An Analysis of Consumption and Purchasing toward
Organic Fruits:
Cross-Countries Study between China and France
We are pleased to have finally finished our Master thesis. We learned a lot with the chosen topic. The research and the group work was an enriching experience for both of us. We would like to show our greatest appreciation to all the respondents. Our family and friends helped us along with the questionnaire and the research but also by giving us another way of thinking. Further we are grateful to our Prof. Anders Pehrsson and tutor Dr. Mosad Zineldin at the Linnaeus University who gave us valuable advices and guidance.

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Title: An Analysis of Consumption and Purchasing toward Organic Fruits: Cross-Countries Study Between France and China

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Keywords: organic fruit, purchasing intention, consumption behaviors, marketing

Background: Organic food became a popular topic in recent years. Even though organic markets are becoming larger than before, the organic fruit market is still a niche market around the world. Consumers’ purchasing intentions towards organic products are impacted by many factors.

Purpose: The purpose of this research study is to investigate the customers’ purchasing behaviors with different food-related lifestyles in China and France.

Method: A research model and four hypotheses alongside the study have been used after reviewing relevant literatures. An online questionnaire survey was conducted in China and France, which resulted in 261 completed and usable responses.

Results: All hypotheses were accepted representing all the independent variables, which includes attitudes toward purchasing organic fruit, subjective norms, perceived control and food-related lifestyles, influencing purchase intentions. In terms of research questions, the results suggested that food-related lifestyles in different countries exhibited positive significant relationships with customers’ planned behavior.
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1. INTRODUCTION

In the introductory chapter authors will describe the background of customers’ consumption behaviors of organic fruit and the problematization compared with different cultures. Two research questions will be chosen through problematization of the selected topic. The chapter will be finished with the purpose and delimitation of the study.

1.1 Background

According to the National Organic Program (NOP) of the United States Department and the U.S. Food and Drug Administration (FDA), organic food describes a production that doesn’t use any pesticides or synthetic fertilizers (United States Department of Agriculture, 2000; Food Marketing Institute, 2015). The name “organic food” is focused on the production of a product more than on the product itself. As explained by the FDA, organic food “must be grown and processed using organic farming methods that recycle resources and promote biodiversity” (Food Marketing Institute, 2015).

France is under the regulation of the European commission. For this reason the “EU ORGANIC BIO LOGO” will be marked on all the organic products, otherwise in certain cases, it is possible to use on a voluntary basis (European Commission Agriculture and Rural Development, 2015). In France, in order to identify organic food, the government has established an official label named “AB - Agriculture Biologique” that is the symbol of Organic Agriculture (Agencebio.org, 2015). In order to get this label in one’s product, this one needs to be made with at least 95% ingredients coming from an organic production (Agencebio.org, 2015).

Due to the unperfected certification system, the situation becomes different in China (Liu, 2011). According to Liu (2011), the reporter of China Industrial Economy News, 33 national organic food production bases were authenticated by Chinese government department until the end of 2010. However, there is only one national mark stipulated by Certification and Accreditation
Administration of China (CNCA) called “中国有机产品 organic” in China to identify the organic food (organic-bio, 2015).

In recent years lots of reports regarding toxic constituents in food, which has caused consumers starting to focus on increased food safety, awareness of individual health issues both physical and mental have been published (Barnes et al., 2009; Coley et al., 2011). Under the situation, organic food market has rapidly become one of the fastest developing sectors in food industry (Fitzpatrick, 2002; Hungher et al., 2007).

According to the annual report by MarketLine (2014), the compound market annual growth rate was 8.1% during 2009 to 2013, and the total revenues achieved $74,816 million at the end of 2013. Among them the fruit and vegetables segment with total incomes of $27,601.9 million, which is 36.9% of the whole organic food market, became the most beneficial market in 2013 (MarketLine, 2014). Europe market is the second largest organic food market in the world, which occupied more than 40% consuming all over the world (MarketLine, 2014). According to the data by comparing with European market, the Asia-pacific market including Chinese market is much smaller; it only accounted 5.9% of the whole global market (MarketLine, 2014). MarketLine (2014) divided the organic food into six Categories, and the organic fruits and vegetables’ one is the largest, which is accounted 25.2% and 36.3% of the market's overall values in Europe and Asia-Pacific.

Otherwise, still some consumers are skeptical with the organic food. According to a study done in France and England, the main barrier when it goes for organic food is the cost (Brown et al, 2009). Normally the price of organic food is much higher compared to non-organic food on the market. On the other hand organic market is still a niche market; sometimes customers only can find them in relatively small organic-, bio- or health-shops (Weibel, 2002). According to Michelsen (1999), the organic market in Europe is still a niche market; the proportion of organically produced fruit is still less than 1% of the total fruit production in most European countries. In France, 53% organic fruit are selling in organic food shops that are the most significant marketing channels (Organic Monitor, 2002). In fact the purchasing situations were even more different in China. There are no official
studies concluding the particular size of domestic organic market in China. 75% of Chinese consumers buying organic products in supermarkets, followed by 51% shopping for organics occurred in hypermarkets (Mintel, 2012). Considering only 53.7% of Chinese populations are belong to urban citizens in 2013 (National Bureau of Statistics of China, 2014), the Chinese organic market is also essentially tiny.

1.2 Problem Discussion

Kotler and Armstrong defined in 1991 the consumer behaviors as the process by which mental activity, emotional and physical are included when consumers select, purchase, use and dispose of products and services, and they satisfy their needs and desires. In the field of marketing, the approach of consumer behavior deals with choices, and how these choices are made in the mind of the consumer (Kotler and Armstrong, 1991). The aim of studying consumer behaviors is to understand how consumers make the decision of buying a product instead of another. More specifically, organic food consumption behaviors are associated with consumers’ food related lifestyles originate from individual’s unique values, personality personalities and attitudes toward food (Schifferstein and Oude Ophuis, 1998).

Icek Ajzen (1985) declared the theory of planned behavior (TPB) to analyze the relationship between attitudes towards behavior, subjective norm, perceived behavioral control and purchasing intention. The purchasing intention is influenced by individual’s attitudes towards products, their own subjective norms and perceived control. Attitudes regarding personal behaviors represent general of positive and negative beliefs and evaluations. Subjective norms reflect not only the degree of an individual’s agreement with the opinions of such behavior, but also this person’s perceptions about others acceptance level of his or her behavior. Perceived behavioral control is the observed degree to which behavior may be controlled by external and internal factors. Meanwhile, behavioral intentions refer to the strength of an individual’s intention to complete a particular behavior. (Ajzen, 2005) In general, the purchasing intensions towards organic fruits will be influenced by the person’s attitudes towards organic fruit, his or her judgment about other
individual’s idea about purchasing organic fruit, and also personal control of restrictions from external environment and internal factors.

In 2014, Austin Rong-Da Liang had done a research in Taiwan which was focused on the analysis of organic food consumption behaviors using the TPB model and the food-related lifestyles physical characteristics variables (Liang, 2014). The results of Liang’s (2014) study showed TPB model was affecting Taiwanese online organic food purchasing behaviors; the most important factor was the attitude toward online purchases of organic food, followed by perceived control and subjective norms. However Liang’s research only focused on Taiwan market, which is a tiny organic food market in Asia-pacific area. On the other side, organic food including many different products, for instance all kinds of meat, dairy products, vegetables and fruits, etc. The specific situations of each product markets were different.

Consumption behaviors are culture-bound. European consumers prefer the quality and the origin foodstuffs, at the same time food safety became one of their main concerns when they are shopping (Lairon, 2010). Another research done by McCarthy et al. (2015) also showed Chinese people became motivated to buy green food for health and environmental reasons. Even though some articles informed us about French or Chinese consumer behaviors, the focus is often mainly on the socio-demographic characteristics of consumers (Brown et al, 2009). None of them really consider the food-related lifestyle as an entire segmentation in marketing while trying to understand why people buy organic fruits. Food-related lifestyle has mainly be described in order to describe global disease or phenomenon such as obesity (Vilchis-Gil et al., 2015; Saba et al., 2014) or the famous Slow Food vision (Lee et al., 2015). Then, the writers found a research gap on describing the effects food-related lifestyles may have when purchasing organic fruits. In order to answer to this lack of information we decided to compare Chinese and French consumers.
1.3 Research Questions

RQ1: Do French and Chinese have different food-related lifestyles?

RQ2: Do consumers with different food-related lifestyles exhibit significant differences with regard to theory of planned behavior (including attitudes to the behavior, subjective norm, perceived behavioral control and purchasing intention) toward organic fruit according to demographic variables?

1.4 Purpose

On this account the purpose of this research study is to investigate the customers’ purchasing behaviors with different food-related lifestyles in China and France.

1.5 Delimitation

This study focuses on organic food and more specifically on organic fruits. Also, the authors only consider food-related lifestyles in China and France. For this reason, only Chinese consumers and French consumers’ answers of the questionnaire would be taken in consideration. Nevertheless apart from the geographical delimitations, the authors do not have any delimitation for the age and the gender of our respondents.
2. LITERATURE REVIEW

The aim of this chapter is to provide the basis for the development of the conceptual framework and the research model. Authors will clarify the theoretical framework of the core concepts related to customer purchasing behaviors and food-related lifestyles. This chapter also provides an overview of extant literature that relates more straight to the objectives from conceptual framework.

2.1 Attitudes toward Purchasing Organic Fruit

Icek Ajzen (1985) believed that customers’ behavior can be predict because this behavior can be deliberative and planned; he declared the theory of planned behavior (TPB) helping to understand how behavior of people can be changed. Unlike general attitudes, attitude to the behavior is one of the three significant subjects that influence the customer purchasing intentions in the TPB model (Ajzen, 1985). Attitudes represent personal in nature, which content individual’s positive and negative beliefs and evaluations of certain behavior of concern (Ajzen, 2005).

Existent studies of organic food or products have typically focused on investigations of consumers’ demographic variables and attitude profiles (Barnes et al., 2009; Davies et al., 1995). Some research showed organic food consumption behaviors impacted by individual’s unique values, personalities and attitudes (Hungher et al., 2007). Paul and Rana (2012) believed marketers are continually selling organic products based on consumers who have a positive attitude towards the increasing awareness of green issues such as personal health issues and protection of the environment. Otherwise, the negative attitude or ignored attitude towards organic and eco-friendly concepts will decrease the purchasing intentions of organic products.

