63. Gewisola Jahrestagung 2023 Göttingen

„Nachhaltige Ernährungssysteme

und Landnutzungswandel "

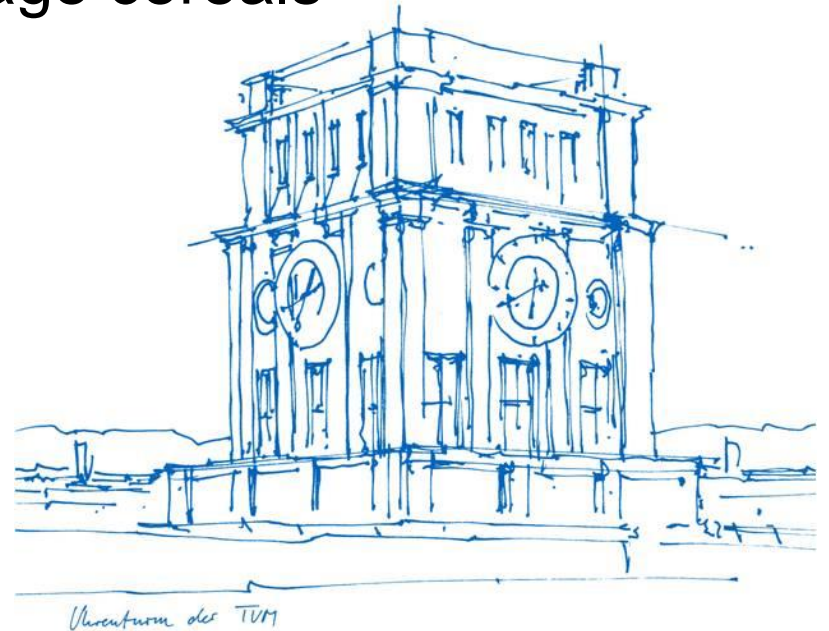# A means-end chain approach to investigate motives for the choice of bread made from heritage cereals

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Uhrenturm der TUM

Overview

Research objective

Identification of consumers' purchase motives for bread made from heritage cereals

Method & Data

MEC approach

Soft laddering

Interviews in four German cities (n=42)

Hard laddering

German wide online survey (n=1079)

Results

Hierarchical value maps

Interesting communication contents: Health and naturalness

Relevance

- Intensive production methods and climate change → loss of biodiversity worldwide

- Local resilience of production systems → agrobiodiversity (e.g., in-situ conservation)

- Balance extra costs of producers

- Generate added value for heritage cereals

- Need for appropriate communication

Research idea

Target-specific communication to increase demand

Research approach:

- MEC: Means-end chain approach (soft + hard laddering)

- Identify purchase motives for bread

- Generate communication contents

Why bread?

Germany: 1.704.630 tons of bread consumed in 2021, #1 staple food

State of the art

- Overall limited understanding of agrobiodiversity and heritage cereals

- Heritage cereals can satisfy emotionally driven trends for

  - local production

  - novel and interesting tastes

  - health-promoting ingredients

- Communication contents should extend beyond ecological benefits

- Communication should focus on positive messages

- Taste should be especially emphasized

- Taste is also most important purchase motive for bread

(Sources: Bantle & Hamm, 2014; Longin & Würschum, 2016; Teuber et al., 2016; Menger & Hamm, 2021; Lauterbach & Bantle, 2022)

Means-end chain (MEC) approach

- Suitable to uncover what motivates consumers' purchases

- Rarely only functional aspects motivate purchases

- More abstract needs of a purchase determine its value

- A-C-V linkages: attributes – consequences – values

- Values are the most abstract elements and represent the ends

- Consequences: functional and psychosocial

- Psychosocial consequences are more related to emotions → basic orientation for communication

(Sources: Lawler & Porter, 1967; Grunert, 2010; Kahle & Kennedy, 1988; Gutman, 1997; Kliebisch, 2000; Grunert, 2010)

Data collection

Soft laddering

- October – November 2021

- 42 interviews in four German cities

- Triadic sorting based on pictures of bread

- Typical „why"-questions to determine ladders

- Interviews were recorded

Hard laddering

- November 2022

- German wide online survey

- 1079 respondents finished hard laddering

- Hard laddering based on information from soft laddering

- Attribute "heritage cereals" as starting point

"I would buy bread made from heritage cereal varieties (again), because …"

"… And this is important for me, because…"

Examples of consequences and values

Functional consequences

- …, because it tastes good.

