier and identify this as an area of improvement. Our findings imply that the consumers' perceived and actual control may be greater with better extrinsic cues such as improved promotions in store and better labelling, providing easy access to information.

Moreover, as the perceived behavioural control has a great impact on their intentions and actions, this becomes vital if the desire is to solve the dissonance and increasing the consumers' actual behaviour. As stated above, there is nothing wrong with the consumers' attitudes; they have an overall positive attitude towards local produce.

The Theory of Planned Behaviour is designed to provide explanations to informational and motivational influences on a specific behaviour²⁰⁶ and suggests that consumers make their behavioural decisions after careful evaluation of existing information.²⁰⁷ This important part of the theory has made us question what type of consumer decision-making local produce is best described as. Also, we believe the individuals intentions to act upon a behaviour will be negatively influenced if the decision-making does not entirely work, influencing their actual control. As theory implies, intentions may be disrupted and may never be implemented into actions if their actual control is weak.²⁰⁸

We would argue that there exists a dissonance between consumers' intention and behaviour, which can be explained through the decision-making process. We believe that once a person has the intentions to purchase tomatoes, the process of decision-making begins. However, we need to start off by discussing whether or not purchasing groceries such as local produce is of an extensive problem solving or the contrary; merely a simple choice. Theory implies that purchasing groceries are of habitual behaviour, as it involves low involvement. However, we do not agree with this when discussing local produce.²⁰⁹ We would say that the process differs; some people enter the store with the intention to purchase environmental friendly groceries, whereas others make more impulse purchases and do not have a shopping-list in hand. Furthermore, the Theory of Planned Behaviour implies to better suit the traditional model of decision-making, as it suggests that consumers assess existing information before conducting

²⁰⁶ Conner, M & Armitage, C. (1998) p. 1430

²⁰⁷ Conner, M. & Armitage, C. (1998) p. 1430

²⁰⁸ Conner, M. & Armitage, C. (1998) p. 1432

²⁰⁹ Fischer, A. and Hanley, N. (2006) p. 304

the plan of actions towards their goal.²¹⁰ The traditional decision-making consists of recognising a problem, searching for information, evaluating the alternatives, making the purchase and evaluating it.²¹¹ Furthermore, we would also argue that these different types of consumers have different barriers and perceived behavioural control. The consumers with the intention to act on behaviour will most likely already have made the information search and evaluated the effort needed in order to act. He/she might therefore not see, e.g. price as a barrier. The habitual and impulse type of consumer might on the other hand not spend any time searching for and evaluating the options and might therefore select the cheapest or most appealing tomato instead. Actions can become so based on routines that the task is made more or less automatically. Therefore, these do not need a conscious plan but even so, individuals are still guided by explicit and implicit plans.²¹² This is an indication that even if consumers are described by different types of decisions-making, they are all guided by some kind of plans, consciously or not. As theories suggest, all decisions are influenced by non-consciousness.²¹³ This makes the store environment a significant platform to seduce the consumer. To be able to reach all the consumers, even the impulse buyers, the information needs to stand out.

The classification of the type of decision-making can provide a helpful explanation to predict and explain the consumers' decisions in the market place.²¹⁴ This since the different types of decision-making derives from underlying psychological behaviour, cognitive control, behavioural responses and emotional involvement. Most importantly, the decision type will determine if the consumer will purchase one product or not. We believe that the intentions of purchasing local produce involve the three types of decision-making; extended, limited and habitual/impulse problem solving. We consider the consumers' behaviour to be similar to the process of the traditional decision-making. This as the characteristics of this traditional model includes high involvement, extensive search and evaluation of alternatives and is applicable to unfamiliar brands and products.²¹⁵ This is in our opinion a description that can reflect a consumer new to local produce. We believe that after the consumer gain further information and knowledge, this will evolve into a limited decision-making, no longer requiring as extensive information search and time efforts. Moreover, when decisions have become

²¹⁰ Kuhl, J & Beckmann, J. (1985) p. 31

²¹¹ Solomon, M. et al. (2002) p. 235

²¹² Kuhl, J. & Beckman, J. (1985) p.11

²¹³ Nordfält, J. (2005) p. 15f

²¹⁴ Fischer, A. & Hanley, N. (2006) p. 304

²¹⁵ Solomon, M. et al. (2002) p. 237

habitual or are made on impulse, the information and knowledge need is satisfied and their perceived behavioural control is complete and strong.