The interrogation of modern agricultural practices, from combined concerns about food safety and growing environmental awareness, leads to the increasing demand for organic products, which brings not that bad influences to the environment and to being healthier as well (Williams and Hammit, 2001). The research done by Weibel (2001) has showed the organic fruits production was
popular in Southern Europe, especially, Italy, Spain and France have the largest land area with organic fruits. Due to only very small lands for producing organic fruits and berries in Nordic countries, high amounts of the production are sold directly in farm shops (Weibel, 2002). The organic farming development confirms the European have positive attitude with purchasing organic fruits or related products. The rising demand for organic food in China is associated with increasing income and passion for imported food suggested by market reports (Mintel, 2012). The positive attitude towards organic food is the key factor influencing purchasing.

2.2 Subjective Norms

In the Theory of Planned Behaviors, subjective norms are another factor that lead to the formation of behavior intentions. The Theory of planned behavior is a theory described by Icek Ajzen in order to show connections between beliefs and behaviors. Ajzen (2005) explained subjective norms represent the individual's awareness of social pressure to accomplish the behavior under consideration or not.

Many experts pointed out that public concern about health appeared to be the main reason for buying organic foods (Carboni et al., 2000; Schifferstein and Oude Ophuis, 1998; Tregear et al., 1994). Trust in regular food is declining at this moment. Consumers concerned about the quality of food, and the surrounding social environment will be influenced when making a choice.

According to Ajzen (1991), subjective norms, such as perceived behavioral control, are more or less depending on behaviors and attitudes. To J.S. Chiou, the relative importance of subjective norms changes depending if the consumer has knowledge on the product or social information to compare. Lee and Green (1991) found two different implications for subjective norms. In Korea, subjective norms could define the intentions of individuals while in United States the attitude could define these intentions. Social influences have different repercussions depending on the cultural background.
2.3 Perceived Control

The third factor which impacts the consumer purchasing intentions is perceived behavioral control. The human has the need to compete, and perceived control shows up this competence (Skinner, 1995). Perceived behavioral control allows us to identify and predict “people’s behavior, emotion, motivation, performance and success and failure in many domains in life” (Skinner, 1995, p3). Perceived controls, such as subjective norms, are theories that first have been using in the field of psychology and sociology. According to Skinner (1995), perceived control is something that evaluated along with the individuals’ experiences and beliefs may change too. It is not a personality trait.

People’s common sense of self-efficacy or capability to complete the behavior of interest items is defined as perceived control by Ajzen (2005). In Ajzen’s (2005) book, the control factor can be divided into internal factors and external factors. The internal factors can be product information, personal abilities, emotions and compulsions. The external factors can be opportunities and dependence on others. Above all, many factors will mess up the intention behavior.

The external factors could be the higher price of organic products, the purchasing places and others. Compared with general fruit, the organic fruit market is still a niche market (Weibel 2002). In many European countries, the marketing of organic fruit is provided by relative shops that sells organic, bio and health products (Michelsen, 1999). At the same time, the price of organic food usually higher than general products based on the concept of eco-friendly. To supermarkets, organic fruits are still a fresh product with unbelievable potential in the future (Weibel, 2002). Internal factors influence the purchasing intention towards organic fruits such as the personal income level, education level and others.
2.4 Purchase Intentions

According to Ajzen (2005), the purchase intentions impacted by attitudes to the behavior, subjective norm and perceived behavioral control. In order to understand purchase intentions of consumers, marketers need to identify the main trends of today’s world. Eco-friendly products are more and more popular because there is an increasing awareness of issues. Consumers feel more concerned by the environment and the green world but also by their health (Paul and Rana, 2012). Indeed, food crisis such as the mad cow disease and the Belgian dioxin scandal make consumers worry about the food quality (Miles and Frewer, 2001).

Firstly, the purchase intention is defined as the promise a consumer or prospect makes, to buy again when this consumer or prospect is going to go back to a specific shop or market (Fandos & Flavian, 2006; Halim & Hamed, 2005). Many authors believed there is an important difference to make between attitude and behavior. According to the Oxford Dictionary, attitude is defined as “a settled way of thinking or feeling about something” while behavior is defined as “the way in which one acts or conducts oneself, especially towards others or in response to a particular situation or stimulus”. Indeed, the positive attitude consumers often have when they are asked for organic food does not necessarily mean these consumers are going to purchase organic food. This difference may be called the attitude-behavior gap (Boulstridge and Carrigan, 2000).

Some researchers in the other hand try to understand consumers’ food choice behavior by using the Regulatory Fit Theory (RFT) developed by E. Tory Higgins (1997). These authors, tried to identify communication messages. It seems that when a communication message matches a consumer’s regulatory orientation, this message influences the positive attitudes and even the intention to buy food of this same customer (Fransen et al., 2010). To go further in the understanding of regulatory fit, Higgins (1997) segmented customers into two categories based on motivational orientations which are: promotion-focus and prevention-focus. Promotion-focus consumers want to reach ideal goals such as their hopes and accomplishments. In the other segmented category, prevention-focus customers are motivated by goals related to their responsibilities. When marketers identify these
two categories, it gets easier for them to know what the purchase intentions of each customer are (Kirmani and Zhu, 2007).

In a study conducted by Justin Paul and Jyoti Rana (2012) in order to find out what could be the influences on consumers’ intention to purchase, they decided to focus on demographics factors, health benefits and availability. They discovered that the first item influencing the customer was health followed by environmental safe and taste. Furthermore, even if customers notice the high prices of organic food, they still believe this is the price for the healthy contents and the fact that it is a green product (Paul and Rana, 2012).

According to Grant and Goleman we can call this environmental consciousness a “mainstream issue” (Grant, 2007; Goleman, 2009). Consumers are sensitive to the environment and in the opinion of Nemcsicsné Zsóka (2005) this sensitivity can be described from 5 extents: ecological knowledge, environmental values, environmental attitudes, and willingness to act and actual behavior. These 5 elements must be seen as correlations and not as independent items. When a customer has knowledge concerning environmental issues, by consequence, this is going to impact his values. This ecological knowledge along with the environmental values has a consequence on the attitudes of a customer and in conclusion these attitudes have an impact on his actual behavior (Nemcsicsné Zsóka, 2005).

This growing awareness also explains the reason why organic food is now part of consumer’s shopping cart. Organic food is believed to bring a higher nutritional content than non-organic food (Lea and Worsley, 2005). Indeed, organic food and more exclusively, local products, give an idea of freshness and seasonality to the consumer. Since these products don not come from far, local products have a better taste (conservatives are not needed) and the transport has not last that much, by consequence buying from local producers also has an environmental benefit (Hjelmar, 2010).
2.5 Food-related Lifestyles (FRLs)

According to Fraj and Martinez (2007), an ecological lifestyle can be defined as the lifestyle in which the actors are conscious about the environmental concerns, they choose which products or brands they want to support or to boycott but also they participate in eco-friendly events. By consequence, marketers should consider ecological lifestyle as an entirely new segmentation (Fraj and Martinez, 2007). Eco-friendly consumers are also the ones who try to get as much information as they can in order to know if a product is respecting the environment or not. For this same reason, these consumers are willing to try new products launched by companies which are actually making an ecological effort.

Andersen described in 2007 the choice eco-friendly consumers do while purchasing. In fact they must perceive the health effect of organic food. The family is going to buy organic food if they believe the product may have healthy influences on themselves (Andersen, 2007). Ecological attributes, but also taste, emotions and convenience are in customers’ minds (IFICF, 2012; Steptoe et al., 1995).

In order to understand the link between food-related lifestyle and purchase intentions, some authors pointed out the influence consumer characteristics have on the way consumers purchase (Hsu et al., 2012). Experts believe there are two ways of identifying organic food consumers. Researches have been lead either according to demographic variables, either according to attitude profiles (Barnes et al., 2009; Davies et al., 1995). It is interesting for instance to observe that the consumption behaviors of organic food grow out of individual’s values, attitudes and personality traits ( Hungher et al., 2007). In the same way, Paul and Rana (2012) identified two ways to find out potential consumers of organic food with for instance by finding out the ones who believe in health benefits but also the one who want to preserve and protect the environment while improving their lifestyle.

A lot of researchers focused on the food related lifestyle of women taking in consideration either they were working or not. For instance, the research done by Editor and Publisher (1972) pointed out that working women are the steadiest ones according to their behavior in-store. They describe
different aspects such as the item list, the frequency of their purchase, etc. It seems that working women only go to the store one evening per week, with the special offers in mind and the items list in hand (Editor and Publisher, 1972). In the same way Anderson (1972a) found out that the more a woman is liberated the more often she is going to go to the food store. They are also more concerned about convenience and saving-time attributes while going shopping. To Carman (1974) women who give less importance to the maternal role than the average are the ones with the biggest brand loyalty.

Douglas (1975) also found out many characteristics in women lifestyles that may influence their purchasing behavior such as: their attitudes toward work, the role preference, the tasks’ sharing at home, etc. Anderson has made another classification in order to describe the influence of women characteristics on their purchasing behavior. Because of the lack of time, working women go less often to the stores and buy often the same brand (brand loyalty) than the non-working women (Anderson, 1972b). Douglas (1975) pointed out a difference on the husbands of women; husbands of working women buy a big amount of food while the others would only purchase a few articles.

Links made by authors between demographic characteristics and organic consumers lead us to the typical organic consumer figure. It seems to be a mature woman with children living all together at home (Hughner et al., 2007). These findings must be used and understood by the food industry in order to be able to identify the motivations, the knowledge, the attitudes and the consumption behaviors of potential organic-food consumers. The more companies would understand eco-friendly consumers, the more they are going to be able to answer to their needs (Liang, 2014).
3. THEORETICAL FRAMEWORK

The current chapter recommends a comprehensive research model with accompanying hypotheses, which will serve as a guideline for the following empirical investigation of the hypotheses in this study. In this section, the authors present the hypotheses based on the literature review and adopted the aspects that Austin Rong-Da Liang utilized in his study. Each hypotheses can be separated into two based on the respondents’ nationality.

Hypothesis 1a: Food-related lifestyles of Chinese customers will positively affect their intentions to engage in purchases of organic fruit.
Hypothesis 1b: Food-related lifestyles of French customers will positively affect their intentions to engage in purchases of organic fruit.

Hypothesis 2a: Attitudes toward purchasing organic fruit of Chinese customers will positively affect their intentions to engage in purchases of organic fruit.
Hypothesis 2b: Attitudes toward purchasing organic fruit of French customers will positively affect their intentions to engage in purchases of organic fruit.

Hypothesis 3a: Chinese consumers’ perceptions of subjective norms will positively affect their intentions to engage in purchases of organic fruit.
Hypothesis 3b: French consumers’ perceptions of subjective norms will positively affect their intentions to engage in purchases of organic fruit.

Hypothesis 4a: Chinese consumers’ perceived behavioral control will positively affect their intention to engage in purchases of organic fruit.
Hypothesis 4b: French consumers’ perceived behavioral control will positively affect their intention to engage in purchases of organic fruit.

