



John Thøgersen

Dept. of Marketing and Statistics
The MAPP Centre
Aarhus School of Business
Denmark

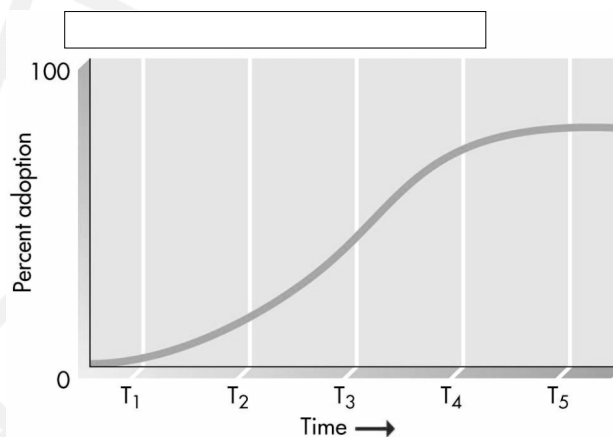
CONDOR project partners

Contact	Organisation	Country
Richard Shepherd	University of Surrey	UK
Liisa Lahteenmaki	VTT Biotechnology	Finland
Anna Saba	INRAN	Italy
George Chryssochoidis	Agricultural University of Athens	Greece
Jose Munuera	University of Murcia	Spain
John Thøgersen	MAPP, Aarhus	Denmark
Erika Claupein	Federal Research Centre for Nutrition	Germany
Maria Magnussen	Uppsala University	Sweden
Bob Hurling	Unilever	UK
Raimo Keskinen	Helsinki Mills	Finland
Tom Krog Nielsen	Organic Denmark	Denmark
Diane McCrea	Food Consultancy	UK

Outline of talk

- Introduction
 - The organic food market
 - The supply side
 - The demand side
 - The CONDOR project
- A model of consumer decision making
- Some results
 - What determines consumer attitudes towards organic food?
 - Personal and external forces codetermine intentions to buy
 - The difficult path from intentions to behaviour
- Conclusions

The S-Shaped Diffusion Curve

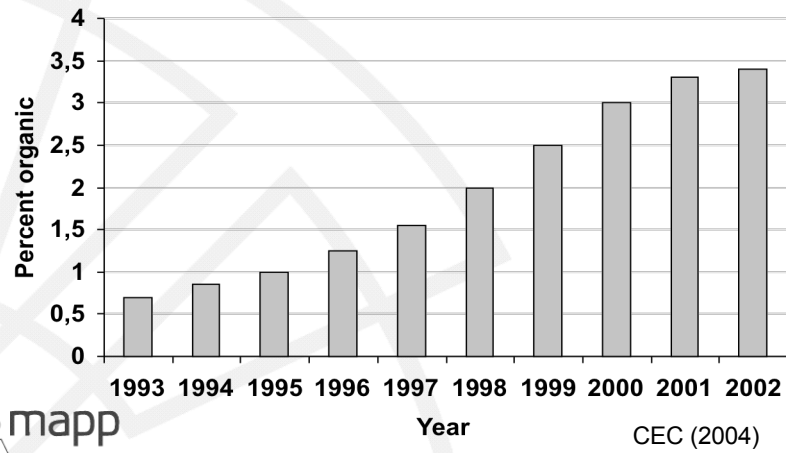




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CONsumer Decision making on ORganic products

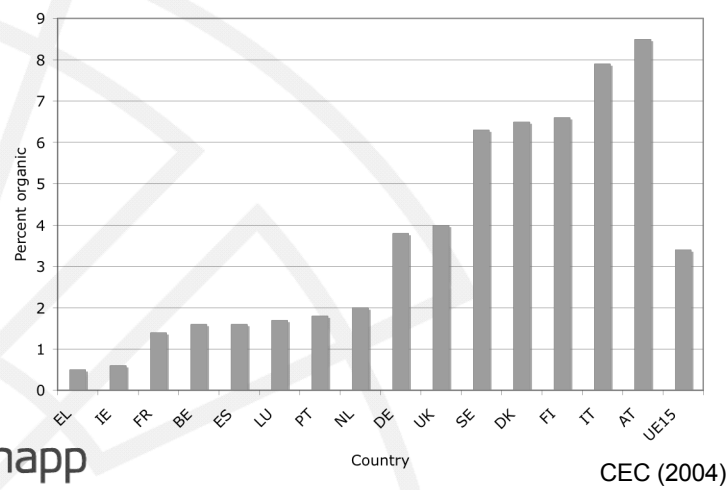
EU-15: Organic area as share of usable agricultural area