Furthermore, decisions are all influenced of non-conscious factors. The filtering capability is an important factor, since it eliminates everything in the in-store environment, which the customers do not see as important.²¹⁶ This means that if the customer only believes the appearance of the tomato to be of importance, this is all he/she will notice and search for. The customers will probably not look for something that is outside of their preferred features. If local produce would be of priority, it is still not certain to be an intention exists and therefore, might not evolve into a purchase. If the customers are not even exposed to information regarding local produce, the possibility to purchase is of insignificance. We believe, that with all the decisions there is to make in stores today, not many customers are willing to evaluate and extensively search for information about the different options. After all, people can only hold a limited amount of beliefs about a specific behaviour at once.²¹⁷ So, in order reach the local produce consumer, knowledge and information therefore becomes even more significant.

²¹⁶ Nordfält, J. (2005) p. 15f

²¹⁷ Armitage, C. & Christian, J (1998) p. 190

6. Conclusion

Why is consumer behaviour towards local produce in dissonance with the consumers' attitudes and what influencing factors contribute to the dissonance? From our findings we have acknowledged two areas in the model of Theory of Planned Behaviour where we believe the dissonance is developed, the consumers' *perceived behavioural control* and between their *intentions* and *behaviour*.

By the respondents' stated preferences, we have recognized that their choice of tomatoes is foremost influenced by intrinsic factors. We have also acknowledged the respondents' motivation for preferring local produce, depended mostly on the credence factor. Additionally, our interviews imply that the participants do not feel they have enough knowledge of the term local produce, making their perceived behavioural control weak.

There is a trend to engage in local produce, however, the information provided for the consumer is limited. If there is no information, evaluation can not occur, with exception from the appearance and the decision-making process is interrupted and/or altered. We believe that information and knowledge is the main reason for the dissonance. Previously, high prices has been emphasised as the main barrier. Our study however, does not strongly support these findings. Price is a significant barrier in our study, yet, not the main obstacle. Moreover, we see the lack of information as the main obstacle for not acting in accordance to the overall positive attitude. Value for money has been stated by earlier research as a crucial motivator. If the customer was provided with sufficient information of the benefits of local produce, they would probably acknowledge the value of local produce. Hence, price as a barrier would be easier to overcome.

Furthermore, we consider the decision-making process to explain why some intentions are never carried out. We believe it is important to understand whom the local produce consumers are, in order to understand how and why they act and think the way they do. We would argue that different consumers have different barriers, perceived- and actual behavioural control. It is therefore of importance to have the knowledge of which fundamentals that affects the consumers' attitudes, intentions and actual behaviour. Furthermore, we believe that the complexity of in-store decisions creates an importance to understand the consumers' non-conscious influences and therefore the extrinsic factors.

We believe that the local grocery stores alone are not responsible for educating the consumer. Society in large should be involved by providing the needed information. The environmental debate is on the agenda today, yet there is a lack of information on local produce. We consider local produce to be of both commercial value as well as a great contribution to the environmental issue. If local produce was promoted on same level as organic, we consider social pressure to be stronger. Consumers act as part time marketers and they have great influence on their surroundings. One first crucial step in the right direction would be, according to us, to develop a common definition of local produce.