To visualize these relationships between the concepts, Figure 1 shows all the hypotheses and their directions in relation to each other.
Figure 1: The conceptual framework updated from the original model by Austin Rong-Da Liang (2014).
4. METHODOLOGY

In this section authors will explain the methodological aspects connected with this thesis. The method will be broken into the following different sections to show more clearly how the authors conducted their research. The sections are Research approach, Research Design, Data Sources, Research Strategy, Data Collection Method, Questionnaire Design, Sampling, Data Analysis Method and Quantitative Criteria.

4.1 Research Approach

A researcher can conduct an inductive or deductive research using various methods (Sullivan 2001). The authors of this research chose to apply deductive quantitative research in order to test an updated vision of existing hypotheses from a previous study. A deductive quantitative approach is mainly used for reasons discussed in the following sections.

4.1.1 Inductive versus Deductive Approach

Inductive and deductive approaches are two general reasoning approaches that can result in the acquisition of new knowledge, particularly inductive and deductive reasoning. Empirical data used in the inductive research is based on theories coming from different events in reality and formulates models provide by researchers. The deductive research usually based on empirical research directed for this study is conducted by quantitative models and hypotheses that have been derived from pre-existing theories and related previous research. (Hyde, 2000)

According to Bryman and Bell (2011) deductive research is the most common representation of the nature of the relationship between theory and research. The authors of this research chose to apply deductive research in order to test an updated vision of existing hypotheses from a previous study by Austin Rong-Da Liang in 2014. This leads to the fact that the authors were not conducting a
research to generate new theories based on new observations, but rather utilized already existing propositions. Thus, inductive approach was ruled out.

4.1.2 Qualitative versus Quantitative Approach

According to Bryman and Bell (2011) qualitative and quantitative approaches are two main research methods. Both approaches are intended to create an improved perception of the surroundings and to gain better comprehension of how individuals, groups, systems, and institutions perform and influence others (Sullivan 2001). Qualitative research focuses more on words in the form of transcripts, in-depth interviews, observations, documents and often takes the form of a case study compared with quantitative research, which deals with the collection of mathematical data in a wide perception. (Bryman and Bell, 2011)

Table 1: Quantitative and Qualitative Research Approach Adapted from Bryman and Bell (2011 p.389).

<table>
<thead>
<tr>
<th>Quantitative</th>
<th>Qualitative</th>
</tr>
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<tbody>
<tr>
<td>Numbers</td>
<td>Words</td>
</tr>
<tr>
<td>Point of view of researchers</td>
<td>Point of view of participants</td>
</tr>
<tr>
<td>Research distant</td>
<td>Researcher close</td>
</tr>
<tr>
<td>Theory testing</td>
<td>Theory emergent</td>
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<tr>
<td>Static</td>
<td>Process</td>
</tr>
<tr>
<td>Structured</td>
<td>Unstructured</td>
</tr>
<tr>
<td>Generalization</td>
<td>Contextual understanding</td>
</tr>
<tr>
<td>Hard, reliable data</td>
<td>Rich, deep data</td>
</tr>
<tr>
<td>Marco</td>
<td>Micro</td>
</tr>
<tr>
<td>Behavior</td>
<td>Meaning</td>
</tr>
<tr>
<td>Artificial Setting</td>
<td>Natural Setting</td>
</tr>
</tbody>
</table>

Quantitative approach was utilized in this research since the authors expected presentable and measurable data in a form of statistics with numbers. The aim to utilize this approach was to create oversimplifications based on the processed results of the investigation by questionnaires and the
analysis between research hypotheses. This approach is also more formalized and measured within low flexibility due to structured and standardized questionnaires.

4.2 Research Design

The research design is very significant and critical to the study, since it provides the structure or framework needed to resolve the specific problem that influences a large number of ensuing research activities. In this section, the authors will discuss the plan that was followed in order to fulfill the aim and objectives of this study. Krishnaswamy and Satyaprasad (2010) described a research design providing the logical and systematic guidelines of the investigator in the process of collecting and analyzing data. They also declared there are three types of research designs: exploratory, experimental and descriptive research.

The first research option is exploratory research. Exploratory research studies unfamiliar problems of which the researchers lack of knowledge. The main goal of exploratory research is to gain ideas within a certain range of research. This type of research is a separate category, but it is correct to consider it as the primary step of a three steps process of exploration, explanation and experimentation. (Krishnaswamy & Satyaprasad, 2010)

The second option consists of experimental research. This type of research is intended to measure the effects of certain variables by keeping the other variables controlled or steady. The variable that is influenced by other variables is called a dependent variable and the other variables are known as independent variables, which influence the dependent variable. This research method discovers how variables are related to each other. (Krishnaswamy & Satyaprasad, 2010)

The third option is descriptive research. This is a fact-finding process with sufficient interpretation by the researchers. This research is described as the simplest type of all kind research methods. The data collection can be done by means of observation, interviewing, email questionnaires etc. Descriptive research is more precise than exploratory research, as it focuses on a certain dimension
of the premeditated problem. The main purpose of this research is to get descriptive information in order to provide information for formulating more sophisticated researches. (Krishnaswamy & Satyaprasad, 2010)

Authors believed that the descriptive research design is the most suitable way to contribute to this study. The main reason for selection was, the research in this study aims to find out certain aspects and information. And the data gathered was received by online questionnaires. This design enabled the authors to fulfill their purpose and to support or to reject hypotheses.

4.3 Data Sources

Empirical research can collect data from either of two types of sources: primary sources and secondary sources. In some case, the empirical data can combine by both sources. The data can be gathered from the internal information of organizations, online resources, libraries’ resources, etc. The primary data are original sources from which the researchers directly collected that had not data previously been collected. Secondary sources of data contain data that has previously been collected and ready to use by the authors and have been analyzed before. Secondary data are inexpensive and time saving compared with primary data. (Krishnaswamy & Satyaprasad, 2010)

Since this study was deductive study, the first-handed data would be expected to be applied. Primary data sources appear in a way that the authors conducted online questionnaires. Another reason is to increase the authority of research findings since all of the data were recently collected and exactly tailor-made the research questions. However, the utilized survey questions were updated a previous study. Therefore, the collected data compiled for a different purpose within different markets. This data source however, increased the risk of receiving no response and the reliability issues.
4.4 Research Strategy

Yin (2009) concluded five main types of research strategies embrace: experiments, surveys, archival analysis, namely history and case studies.

- Experiment: the purpose of experiment is confirming, identifying or founding the hypotheses’ validity (Yin, 2009).
- Survey: using research methods to choose amount of individuals from a population as the sample to collect data (Yin, 2009).
- Archival Analysis: researchers testing the documents or archives to understand the research context, rather than to inform the concepts and theories (Yin, 2009).
- History: collection and analysis of historical sources, history is also what has happened, secondary documents, and cultural and physical artifacts as the main sources of proof (Yin, 2009).
- Case Study: an analysis of an empirical case which can be associations, projects, programs and others (Yin, 2009).

<table>
<thead>
<tr>
<th>Research strategy</th>
<th>Form of research question</th>
<th>Required control over behavioral events</th>
<th>Focuses on contemporary events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experiment</td>
<td>How, why?</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Survey</td>
<td>Who, what, where, how many, how much?</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Archival analysis</td>
<td>Who, what, where, how many, how much?</td>
<td>No</td>
<td>Yes/No</td>
</tr>
<tr>
<td>History</td>
<td>How, why?</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Case study</td>
<td>How, why?</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

Table 2: Research Strategy (Yin, 2009, p8).
Based on the aim of this study was to gather primary data and the research design was descriptive design method, the most suitable research strategy is survey. The authors chose to rely on survey research to collect data from individuals.

4.5 Data Collection Method

There are five applicable research methods to collect data: interviews, focus groups, surveys, observations and content analysis presented by Bryman and Bell (2011). Some researchers clarified the most important processes can be classified into three groups: experiments, observations, and surveys for a quantitative approach that involves primary data collection (Saunders et al., 2003; Hair et al., 2006). Within the three methods, survey is one of the best methods in which an online questionnaire is made for collecting standardized data with the aim of accessing to a representative sample of certain population (Bryman and Bell, 2011).

Based on the survey in this study focus on customer purchasing and consuming intentions towards to organic fruit, the authors decided to collect data by questionnaires. Questions in this survey were an update vision based on a previous study for online purchasing and consuming behavior towards to organic food by Austin Rong-Da Liang in 2014. All the questions were based on a same pattern, with the scale responses from “strongly disagree” to “strongly agree”. Respondents’ personal profile information questions were then added to the questionnaire.

4.6 Survey Design

In this section, survey design was composed with operationalization, questionnaire design and pre-testing process.
4.6.1 Operationalization

Operationalization is necessary in a research project because it processes all the concepts from theories into quantified variables (Krishnaswami and Satyaprasad, 2010). According to Bryman and Bell (2007), there are four phases of operationalization: providing theoretical understandings, listing potential variables, selecting significant variables and collecting data in the end. This process describes an ambiguous concept or model modify into measurable variables of specific observation. From the literature reviewed chapter, the anticipated conceptual framework, which considered as the primary source for the collection of empirical data for this study, formulated research questions.

In the following table 3, all the concepts examined in this study are listed. They are defined scientifically and operationally to show how these concepts were utilized in this context. The following table 4 presents the concepts and all measurements that were used to test the hypotheses.