- …, because it is good for digestion.

- …, because I care about a healthy and conscious diet.

- …, because I support biodiversity and species protection with it.

Psychosocial consequences

- …, because I like variety and diversity on my plate.

- …, because health is important to me.

- …, because I want to protect the environment.

Values: Hedonism, tradition, universalism, security, benevolence

Data analysis – soft laddering

- Interviews were manually transcribed

- Each interview was coded by two coders independently (MAXQDA)

- Codebook consisted of

  - a description of MEC components

  - a description of the coding approach

  - an overview of all 74 main codes and related subcodes

  - a more detailed description of the main code plus anchor example

- Subsequent formation of individual ladders also conducted by two people

- Implication Matrix summarizes the frequencies of all linkages → Hierarchical Value Map (HVM)

Data analysis – hard laddering

- All direct linkages between elements counted and summarized in an Implication Matrix

- Cut-off level of 100

  - linkages mentioned less than 100 times not included into HVM

  - six psychosocial consequences and two values do not appear in the HVM

- Total frequencies of each element also shown

Hierarchical value map – soft laddering
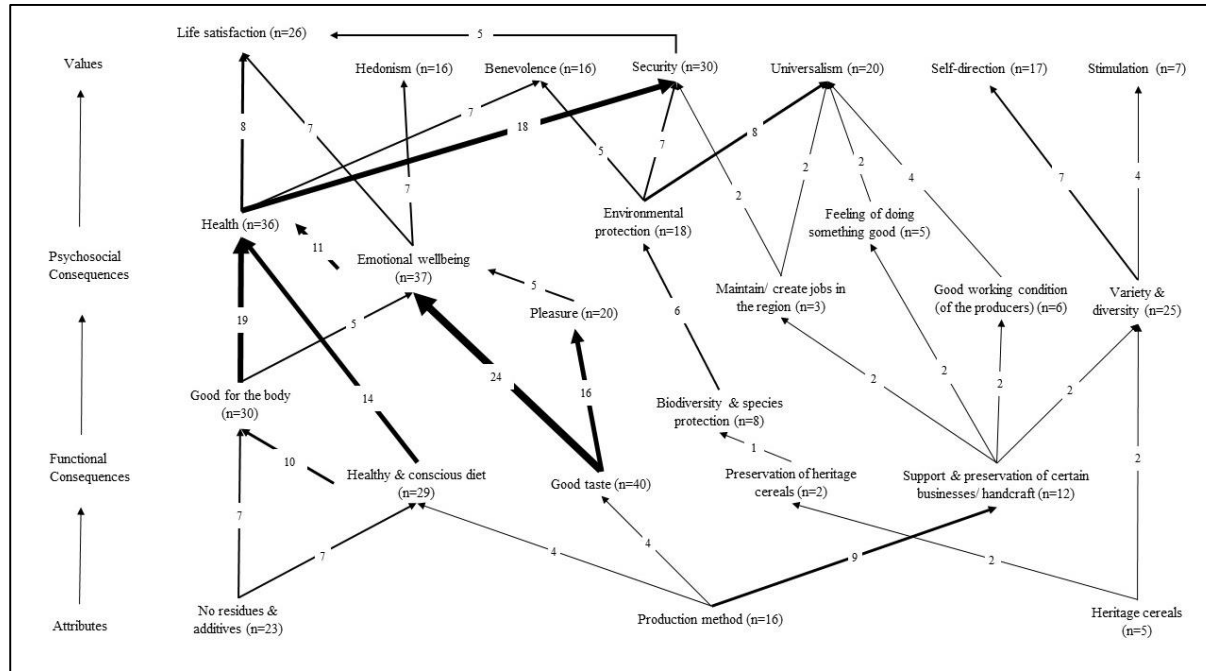
Hierarchical value map – hard laddering
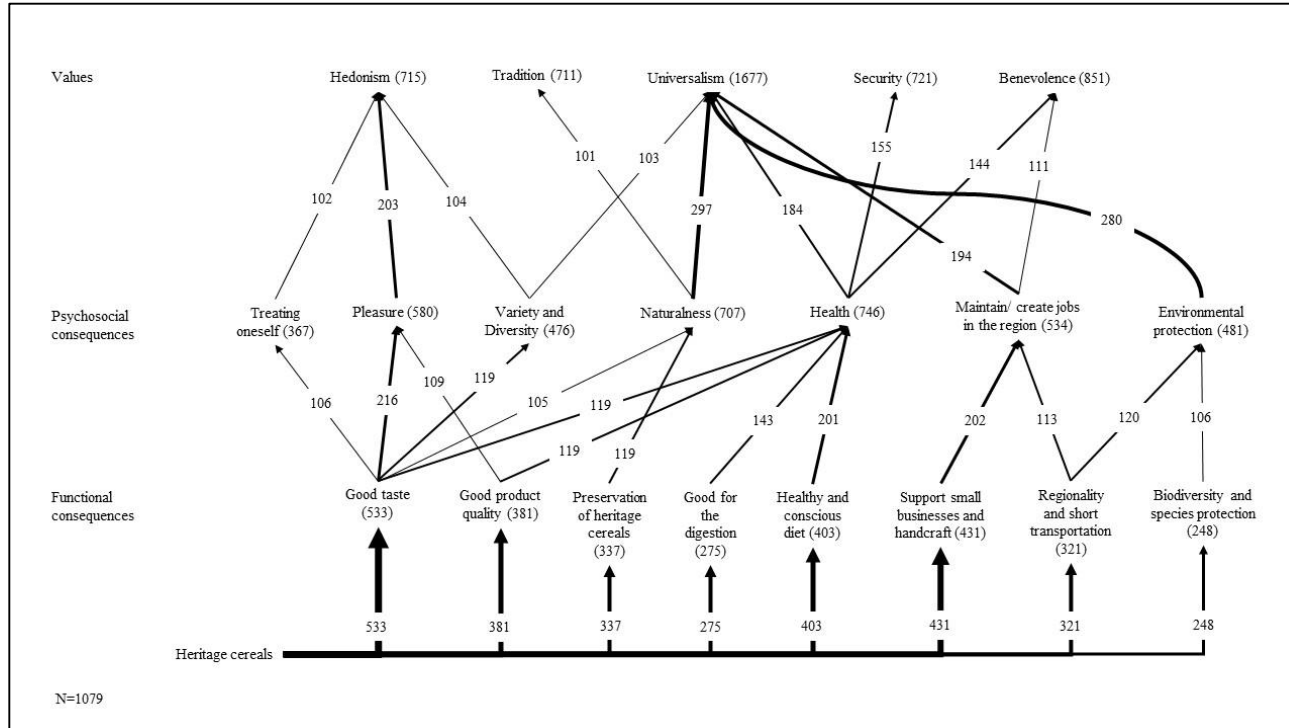
Results

- Soft laddering shows that the attribute heritage cereals has only weak linkages

- Mostly associated with the psychosocial consequences *environmental protection* and *variety & diversity*

- Hard laddering reveals that the three functional consequences *good taste*, *support small businesses and handcraft* and *following a healthy and conscious diet* are especially relevant

- Many psychosocial consequences (especially *naturalness* and *environmental protection*, but also *health*) lead to the value of *universalism*

- *Pleasure* is another important psychosocial consequence leading to *hedonism*

Discussion

- Confirmation of the strong relevance of *taste* as a purchase motive for bread made from heritage cereals

- Also very important: *health* and *naturalness*

- Differences between HVMs of soft and hard laddering

- Hard laddering forces participants to produce ladders and is cognitively less burdening

- Potentially different results for other cereal products

Implications

- Three very important MECs:

    - heritage cereals – good taste – pleasure – hedonism

    - heritage cereals – preservation of heritage cereals – naturalness – universalism

    - heritage cereals – healthy and conscious diet – health – universalism

- Psychosocial consequences will be translated into communication contents and pictures (MECCAS: Means End Chain Conceptualization of a Advertising Strategy)

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Thank you for your attention!

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