We have through this thesis found a lack of studies within Sweden on consumers' attitudes and behaviour on local produce. We therefore hope that our paper will provide an encouragement and interest for the subject and that further research will be conducted. As our study was of a qualitative nature and since we have written this thesis from a consumer's perspective, we hope this provides a foundation as well as inspiration for other researchers to conduct even more affluent and in-depth studies of qualitative nature. Further recommendation would be to evaluate additional models to include further research about the consumers' attitudes and behaviour. We believe that it is important to acknowledge the variety of consumers and therefore the variation in barriers, motivations and their decision-making process. Our study was limited by time and money, and a larger sample of respondents would perhaps provide a wider understanding. Also, we conducted interviews in-store, a method which could be supplemented with other alternative methods.

Additionally, we would recommend future research to embrace the different terminologies such as organic, Fair Trade and local produce, in order to achieve a deeper understanding of ethical consumption. We believe that it is essential to acknowledge that these terms do not exist isolated from each other. To understand the actual decision-making process of the consumer, one must consider the terminologies to have an affect on each other.

We would recommend the grocery stores to enhance the level of information and promotion of locally produced products. This could capture a broader segment and give a hint to the non-conscious consumer of what to purchase. We consider this subject to be an important part of the corporate social responsibility, as local produce can be a beneficial commercial strategy.

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APPENDIX 1

The Ranking Scheme



Swedish tomatoes



Dutch tomatoes



**Locally produced tomatoes
(Viken or Klagshamn tomatoes)**



Spanish tomatoes



Dutch organic tomatoes



Spanish organic tomatoes



Swedish organic tomatoes

APPENDIX 2

The Interview

Sex: Age: Number of persons in the household:

Background questions:

1. Which criteria are important to you when choosing tomatoes? Why?
2. In average, how many kilos of tomatoes do you purchase each week?
3. What do you use the tomatoes for?

Ranking after preference:

Please rank from 1-7 the tomatoes you prefer, were nr 1 is the one you prefer the most and nr 7 is the least preferred one, (*see appendix 1 for ranking scheme*).

After their ranking we asked the following questions:

4. Why did you place this tomato first?
5. Why is the first tomato better than the second tomato?
6. Why did you place that tomato last?

Ranking after purchase habits:

Please rank from 1-7 the kind of tomatoes you most often purchase, were nr 1 is the one most often purchased and nr 7 is purchase most seldom.

After their ranking we asked the following questions:

7. *If there was a difference between their ranking of preference and of the purchase habits: Why you say there is a difference?*

General question:(*asked everyone, even those who stated not to prefer local produce*).

8. What kind of tomatoes have you chosen to purchase today? Why?
9. Do you ever purchase locally produced tomatoes? Why/Why not?

APPENDIX 3

The gathered result of conducted study

Before continuing it should be reminded that our questionnaire included open questions, leaving us with multiple answers at times. To help you understand the gathered result, we have presented our findings with the same structure as appendix 2, enabling you to go back and view the questions again if needed.

Background Information:

Sex

Male	n: 21	
Female	n: 49	N: 70

Age Range

20-25	n: 18	
25-35	n: 20	
35-45	n: 8	
45-55	n: 14	
55-56	n: 6	
65-	n: 4	N: 70

Household (How many individuals the participants purchase for)

1	n: 20	
2	n: 25	
3	n: 11	
4	n: 11	
5	n: 1	
6	n: 1	
7	n: 1	N: 70

1. Important criteria when choosing tomatoes.

Colour	n: 37	
Taste	n: 25	
Smell	n: 9	
Organic	n: 6	
Price	n: 9	
Stalked tomato	n: 3	
Cocktail	n: 1	
Swedish	n: 12	
Local Produce	n: 4	
By the kilo	n: 2	N: 70

2. Estimation of average purchase per week (in kilo).

0-1	n: 57	
1-2	n: 8	
2-3	n: 4	
3-4	n: 0	
4-5	n: 1	N: 70

3. What do you usually use the tomatoes for? (Multiple answers)

Salad	n: 49
On bread	n: 12
Cooking	n: 26
Everything	n: 1
Eat them as they are	n: 2
Baby food	n: 1

After the ranking of the consumers' preferences:

4. Why did you place this tomato at first place? (We only measured the respondents who put local produce as their first choice, as this is our main focus).