<table>
<thead>
<tr>
<th>Concepts</th>
<th>Conceptual Definition</th>
<th>Operational Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitudes toward purchasing organic fruit</td>
<td>Individuals' positive or negative opinion and judgment about a certain behavior or concern (Ajzen, 2005).</td>
<td>The measure reflects how attitude influence consumer’s purchase intention towards organic fruit. (Yang et al., 2014)</td>
</tr>
<tr>
<td>Subjective norms</td>
<td>Individuals' perception of social persuasion to make a decision or action consciously or not (Ajzen, 2005).</td>
<td>The measure reflects how subjective standards have emotional impact consumer’s attitude towards organic fruit. (Yang et al., 2014)</td>
</tr>
<tr>
<td>Perceived control</td>
<td>Identification of peoples' emotions and experiences in different domains in life (Skinner, 1995).</td>
<td>The measure reflects self-efficacy or capability to complete the behavior of purchasing organic fruit.</td>
</tr>
<tr>
<td>Purchasing intentions</td>
<td>The guarantee a prospect or consumer makes to buy again when he is going to go back to a specific shop (Fandos and Flavian, 2006).</td>
<td>The measure reflects the purchasing intentions towards to organic fruit are affected by other main concepts. (Yang et al., 2014)</td>
</tr>
<tr>
<td>Food-related Lifestyles</td>
<td>The concept aimed to study how individual links with food to achieve the certain life values (Wycherley et al., 2008).</td>
<td>The measure reflects how daily life link with food influence consumer’s purchase intention towards organic fruit.</td>
</tr>
</tbody>
</table>
### Table 4: Measurement and scaling of constructs

<table>
<thead>
<tr>
<th>Construct/Variable</th>
<th>Type of scale and its construction</th>
<th>Items used</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purchasing Organic Fruit</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Attitudes toward purchasing organic fruit</strong></td>
<td>5-point Likert scale anchored by (1)Strongly disagree to (5)Strongly agree</td>
<td>A1-I think purchasing organic fruit is right</td>
</tr>
<tr>
<td></td>
<td></td>
<td>A2-I think purchasing organic fruit is extremely smart</td>
</tr>
<tr>
<td></td>
<td></td>
<td>A3-I like to purchase organic fruit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>A4-I think my family and friends would agree that is an extremely attractive option</td>
</tr>
<tr>
<td><strong>Subjective norms</strong></td>
<td>5-point Likert scale anchored by (1)Strongly disagree to (5)Strongly agree</td>
<td>S1-I think my family and friends would agree that I purchase organic fruit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>S2-My family and good friends support my behavior of purchasing organic fruit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>S3-My family and good friends approve of my behavior of purchasing organic fruit</td>
</tr>
<tr>
<td><strong>Perceived control</strong></td>
<td>5-point Likert scale anchored by (1)Strongly disagree to (5)Strongly agree</td>
<td>C1-I can overcome the difficulties that I encounter in the process of purchasing organic fruit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C2-I can decide whether to purchase organic fruit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C3-I have enough ability to purchase organic fruit</td>
</tr>
<tr>
<td><strong>Purchasing intentions</strong></td>
<td>5-point Likert scale anchored by (1)Strongly disagree to (5)Strongly agree</td>
<td>P1-I will consider purchasing organic fruit in the future</td>
</tr>
<tr>
<td></td>
<td></td>
<td>P2-I would recommend that others should purchase organic fruit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>P3-I will continue to purchase organic fruit</td>
</tr>
<tr>
<td><strong>Food-related Lifestyles</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Importance of product information</strong></td>
<td>5-point Likert scale anchored by (1)Strongly disagree to (5)Strongly agree</td>
<td>LI1-Food information is important to me, and I need to know it</td>
</tr>
<tr>
<td></td>
<td></td>
<td>LI2-I will compare information labels to decide which food to purchase</td>
</tr>
<tr>
<td></td>
<td></td>
<td>LI3-Advertising information helps me make better purchasing decisions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>LI4-I like taking time on food purchasing</td>
</tr>
<tr>
<td><strong>Aversion to food purchasing</strong></td>
<td>5-point Likert scale anchored by (1)Strongly disagree to (5)Strongly agree</td>
<td>LP1-I will create a shopping list to manage my food purchases</td>
</tr>
<tr>
<td></td>
<td></td>
<td>LP2-I have no interest in food shopping</td>
</tr>
<tr>
<td></td>
<td></td>
<td>LP3-I think there is no reason to shop in organic food stores</td>
</tr>
<tr>
<td><strong>Love and fun of</strong></td>
<td>5-point Likert scale anchored by</td>
<td>LL1-I like to try new recipes, for instance recipes from abroad</td>
</tr>
</tbody>
</table>
### Questionnaire Design

After the decision of using online survey to collect data, the next step was to design a suitable questionnaire. Since questionnaire design is based on the content and the wording of the questions, all the questions should be easy to understand and connect to the target group clearly (Malhotra, 2010). In order to increase reliability and validity of this study, all constructs and their items were updated from a previously reviewed research.

| cooking | (1)Strongly disagree to (5)Strongly agree | LL2-Recipes or tips from different cooking traditions allow me to experience the fun of cooking in the kitchen  
LL3-Cooking is an interesting and challenging activity |
|---|---|---|
| The pursuit of convenience | 5-point Likert scale anchored by (1)Strongly disagree to (5)Strongly agree | LC1-When I cook, I use a lot of ingredients  
LC2-I store a lot of instant food at home |
| Health and comfortable dining | 5-point Likert scale anchored by (1)Strongly disagree to (5)Strongly agree | LH1-In modern society, husbands and wives have the same responsibility for the burdens of shopping  
LH2-In modern society, husbands and wives have the same responsibility for the burdens of cooking  
LH3-We always decide what to eat for dinner at the last minute  
LH4-It is the wife’s responsibility to cook nutritious meals to maintain the health and vitality of family members  
LH5-I enjoy a nice dinner  
LH6-When I dine, delicious meals are important to me  
LH7-I prefer fresh vegetables, fruits, and meat rather than frozen or canned food  
LH8-When I feel hungry, I want to eat  
LH9-The entire family will have a warm conversation during mealtime |
| Attitude toward organic food | 5-point Likert scale anchored by (1)Strongly disagree to (5)Strongly agree | LA1-I attach particular importance to organic food  
LA2-I still willing to buy when organic food is less than 25% expensive that common food  
LA3-I still willing to buy when organic food is 25% to 50% expensive that common food  
LA4-I still willing to buy when organic food is more than 50% expensive that common food |
The survey in this research was carried out among Chinese and French consumers in China and France. Online questionnaire were sent out through social media tools due to the convenient accessibility. The questions were divided into three parts, the first part were related to the concept of Attitudes toward purchasing organic fruit, Subjective norms, Perceived control and Purchasing intentions; the second part were focused on food-related lifestyles which contents questions about cooking, purchasing in markets, eating habits, health issues and eco-friendly consuming; the third part were designed on demographic factors which includes nationality, age, gender and personal profile related with organic consuming and purchasing.

With first and second parts, respondents were asked to express the level of their agreement with statements associated with a five-point Likert-scale with 1 representing “strongly disagree” and 5 representing “strongly agree”.

4.6.1 Pre-testing
Pre-testing as a credible method to prepare the actual data collection addresses researchers should discover problems with test their questionnaire on a small sample (Malhotra, 2010). The aim of pretesting is to eliminate questions and/or change them to become more understandable or suitable. Pretesting is suggested to be done by individual expert with professional knowledge who can ensure the questions reflect the purpose (Yin, 2009).

The authors have pre-tested their questionnaire with two scholar university professors who are specialized in marketing field at Linnaeus University in order to guarantee that it corresponds to the conceptual framework. Also the layout of the questionnaire was changed to provide a more professional sight. After the per-testing with professional experts, the authors translated the questionnaire into Chinese and French and two native speakers translated the Chinese and French questionnaires into English again in order to make sure the questions are translated in a proper way. Moreover, this questionnaire was also sent to five target respondents in order to ensure the questions are understandable both in China and France.
4.7 Sampling

According Bryman & Bell (2011), sampling means a smaller amount of respondents were selected to represent the whole population. The population refers to all the individuals or the entities who share the similar characteristics, which can be a country, region, organization or target group (Bryman and Bell, 2011). The population within this study has been narrowed down to customers who interested in eco-friendly purchasing behavior or not. The sample should only include Chinese and French customers based on the cross countries study be done in China and France.

4.7.1 Sampling Frame

A sampling frame is a framework with elements that respondents in the sample must fit into (Bryman and Bell, 2011). In this study, the population includes Chinese consumers in China and French consumers in France. The limited resources and limited time frame means for this study required an online survey, which can quickly and easily reach consumers within this population. Social media and communication tools were used in order to reach the respondents.

4.7.2 Sampling Selection

There are two types of sampling procedure: probability and non-probability. In probability sampling individuals have the equal possibility to be selected within the population. Otherwise, if the individuals do not have equal chance to be selected, it is non-probability sampling. Convenience sampling and snowball sampling are the two sampling method of non-probability sampling. The advantage of convenience sampling is cheap and saving time. Snowball sampling is ordinary random sampling, which can be considering as one of the convenience sampling within low cost. (Bryman and Bell, 2011)

This study was done in Sweden while the target population is Chinese and French consumers. Due to the inconvenience of respondents’ accessibility, convenience sampling and snowball sampling were both using in this research by online questionnaire.
4.8 Data Analysis Method

According to Malhotra (2010), response rate refers to a percentage of the total respondents that are completed out of the entire sample. The data collection process lasted in 14 days. Excluding 37 invalid responses, the 261 responses were recorded and collected for further analysis. Therefore, the response rate is 87.6%. In order to analyze the data of this study, the authors applied statistical analysis in SPSS. The following analysis method will be applied: frequencies analysis, descriptive analysis, reliability analysis and regression analysis.

The frequencies analysis shows the information about respondents and the balance of nationality, age, gender and other aspects in personal profiles. Frequency testing shows the amount of occurrences of a repeating answer whereas the data of “Percent” shows the percentage of frequencies amount out of a hundred (Hair et al., 2007).

The descriptive analysis as the basic method of statistical analysis explains the median, mean, standard deviation of all the variables. The mean value used to represent the general level of statistics objects; it is a description of the degree of concentration. The median is the value in the middle of a limited set of numbers, if the figure is not unique, it can be the average of the two values of the middle. The standard deviation quantified the amount of variation or dispersion from the average level. Skewness is the measure to verify the difference of a certain distribution from a symmetrical data, the larger the value the larger the skewness. Skewness will be zero when a distribution is symmetrical, skewness is positive means the tail stretches to the right, and otherwise the tail stretches to the left. Kurtosis measures a distribution’s peakedness or flatness. When the value of kurtosis is positive it can be considered to be peaked, otherwise it should consider as flat. The kurtosis value is suggested should between -3 and +3. (Hair et al. 2007)

The aim of reliability analysis is testing the reliable and significant of all the questions. The authors applied linear regression to test how the independent variables effect on the dependent variable separately and combined. In addition, the authors will combine two-step cluster analysis and one-way ANOVA test to classify the consumers’ food-related lifestyles by nationality. According to
Bryman and Bell (2011), there are several vital factors needed to be pay attention with: Significance, Beta and Adjusted R Square. Significance also known as P-value should not bigger than 0.05, otherwise hypothesis is rejected. Adjusted R Square represents the percentage that the dependent variable can be explained by predictors. In terms of beta value (β-value), it shows how strong each independent variable influences the dependent variable. All the beta value in the analysis of this research were greater than 0, which presents if hypothesis is accepted, it will exist a positive relationship. (Bryman and Bell, 2011)

4.9 Quality Criteria

The quality of findings is crucial in every aspect of academic research, and the validity and reliability measured the research quality (Bryman and Bell, 2011). In this final section of the chapter, the authors will discuss the validity and reliability efforts to guarantee the research quality.

4.9.1 Validity

The validity of the research should contain content validity, construct validity and criterion validity. Content validity is a subjective; however systematic measurement of how the scale measures what it should measure (Malhotra, 2010). The authors conducted face validity with two university scholars at Marketing Institute at Linnaeus University, Sweden. Face validity was also tested by several members of the respondent target group. The questionnaire in this study was reviewed. The authors also changed several aspects within the feedback from per-testing process. Construct validity tests what are the actual constructs that the scale is measuring (Malhotra, 2010). Construct validity was obtained by developing previously established and tested constructs from a scientific research published in 2014. Criterion validity is significant to measure in order to control whether a scale performs as expected when it moves toward to other standard variables (Malhotra, 2010). For the same purpose, several questions were added in order to increase the validity of the questionnaire. These questions are aimed to gather more demographic information of the respondents, for instance nationality, gender, age group, education level, exercise habits, purchasing frequency, etc.
4.9.2 Reliability

A concept can be measured by multiple items and questions, and reliability is tested to measure the consistency of a concept. In this study, Cronbach’s alpha was applied to check the reliability of each main constructs (Bryman and Bell, 2011). The alpha (α) coefficient has an advantage in that it gives a summary measure of the inter correlations and the ideally value of reliability (Cronbach’s alpha) should be above 0.7, which is more reliable when the data is higher (Hair et al. 1998; Bryman and Bell 2011). The exact values for Cronbach’s Alpha in this study are showed in the table below.

Table 5: Reliability of Constructs

<table>
<thead>
<tr>
<th>Main Constructs</th>
<th>Cronbach’s Alpha Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitudes toward purchasing organic fruit</td>
<td>0.908</td>
</tr>
<tr>
<td>Subjective norms</td>
<td>0.927</td>
</tr>
<tr>
<td>Perceived control</td>
<td>0.763</td>
</tr>
<tr>
<td>Purchasing intentions</td>
<td>0.718</td>
</tr>
<tr>
<td>Importance of product information</td>
<td>0.732</td>
</tr>
<tr>
<td>Aversion to food purchasing</td>
<td>0.345</td>
</tr>
<tr>
<td>Love and fun of cooking</td>
<td>0.892</td>
</tr>
<tr>
<td>The pursuit of convenience</td>
<td>0.480</td>
</tr>
<tr>
<td>Health and comfortable dining</td>
<td>0.702</td>
</tr>
<tr>
<td>Attitude toward organic food</td>
<td>0.831</td>
</tr>
</tbody>
</table>

Due to the alpha (α) values of “aversion to food purchasing” and “the pursuit of convenience” were not above 0.7, and thus the questions LP1 (“I will create a shopping list to manage my food purchases”), LP2 (“I have no interest in food shopping”), LP3 (“I think there is no reason to shop in organic food stores”), LC1 (“When I cook, I use a lot of ingredients”) and LC2 (“I store a lot of instant food at home”) were not be put into the calculating of the alpha (α) value of “food-related
lifestyles”. Otherwise, the alphas (α) value of all the other items were proven to be significant and reliable.

4.10 Applied Method

In summary, the table below (table 6) describes the employed methodology in this study.

<table>
<thead>
<tr>
<th>Research Methodology</th>
<th>Employed in the Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Approach</td>
<td>Deductive quantitative approach</td>
</tr>
<tr>
<td>Research Design</td>
<td>Descriptive</td>
</tr>
<tr>
<td>Data Sources</td>
<td>Primary</td>
</tr>
<tr>
<td>Research Strategy</td>
<td>Survey</td>
</tr>
<tr>
<td>Data Collection Method</td>
<td>Online questionnaires</td>
</tr>
<tr>
<td>Sampling</td>
<td>Convenience sampling</td>
</tr>
<tr>
<td></td>
<td>Snowball sampling</td>
</tr>
<tr>
<td>Data Analysis Method</td>
<td>Frequencies</td>
</tr>
<tr>
<td></td>
<td>Descriptive statistics</td>
</tr>
<tr>
<td></td>
<td>Linear regression</td>
</tr>
<tr>
<td>Criteria</td>
<td>Validity</td>
</tr>
<tr>
<td></td>
<td>Reliability(Cronbach’s alpha)</td>
</tr>
</tbody>
</table>
5. ANALYSIS AND RESULTS

This chapter analyses and presents the results of the data collected from the empirical investigation based on SPSS analysis. The chapter begins by giving an overview of the respondent key information of the collected data. The descriptive findings presented in the following. The next subchapter will display the results of the actual hypothesis testing of this study. The last section will display the analysis information helping to solve the research questions. The results from 261 responses were used for further analysis.

5.1 Frequencies

The questionnaire contained eight demographic questions: nationality, gender, age, education level, weekly exercise frequency, body type, monthly purchase frequency and the percentage of respondents’ income spend on food. All the frequencies data can be checked in Appendix 5.

The question of nationality contained two selections that are Chinese and French. Based on 261 valid responses, Chinese respondents stand for 46.4% (121 respondents) and French respondents account for 53.6% (140 respondents).

In terms of gender question includes two alternatives of male and female, 78.5% (205 respondents) of respondents were female, only 21.5% (56 respondents) male answered the questionnaire.

Age group is divided into four different ranges. Considering online survey was used in this study, “20 and 29 years old” as the main users of social media and communication tools was the largest age group, which accounts 57.9% (151 respondents) of total. The second large age group was “40 years or more” that accounts 26.4% (69 respondents). 20 respondents (7.7%) belong to “19 years old or less” and 21 respondents (8%) belong to “30 to 39 years old”.

35
There are four different level of education background in this research: elementary and middle school, high school and vocational school, bachelor degree level and master or higher level. 51% (133 respondents) of respondents are graduated with a bachelor degree as the largest group. 35.6% (93 respondents) of people answered this questionnaire hold a master degree or even had higher education background. 32 respondents (12.3%) graduated from high school and/or vocational school. Only 3 respondents (1.1%) finished their education in elementary and/or middle school.

There are four selections: “less than 1 time”, “1 to 2 times”, “3 to 4 times” and “5 times or more” belong to the question asked about respondents weekly exercise frequency. 44.4% of respondents (116 respondents) selected “1 to 2 times”. People chose “3 to 4 times” occupied 25.3% (66 respondents). 18.4% (48 respondents) and 11.9% (31 respondents) of respondents picked “less than 1 time” and “5 times or more”.

The authors believed that recognition of body type is one of the key factor will influence attitude towards purchasing behavior. There are five selections under this question: skinny, thin, medium, fat and muscled. In this study, more than half (58.2% /152 respondents) of respondents approved their bodies were belonged to “medium”. 29.9% of repliers (78 respondents) thought they are thin. There were 18 people (6.9%) admitted they are fat. Only 8 and 5 respondents chose “Skinny” and “muscled”, which account 3.1% and 1.9%.

Purchasing frequency is one of the factors will impact the purchasing intention. There are four choices: “2 times or less”, “3 to 5 times”, “6 to 9 times” and “10 times or more” under the question of monthly purchase frequency. 123 respondents (47.1%) selected “3 to 5 times”. 23.4% of total respondents (61 respondents) went to market 6 to 9 times per month. 38 (14.6%) and 39 (14.9%) repliers chose “2 times or less” and “10 times or more”.

The last section of demographic questions asks the percentage of food consuming occupied in total income. 117 respondents (44.8%) thought they spent 20% to 40% of their income on food. 25.7% (67 respondents) repliers used 40% to 60% of income on food. 18.4% (48 respondents) of total
respondents selected “20% or less”. 8 and 21 people that stands 3.1% and 8% of total answers chose “80% or more” and “80% to 60%” as their answers.

5.2 Descriptive Findings

In this subchapter, the authors generated descriptive findings of empirical investigation. Regularly descriptive statistic data content the mean value, median value, standard deviation, skewness and kurtosis. In empirical data in this study, the mean value is varied between the highest value of 4.29 and the lowest value of 1.97. The authors checked kurtosis in order to eliminate the question error, however, kurtosis value of all the scale questions were varied between -1.354 and +1.152. All the statistic descriptive data can be checked in the appendix 4.

5.3 Hypotheses Testing

Based on the conceptual framework in Chapter 3, linear regression analysis was applied to analyze all constructs, which are “attitudes toward purchasing organic fruit”, “subjective norms”, “perceived control” and “food-related lifestyles”, as independent variables effect on purchase intentions as the dependent variable. Bryman and Bell (2011) pointed out when the significance (P-value) bigger than 0.05, the hypothesis will be accepted. Overall, all the hypotheses are proved be accepted and had a positive relationship in this study.

**Hypothesis 1a - Food-related lifestyles of Chinese customers will positively affect their intentions to engage in purchases of organic fruit:** In this case, the significance value is 0.000, which means that this relationship is statistically significant. The adjusted r² Value is 0.405, which means that Consumers’ food-related lifestyles will positively affect their intentions to engage in purchases of organic fruit in China by 40.5 percent.

**Hypothesis 1b - Food-related lifestyles of French customers will positively affect their intentions to engage in purchases of organic fruit:** French consumers’ food-related lifestyles will
positively affect their intentions to engage in purchases of organic fruit based on the significance value is 0.000, which means the relationship between dependent and independent variables is statistically significant. The adjusted $r^2$ Value is 0.135 means 13.5% of purchase intention was explained by food-related lifestyles.

**Hypothesis 2a - Attitudes toward purchasing organic fruit of Chinese customers will positively affect their intentions to engage in purchases of organic fruit:** In this regression, the significance value is 0.000, and the adjusted $r^2$ Value is 0.490. The data shows Chinese consumers’ attitudes toward purchasing organic fruit will positively affect their intentions to engage in purchases of organic fruit by 49 percent.

**Hypothesis 2b - Attitudes toward purchasing organic fruit of French customers will positively affect their intentions to engage in purchases of organic fruit:** Based on the significance value is 0.000 and the adjusted $r^2$ Value is 0.138, the Hypothesis 2b is accepted. Consumers’ attitudes toward purchasing organic fruit will positively affect their intentions to engage in purchases of organic fruit in France. 13.8% of purchase intentions can explain by consumers’ attitudes toward to purchasing organic fruit.

**Hypothesis 3a - Chinese consumers’ perceptions of subjective norms will positively affect their intentions to engage in purchases of organic fruit:** In this incident, the significance value is 0.000 and the adjusted $r^2$ Value is 0.503. Consumers’ perceptions of subjective norms will positively affect their intentions to engage in purchases of organic fruit in China by 50.3 percent.

**Hypothesis 3b - French consumers’ perceptions of subjective norms will positively affect their intentions to engage in purchases of organic fruit:** French customers’ perceptions of subjective norms will positively affect their intentions to engage in purchases of organic fruit because of the significance value is 0.000. The adjusted $r^2$ Value is 0.179, which revealed that 17.9% purchase intention was explained by customers’ perceptions of subjective norms.