The total amount of participants who placed local produce first, (30 out of 70), (Multiple answers).

Food Miles	n: 16
Support local farmers	n: 6
Good taste	n: 8
High in quality	n: 2
Environmental friendly	n: 11
Climate	n: 1
Wellbeing	n: 3
Health	n: 1

5. Why is this tomato better than the tomato you placed on second place? (We only measured and compared towards the respondents who put local produce as their first choice, as this is our main focus), (Multiple answers).

Good for the environment	n: 3
Better than organic	n: 4
Better for my wellbeing	n: 2
Feels fresher	n: 1
Shorter transportation	n: 13
Prefer the region Österlen	n: 2
Better quality	n: 3
Support local producers	n: 3
Better prices	n: 1

6. Why did you place this specific tomato in last place? (*Here we have included all answers, as this shows what the consumers least prefers and the reasons for this), Multiple answers).*

Spanish (28)	Long transportation	n: 35
	Poor taste	n: 3
Dutch (14)	Poor quality	n: 3
	Poor taste	n: 6
	Too much pesticide	n: 4
	Lack of knowledge	n: 1
Swedish (1)	Green house- (bad for the environment)	n: 1
Local Produce (3)	Lack of knowledge	n: 2
	Poor nutrition	n: 1
Swedish Organic (1)	Green house- (Bad for the environment)	n: 1
Spanish Organic (3)	Bad availability	n: 1
	High Price	n: 1
	Do not prefer organic	n: 1
Dutch Organic (3)	Too much pesticide	n: 1
	High price	n: 1
	Lack of knowledge	n: 1
No answers (17)		

After the second ranking scheme:

7. If a difference was noticeable between ranking nr 1 and nr 2 we asked the participants to motivate this dissonance. (*The number of consumers who claimed to buy other tomatoes even though they preferred local produce was 21 out of 30).*

Alternative:	Reasons:	
Dutch	Often poor information or availability	n: 3
	Lower Price	n: 2
Swedish	Availability over season	n: 6
	Lower Price	n: 2
Swedish Organic	No pesticides	n: 3

	Tastes good	n: 1
	Better work conditions	n: 1
	Lower price	n: 1
Spanish	Lower price	n: 1
	Smells better	n: 1
Inget	Smells better	n: 1
	Price	n: 1
	Purchase on impulse	n: 3
Total	Often poor information of poor availability	n: 3
	Price decide	n: 7
	Availability over Season	n: 6
	Purchase on impulse	n: 3
	Better taste or smell	n: 3
	No pesticide	n: 3
	Better work conditions	n: 1

General questions: *(questions we asked all participants)*

8. What kind of tomatoes did you chose to purchase today?

Those who preferred local produce 30 of 70:

Alternatives: (amount) Reasons why:

Local Produce (2)	Environmental friendly	n: 1
	Healthy	n: 1
	Taste	n: 1
Dutch (20)	Impulse	n: 1
	Colour	n: 12
	Taste	n: 5
	Smell	n: 1
	Price	n: 6
Swedish organic (1)	Less pesticides	n:1
Swedish (5)	Colour	n: 1
	Smell	n: 1
	Origin	n: 3
Spanish (2)	Impulse	n: 1
	Smell	n: 1

Those who preferred other alternatives (40 of 70):

Alternative: (amount) Reasons why:

Dutch (23)	Colour	n: 9
	Taste	n: 3
	Price	n: 8
	Impulse	n: 3
Swedish organic (1)	Taste	n: 1
Swedish (10)	Colour	n: 1
	Taste	n: 1
	Origin	n: 6
	Impulse	n: 2
Spanish (6)	Price	n: 4
	Taste	n: 2

8. Do you ever purchase locally produced tomatoes? Why/ why not?

Yes (42)	Environmental concerns	n: 5
	From local farms	n: 5
	If available	n: 23
	High quality	n: 6
	If not to high price	n: 2
No (19)	High price	n: 6
	Do not look for them	n: 7
	Poor information	n: 5
	No nutrition	n: 1

No answer (9)