**Hypothesis 4a - Chinese consumers’ perceived behavioral control will positively affect their intention to engage in purchases of organic fruit:** The significance value of hypothesis 4a is
0.000 that denotes Chinese consumers’ perceived behavioral control will positively affect their purchase intentions of organic fruit. Consumers’ perceived behavioral control explained 59.3% of purchase intentions depend on the adjusted $r^2$ Value is 0.593.

**Hypothesis 4b - French consumers’ perceived behavioral control will positively affect their intention to engage in purchases of organic fruit**: The significance value is 0.000 and the adjusted $r^2$ Value is 0.192. Consumers’ perceived behavioral control will positively affect their intention to engage in purchases of organic fruit in France by 19.2 percent.

The table 7 bellowed shows all the effective data acquired from linear regression test.

<table>
<thead>
<tr>
<th>Table 7: Regression Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dependent Variable: Purchasing Intension</td>
</tr>
<tr>
<td>Control Variable: Nationality</td>
</tr>
<tr>
<td>Independent Variables:</td>
</tr>
<tr>
<td>H1 Food-related lifestyles</td>
</tr>
<tr>
<td>(0.115)</td>
</tr>
<tr>
<td>H2 Attitudes toward purchasing organic fruit</td>
</tr>
<tr>
<td>(0.065)</td>
</tr>
<tr>
<td>H3 Subjective norms</td>
</tr>
<tr>
<td>(0.065)</td>
</tr>
<tr>
<td>H4 Perceived control</td>
</tr>
<tr>
<td>(0.066)</td>
</tr>
<tr>
<td>$R^2$</td>
</tr>
<tr>
<td>Adjusted $R^2$</td>
</tr>
<tr>
<td>Changed in $R^2$</td>
</tr>
</tbody>
</table>

**5.4 Two-Step Cluster Testing**

The aim of this study is to solve two related research questions. The authors used two-step cluster analysis to classify the food-related lifestyles of organic fruit consumers by nationality. Two-step cluster analysis can separate a set of similar data into same cluster by control variables (Bryman and
Based on the results of two-step cluster analysis, one-way ANOVA test be used to figure out the significance and f-value to identify differences between Chinese and French consumers with different food-related lifestyles.

### Table 8: Two-step Cluster Analysis

<table>
<thead>
<tr>
<th>Cluster Factors</th>
<th>Cluster A (120 respondents)</th>
<th>Cluster B (140 respondents)</th>
<th>F-value</th>
<th>Significance (P-value)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Importance of product information</td>
<td>3.90</td>
<td>3.37</td>
<td>21.678</td>
<td>0.000</td>
</tr>
<tr>
<td>Health and comfortable dining</td>
<td>3.81</td>
<td>3.71</td>
<td>1.107</td>
<td>0.294</td>
</tr>
<tr>
<td>Attitude toward organic food</td>
<td>3.14</td>
<td>2.48</td>
<td>28.608</td>
<td>0.000</td>
</tr>
<tr>
<td>Love and fun of cooking</td>
<td>3.83</td>
<td>3.68</td>
<td>0.775</td>
<td>0.379</td>
</tr>
</tbody>
</table>

Considering the significance valve should not greater than 0.005, only “importance of product information” and “attitude toward organic food” can be considered as the factors influence consumers’ food-related lifestyles. According the data, the authors believed Chinese consumers are not only more concerting about the product information (M=3.90), but also have more positive attitude towards to the organic food (M=3.14). Compared with Chinese, French consumers felt less important of product information (M=3.37). At the same time, if the organic products are too expensive (50% or more expensive than normal products) they will not willing to pay (M=2.48). In general, the key factors’ mean values of food-related lifestyles from Chinese and French are relatively close with no significant difference. People are still conservatism towards to organic food products. The results of this study showed French and Chinese share quite similar food-related lifestyles, to a certain extent Chinese people is more positive towards organic food.

### 5.5 Related Regression Testing

This study also used regression analysis to test the relationship between “Food-related lifestyles” and “Theory of planned behavior”. Since the significance values both are 0 and beta values both
above 0, it can be considered food-related lifestyles have a positively influence on theory of planned behavior, which including attitudes towards purchasing organic fruit, subjective norm, perceived behavioral control and purchasing intention. 45.8% of Chinese consumers’ planned behavior can be explained by their food-related lifestyles. Furthermore, French food-related lifestyles could describe 33.3% of consumers’ planned behavior towards to organic fruit.

Table 9: Regression between “Food-related lifestyles” and “Theory of planned behavior”

<table>
<thead>
<tr>
<th>Control Variable: Nationality</th>
<th>Chinese Consumer</th>
<th>French Consumer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent Variables:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food-related lifestyles</td>
<td>0.680</td>
<td>0.581</td>
</tr>
<tr>
<td></td>
<td>(0.094)</td>
<td>(1.111)</td>
</tr>
<tr>
<td>$R^2$</td>
<td>0.462</td>
<td>0.338</td>
</tr>
<tr>
<td>Adjusted $R^2$</td>
<td>0.458</td>
<td>0.333</td>
</tr>
<tr>
<td>Change in $R^2$</td>
<td>0.462</td>
<td>0.338</td>
</tr>
</tbody>
</table>
6. CONCLUSIONS AND IMPLICATIONS

The last chapter including six parts to give an overall look based on this study. The discussion will explain the results of this study further. The authors will highlight the limitations of this research as followed. The implications will be put forward for both theoretical and managerial. It is followed by further research which implies the potential continuous studies based on this study as a foundation. Finally, conclusion will exhibit at the end and bring a general sum up of this study.

6.1 Conclusion

The aim of the study was to discover food-related lifestyles, attitude toward purchasing organic fruits, subjective norms and perceived control as influencing consumers’ purchase intentions. The 261 responses collected from Chinese and French customers were utilized. Based on the quantitative survey all four hypotheses were accepted, which shows predictors were positively influencing purchasing intentions. Further, all research questions were proven significant.

The concept of food-related lifestyles was declared by Wycherley et al. (2008) aimed to study how individuals link food with the achievement of certain life values. The results of hypothesis 1 display respondents’ lifestyle linked with food influencing their organic food purchasing intentions in a positive way. In some degree, consumer paying more concern on food in their life will increase their purchase intention of organic food.

Attitude towards behavior, subjective norms and perceived control are the mean effective predictors of purchase intentions (Ajzen, 2005). The previous study done by Tarkiainen and Sundqvist (2005) also pointed out that more positive attitude in regard to a behavior will bring stronger individual’s intention to perform. Hypotheses 2, 3 and 4 were all accepted which means it does exist positive significant relationships between consumers’ attitude towards purchasing organic fruits, their subjective norms, perceived behavioral control and purchase intentions. The knowledge about organic food, the health consciousness, the environmental concern and other aspects increased the purchasing intentions
of organic fruits from two sides: the external pressure of consumers’ food choice and individual’s considering of food purchasing.

6.2 Discussion

The results of two-step cluster analysis presented that Chinese consumers and French consumers have quite similar food-related lifestyles. In a certain level, respondents care about their own health and comfortable dining very much from both China and France. At the same time both Chinese and French find fun and love in their kitchen during cooking time. Besides, in some degree Chinese pay a bit more attention on food information than French people but it does not mean food information is not significant to French consumers. However, Chinese are willing to pay more for organic food than French people, even if the price is 50% more than normal food. The frequent occurrence of food safety problems is the main reason that leads Chinese consumers to pay more attention on their food choices in recent years. The authors believe in a certain extent Chinese and French consumers share the same food-related lifestyles with some specific differences.

In terms to the relationship between “Food-related lifestyles” and “Theory of planned behavior”, both Chinese and French consumers’ food-related lifestyles effect on their behavior of purchasing organic fruits. In this case, consumers emphasized the importance of food in life will increase their interest in organic fruit. Broadly speaking, the behavior of purchasing organic food depends on the importance of food in consumers’ daily life.

6.3 Limitations

The first limitation in this study is that it could not control what regulations each person puts behind the words “organic fruits”. Depending on the people who answered the questionnaire, many had in mind different meaning for “organic fruit”, even inside the same country. The questionnaire used in this research did not bring out the question: What “Organic fruit” means for you. Since it is a quantitative questionnaire, a different approach would have been needed to understand better the choices and points of view of the respondents.
It was hard to limit ourselves to a certain amount of questions for the survey. The topic of lifestyle and especially “food-related lifestyle” brings up many questions in order to be able to understand respondents’ everyday life. In the same way, the questionnaire only had closed questions (except for the profile questions), which narrow the answers of the respondent since he could not describe, develop or justify his point of view. With opened questions, respondents can give some ideas the researchers did not even thought about. According to Saunders (2009), it is an advantage to have a standardized questionnaire and it is easier to answer to closed questions for respondents (Saunders et al., 2009). For this same reason the authors had no choice but to write the questionnaire this way since our main focus was to gather as many answers as possible.

As a final point, according to the frequency results of profile questions, a lot of respondents belong to the same group. Much more women answered our questionnaire both in China and in France. It was harder to encourage men since they seemed less sensitive about ecological concerns. The same problem appeared on the questions of age, education and others.

### 6.4 Theoretical Implications

The main contribution of this study is facts and numbers putting in evidence the influences which conduct the consumers to purchase. Even though this topic has been studied by many previous researchers, the field of purchase intentions is still hiding a lot of secrets. Especially with the green market, the study here shows this special field of eco-friendly purchase intentions.

The goal of this study was also to bring up a new concept which has not been that much studied yet. Lifestyles, is a terminology always more used in marketing context. In magazines, shops, design, food, fashion, culture, etc. Lifestyles seem to describe a new way of attitudes and behaviors. For this same reason, along with attitudes, subjective norms and perceived control, this study tried to bring up together the fields of marketing along with fields from sociology and psychology.
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Sweden

Showing up a link between food-related lifestyles and consuming open up new doors to understand, as always, why and how consumers behave and purchase. The green market actors must take in consideration consumers’ lifestyle in order to understand this new market. A green consumer has particularities and feelings specific to this segmentation.

Another aim of this study was to compare two opposite country which are France and China. Because of the geography, the population, the size, the history, these two countries don’t have anything in common. There are some studies about France and a lot about China but none of them really compare both at the same time. This study would be interesting for information about Chinese consumption, French consumption or both together. Finally, with this study, the authors try to bring up a real link, justified by statistics, on the influence psychology and sociology may have on consumers’ purchase intention.

6.5 Managerial Implications

As said earlier in this study, eco-friendly consumers represent an entirely new segment. If companies, brands or investors wish to develop products or services in this field, knowledge about the way of life of these potential consumers is needed. The aim of this study is, therefore, to encourage marketers to conduct studies when launching a green product taking in consideration the particularities of the country selected.

The authors believe our study could help in understanding eastern consumers (with China) and western consumers (with France). Along researches, the authors found out how ambiguous and unexpected the field of green food can be. Green consumers not only buy green fruits, they also have an everyday attitude turn on respecting the environment and themselves. Green consumers, since they are interested in being careful when consuming, have a deep knowledge on brands. Some brands can either be black-listed, or be their new shopping routine. For this reason, marketers from either start-ups or multinationals must take in consideration this knowledge and consideration consumers are now a day asking for, if they want to reach them.
Finally, businesses might have more ideas on how to identify potential consumers, especially in the eco-friendly field. It can be highlighted here that sciences might be interchangeable and even when doing business, sociology, history, biology and psychology help marketers on understanding better their consumers, potential ones or not.

6.6 Future Research

The results of this research could be functioned as a foundation about organic industry especially for the organic food for further research. Most supplement and consummate part in need to this research is a qualitative study in order to get a deeper understanding of concepts about eco-friendly, definitions about organic products and details about food-related lifestyles. In addition, the relationship between respondents’ attitude towards to organic products and purchase intention could be in depth investigated by using qualitative method such as interviews in a random sample group.

In terms of the influence factors of concepts in framework, the questions under each concept can be more representative and include more details. At the present stage of this study, the research only done between Chinese and French consumers. As a cross countries study, the range can be expand to worldwide for the further research. Also sampling of population can reach a larger number of respondents in order to get more reliable analysis.
REFERENCES


Editor and Publisher (1972), "Working Women's Food Buying Traits Revealed," 105 (9), 62.


Saba, A., Cupellaro, E. and Vassallo, M. (2013). Which dimensions of food-related lifestyle are likely to be associated with obesity in Italy?. Public Health Nutrition, 17(03), pp.607-613.


Appendix 1: Original Questionnaire

Organic Food - What is your Lifestyle?
This survey consists out of several pages, so it is important to click "next" once you have finished a page.
The first section of this survey is about Customer Purchasing Behaviors, followed by a section on Food-related lifestyles, and the last section asks a few general respondent questions.
This survey is completely confidential and takes no more than 10 minutes.
This survey is contributing to a master thesis of Linnaeus University, Sweden.

Thank you in advance for your participation!

The term "Organic Food" in this survey refers to a production that does not use any pesticides or synthetic fertilizers.

Purchasing Organic Fruit

Attitudes toward purchasing organic fruit
Please indicate the extent to which you agree or disagree with the following statements. 1 = "strongly disagree" and 5 = "strongly agree".
1. I think purchasing organic fruit is right
2. I think purchasing organic fruit is extremely smart
3. I like to purchase organic fruit
4. I think my family and friends would agree that is an extremely attractive option

Subjective norms
Please indicate the extent to which you agree or disagree with the following statements. 1 = "strongly disagree" and 5 = "strongly agree".
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1. I think my family and friends would agree that I purchase organic fruit
2. My family and good friends support my behavior of purchasing organic fruit
3. My family and good friends approve of my behavior of purchasing organic fruit

Perceived control
Please indicate the extent to which you agree or disagree with the following statements. 1 = "strongly disagree" and 5 = "strongly agree".

1. I can overcome the difficulties that I encounter in the process of purchasing organic fruit
2. I can decide whether to purchase organic fruit
3. I have enough ability to purchase organic fruit

Purchasing intentions
Please indicate the extent to which you agree or disagree with the following statements. 1 = "strongly disagree" and 5 = "strongly agree".

1. I will consider purchasing organic fruit in the future
2. I would recommend that others should purchase organic fruit
3. I will continue to purchase organic fruit

Your Food-related Lifestyles

Importance of product information
Please indicate the extent to which you agree or disagree with the following statements. 1 = "strongly disagree" and 5 = "strongly agree".

1. Food information is important to me, and I need to know it
2. I will compare information labels to decide which food to purchase
3. Advertising information helps me make better purchasing decisions
4. I like taking time on food purchasing

Aversion to food purchasing
Please indicate the extent to which you agree or disagree with the following statements. 1 = "strongly disagree" and 5 = "strongly agree".
5. I will create a shopping list to manage my food purchases
6. I have no interest in food shopping
7. I think there is no reason to shop in organic food stores

**Love and fun of cooking**

Please indicate the extent to which you agree or disagree with the following statements. 1 = "strongly disagree" and 5 = "strongly agree".

8. I like to try new recipes, for instance recipes from abroad.
9. Recipes or tips from different cooking traditions allow me to experience the fun of cooking in the kitchen.
10. Cooking is an interesting and challenging activity.

**The pursuit of convenience**

Please indicate the extent to which you agree or disagree with the following statements. 1 = "strongly disagree" and 5 = "strongly agree".

11. When I cook, I use a lot of ingredients.
12. I store a lot of instant food at home.

**Health and comfortable dining**

Please indicate the extent to which you agree or disagree with the following statements. 1 = "strongly disagree" and 5 = "strongly agree".

13. In modern society, husbands and wives have the same responsibility for the burdens of shopping.
14. In modern society, husbands and wives have the same responsibility for the burdens of cooking.
15. We always decide what to eat for dinner at the last minute.
16. It is the wife’s responsibility to cook nutritious meals to maintain the health and vitality of family members.
17. I enjoy a nice dinner.
18. When I dine, delicious meals are important to me.
19. I prefer fresh vegetables, fruits, and meat rather than frozen or canned food.
20. When I feel hungry, I want to eat.
21. The entire family will have a warm conversation during mealtime.
Attitude toward organic food

Please indicate the extent to which you agree or disagree with the following statements. 1 = "strongly disagree" and 5 = "strongly agree".

22. I attach particular importance to organic food
23. I still willing to buy when organic food is less than 25% expensive that common food
24. I still willing to buy when organic food is 25% to 50% expensive that common food
25. I still willing to buy when organic food is more than 50% expensive that common food

Respondent Profile

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Weekly Exercise frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>French</td>
<td>Less than 1 time</td>
</tr>
<tr>
<td>Chinese</td>
<td>1-2 times</td>
</tr>
<tr>
<td>Others</td>
<td>3-4 times</td>
</tr>
<tr>
<td>Male</td>
<td>5 times or more</td>
</tr>
<tr>
<td>Female</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Which body type is yours?</th>
</tr>
</thead>
<tbody>
<tr>
<td>19 years or less</td>
<td>Skinny</td>
</tr>
<tr>
<td>20-29 years</td>
<td>Thin</td>
</tr>
<tr>
<td>30-39 years</td>
<td>Medium</td>
</tr>
<tr>
<td>40 years or more</td>
<td>Fat</td>
</tr>
<tr>
<td></td>
<td>Muscled</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Highest Education Level</th>
<th>Monthly Purchase frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elementary and Middle School</td>
<td>2 times or less</td>
</tr>
<tr>
<td>High school and Vocational school</td>
<td>3-5 times</td>
</tr>
<tr>
<td>Bachelor degree</td>
<td>6-9 times</td>
</tr>
<tr>
<td>Master degree or higher</td>
<td>10 times or more</td>
</tr>
</tbody>
</table>
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Percentage of Your Income Spend on Food
80% or more
80% to 60%
60% to 40%
40% to 20%
20% or less

Thank you for taking part in this survey!

Do not forget to click "send", otherwise your answers will not be registered.
Appendix 2: French Questionnaire

Quelles sont vos habitudes alimentaires?

Voici un questionnaire qui a pour but d'étudier le style de vie des français sur le plan alimentaire.
Il vous faut 10 minutes pour répondre à ce questionnaire.
Cette étude me permettra de rédiger mon mémoire en marketing pour cette même raison le plus de réponses, le mieux pour la véracité de cette étude.

Répondez le plus spontanément possible! Merci et bonne journée!

Au moment d'acheter

Votre attitude face aux fruits biologiques
Veuillez indiquer à quel degré êtes vous d'accord ou non avec ces déclarations. 1 = "fortement en désaccord" et 5 = "tout à fait d'accord".
1. Je considère l'achat de fruits bio comme une bonne chose.
2. L'achat de fruits bio est un acte judicieux.
3. J'ai plaisir à acheter des fruits bio.
4. Ma famille et mes amis achètent des fruits bio.

Et votre entourage?
Veuillez indiquer à quel degré êtes vous d'accord ou non avec ces déclarations. 1 = "fortement en désaccord" et 5 = "tout à fait d'accord".
1. Ma famille et amis savent que j'achète des fruits biologiques.
2. Ma famille et amis soutiennent le fait que j'achète des fruits biologiques.
3. Ma famille et amis apprécient le fait que j'achète des fruits biologiques.

Contrôle perçu
Veuillez indiquer à quel degré êtes vous d'accord ou non avec ces déclarations. 1 = "fortement en désaccord" et 5 = "tout à fait d'accord".
1. Je dois faire un effort pour trouver des fruits bio.
2. Je prends seul la décision (sans influence de mon entourage) d'acheter ou non des fruits biologiques.
3. Des fruits biologiques sont vendus près de chez moi et à un prix abordable.

**Intentions d'achat**

Veuillez indiquer à quel degré êtes vous d'accord ou non avec ces déclarations. 1 = "fortement en désaccord" et 5 = "tout à fait d'accord".

1. J'achèterais peut-être des fruits bio dans le futur.
2. Je recommande à mon entourage d'acheter des fruits bio.
3. Je vais continuer d'acheter des fruits bio.

**Votre style de vie alimentaire**

**L'information produit**

Veuillez indiquer à quel degré êtes vous d'accord ou non avec ces déclarations. 1 = "fortement en désaccord" et 5 = "tout à fait d'accord".

1. L'étiquetage est important pour moi, et j'ai besoin de le comprendre.
2. Je compare les étiquettes pour décider de l'achat final.
3. L'information donnée par la publicité m'aide à prendre de meilleures décisions lors de l'achat.
4. J'aime prendre mon temps lorsque j'achète à manger.

**Aversion pour l'achat de nourriture**

Veuillez indiquer à quel degré êtes vous d'accord ou non avec ces déclarations. 1 = "fortement en désaccord" et 5 = "tout à fait d'accord".

5. J'organise mes achat grâce à une liste de courses.
6. Je ne trouve aucun intérêt à faire les courses.
7. Je ne vois pas pourquoi faire ses courses dans un magasin bio.
Le plaisir de cuisiner

Veuillez indiquer à quel degré êtes vous d'accord ou non avec ces déclarations. 1 = "fortement en désaccord" et 5 = "tout à fait d'accord".

8. J'aime essayer de nouvelles recettes, notamment de différents pays.
9. Je m'amuse en utilisant des astuces et recettes de différentes cultures.
10. La cuisine est une activité amusante et stimulante.

Vers la commodité

Veuillez indiquer à quel degré êtes vous d'accord ou non avec ces déclarations. 1 = "fortement en désaccord" et 5 = "tout à fait d'accord".

11. Lorsque je cuisine, j'utilise beaucoup d'ingrédients variés.
12. Je stoke beaucoup de nourriture chez moi.

Pieds sous la table chez vous?

Veuillez indiquer à quel degré êtes vous d'accord ou non avec ces déclarations. 1 = "fortement en désaccord" et 5 = "tout à fait d'accord".

13. Les maris et leur femme ont la même responsabilité dans le fardeau des courses.
14. Les maris et leur femme ont la même responsabilité quant à préparer à manger.
15. Nous décidons toujours de ce que nous allons manger à la dernière minute.
16. C'est la responsabilité de la maman de cuisiner des repas équilibrés pour le maintien de la bonne santé des membres de la famille.
17. J'aime manger un repas équilibré.
18. Manger des plats succulents est important pour moi.
19. Je préfère la viande, les légumes et les fruits frais plutôt que la nourriture surgelée ou en conserve.
20. Lorsque j'ai faim, je mange immédiatement.
21. Le diner est-il une occasion pour la famille de se réunir et de discuter.
**Acheter bio, oui mais à quel prix?**

Veuillez indiquer à quel degré êtes vous d'accord ou non avec ces déclarations. 1 = "fortement en désaccord" et 5 = "tout à fait d'accord".

22. J'attache une importance particulière à la consommation de fruits biologiques.

23. Je suis prêt/e à acheter de la nourriture biologique si elle est moins de 25% plus chère que de la nourriture normale.

24. Je suis prêt/e à acheter de la nourriture biologique si elle est entre 25% et 50% plus chère que de la nourriture normale.

25. Je suis prêt/e à acheter de la nourriture biologique si elle est plus de 50% plus chère que de la nourriture normale.

---

**Et vous êtes qui au juste?**

<table>
<thead>
<tr>
<th>Nationalité</th>
<th>Niveau d'éducation maximum atteint</th>
</tr>
</thead>
<tbody>
<tr>
<td>Français</td>
<td>Collège</td>
</tr>
<tr>
<td>Chinois</td>
<td>Lycée</td>
</tr>
<tr>
<td>Other</td>
<td>Licence</td>
</tr>
<tr>
<td></td>
<td>Master</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Sexe</th>
<th>Fréquence d'exercice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homme</td>
<td>Moins d’ 1 fois par semaine</td>
</tr>
<tr>
<td>Femme</td>
<td>Entre 1 et 2 fois par semaine</td>
</tr>
<tr>
<td></td>
<td>Entre 3 et 4 fois par semaine</td>
</tr>
<tr>
<td></td>
<td>Plus de 5 fois par semaine</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Âge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moins de 20 ans</td>
</tr>
<tr>
<td>Entre 20 ans et 29 ans</td>
</tr>
<tr>
<td>Entre 30 et 39 ans</td>
</tr>
<tr>
<td>Plus de 40 ans</td>
</tr>
</tbody>
</table>
Quelle est votre silhouette?
- Maigre
- Mince
- Moyen
- Corpulent
- Musclé

Fréquence de votre ravitaillement
- Moins de 2 fois par mois
- Entre 3 et 5 fois par mois

Part de votre salaire consacrée à l'alimentaire
- Plus de 80%
- Entre 80% et 60%
- Entre 60% et 40%
- Entre 40% et 20%
- Moins de 20%

Merci infiniment pour ce temps précieux que vous venez de nous consacrer!
Appendix 3: Chinese Questionnaire

有机食品 ——什么是你的生活方式？

本次调查包括包含了三页，当您完成当前页面，请点击“下一页”。
本次调查的第一部分的问题是关于顾客对有机水果的购买行为的相关问题，其次是与食品相关的生活方式，最后是关于受访者的个人信息。
本次调查时完全保密的，只需要大约十分钟的时间。
本次调查来自瑞典林奈大学(Linnaeus University)的相关硕士毕业论文。

感谢您的参与！

在本次调查中，“有机食品”是指：不使用任何农药或者花费生产的食品。

采购有机水果

对购买有机水果的态度
请注明在何种程度上，您同意或者不同意下面的语句。1 = “强烈不同意”，5 = “强烈同意”。
1. 我认为购买有机水果是正确的
2. 我认为购买有机水果是非常明智的
3. 我喜欢购买有机水果
4. 我认为我的家人与朋友都认同购买有机水果是一个非常有吸引力的选择

主观标准
请注明在何种程度上，您同意或者不同意下面的语句。1 = “强烈不同意”，5 = “强烈同意”。
1. 我认为我的家人与朋友会同意我购买有机水果
2. 我的家人和好朋友支持我采购有机水果的行为
3. 我的家人和好朋友认同我采购有机水果的行为
感知控制
请注明在何种程度上，您同意或者不同意下面的语句。1 = “强烈不同意”，5 = “强烈同意”。
1. 我可以克服购买有机水果的过程中遇到的困难
2. 我可以决定是否购买有机水果
3. 我拥有足够的能力购买有机水果

采购意向
请注明在何种程度上，您同意或者不同意下面的语句。1 = “强烈不同意”，5 = “强烈同意”。
1. 在未来，我会考虑购买有机水果
2. 我会建议其他人购买有机水果
3. 我将继续购买有机水果

与食物有关的生活方式

产品信息的重要性
请注明在何种程度上，您同意或者不同意下面的语句。1 = “强烈不同意”，5 = “强烈同意”。
1. 食品信息对我很重要，我需要知道它们
2. 我会比较信息标签来决定购买哪些食品
3. 广告信息能帮助我做出更好的购买决策
4. 我喜欢在食品采购上花时间

厌恶食品采购
请注明在何种程度上，您同意或者不同意下面的语句。1 = “强烈不同意”，5 = “强烈同意”。
5. 我会使用购物清单来管理我的食品采购
6. 我对吃饭逛街没有兴趣
7. 我认为没有理由在有机食品商店消费
烹饪的喜爱与乐趣
请注明在何种程度上，您同意或者不同意下面的语句。1 = “强烈不同意”，5 = “强烈同意”。
8. 我喜欢尝试新的食谱，例如来自国外食谱
9. 来自不同的烹饪传统的食谱或提示会让我体验烹饪的乐趣
10. 烹饪是一个有趣并富有挑战性的活动

对方便的追求
请注明在何种程度上，您同意或者不同意下面的语句。1 = “强烈不同意”，5 = “强烈同意”。
11. 当我做饭时会使用很多调味成分
12. 在家里，我储存了大量的方便食品

卫生和舒适的用餐
请注明在何种程度上，您同意或者不同意下面的语句。1 = “强烈不同意”，5 = “强烈同意”。
13. 在现代社会中，丈夫和妻子有负担同样的采购责任
14. 在现代社会中，丈夫和妻子都负担同样的做饭责任
15. 我们总是在最后一分钟决定晚餐吃什么
16. 烹制营养的膳食以保持家庭成员的健康和活力是妻子的责任
17. 我会享受一个精致的晚餐
18. 可口的饭菜对我来说很重要
19. 我喜欢新鲜的蔬菜，水果和肉类，而不是冷冻或罐装食品
20. 每当我饿了，我就吃东西
21. 进餐期间，整个家庭都会有热情的交流

对有机食品的态度
请注明在何种程度上，您同意或者不同意下面的语句。1 = “强烈不同意”，5 = “强烈同意”。
22. 我特别重视有机食品
23. 当有机食品的价格高于普通食品的≤25%，我仍愿意购买
24. 当有机食品的价格高于普通食品的25%到50%，我仍愿意购买
25. 当有机食品的价格高于普通食品的≥50%，我仍愿意购买
受访者信息

国籍
法国
中国
其他

性别
男
女

年龄
19 岁或以下
20-29 岁
30-39 岁
40 岁或以上

最高学历
小学和中学
高中和职业学校
学士学历
硕士及以上学历

每周运动频率
少于 1 次
1 到 2 次
3 到 4 次
5 次以上

您的体型是？
非常瘦
瘦
中等
胖
肌肉发达

每月食品采购频率
2 次或以下
3 到 5 次
6 到 9 次
10 次或更多

食品支出占总收入的比例
80%以上
80%至 60%
60%至 40%
40%至 20%
20%以下

感谢您参与本次调查！
不要忘记点击“发送”，否则您的答案将不被采纳。
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## Frequency of Nationality

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<td>French</td>
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## Frequency of Gender

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<td>Male</td>
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<tr>
<td>Female</td>
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<tr>
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## Frequency of Age Group

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<tr>
<td>20 to 29 years old</td>
<td>151</td>
<td>57.9%</td>
</tr>
<tr>
<td>30 to 39 years old</td>
<td>21</td>
<td>8%</td>
</tr>
<tr>
<td>40 years old or more</td>
<td>69</td>
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<td>Total</td>
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## Frequency of Education Level

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<td>Elementary and Middle School</td>
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<tr>
<td>High school and Vocational school</td>
<td>32</td>
<td>12.3%</td>
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<tr>
<td>Bachelor degree</td>
<td>133</td>
<td>51%</td>
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<tr>
<td>Master degree or higher</td>
<td>93</td>
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## Frequency of Weekly Exercise

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<td>Less than 1 time</td>
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<tr>
<td>1-2 times</td>
<td>116</td>
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</tr>
<tr>
<td>3-4 times</td>
<td>66</td>
<td>25.3%</td>
</tr>
<tr>
<td>5 times or more</td>
<td>31</td>
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## Frequency of Body Type

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<tr>
<td>Thin</td>
<td>78</td>
<td>29.9%</td>
</tr>
<tr>
<td>Medium</td>
<td>152</td>
<td>58.2%</td>
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<tr>
<td>Fat</td>
<td>18</td>
<td>6.9%</td>
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<tr>
<td>Muscled</td>
<td>8</td>
<td>3.1%</td>
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## Frequency of Monthly Purchase

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<tr>
<td>3-5 times</td>
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<td>6-9 times</td>
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<td>23.4%</td>
</tr>
<tr>
<td>10 times or more</td>
<td>39</td>
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<td><strong>Total</strong></td>
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## Percentage of Your Income Spend on Food

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<th>Percent</th>
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<td>80% to 60%</td>
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<td>60% to 40%</td>
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<td>40% to 20%</td>
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<tr>
<td>20% or less</td>
<td>48</td>
<td>18.4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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<td><strong>100%</strong></td>
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