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EU-15: Organic area as share of usable agricultural area

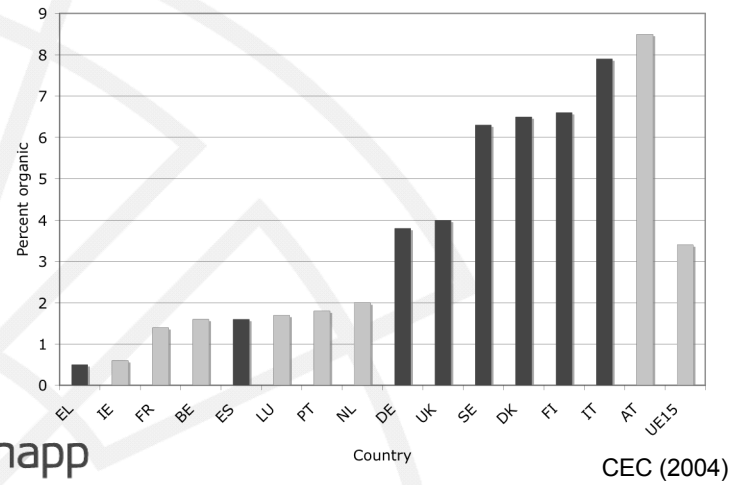




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EU-15: Organic area as share of usable agricultural area



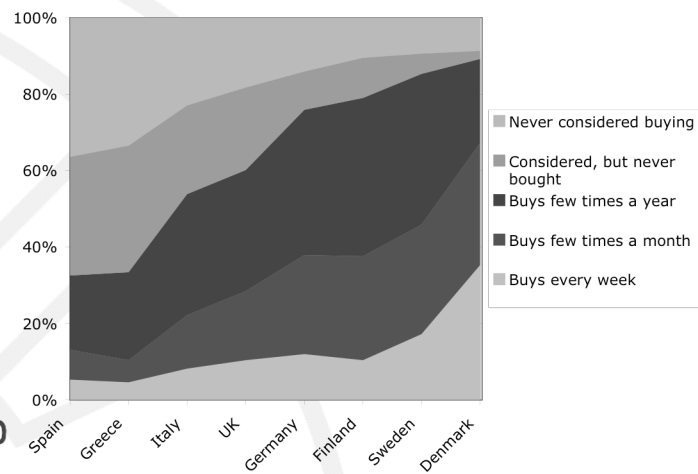
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The Adoption of Organic Food By consumers in 8 Countries

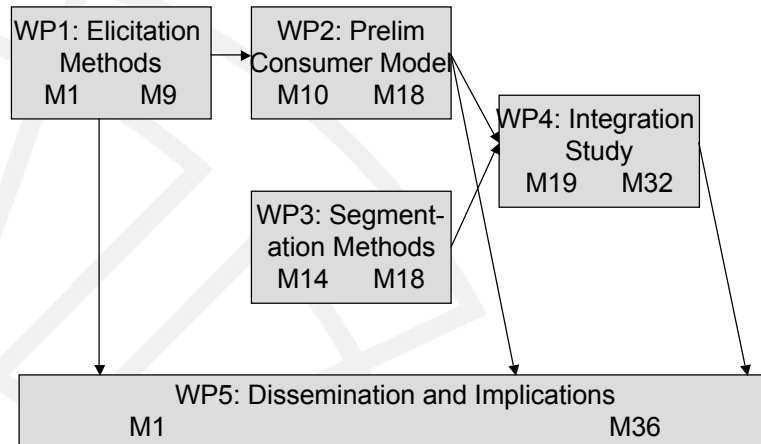


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CONDOR objectives

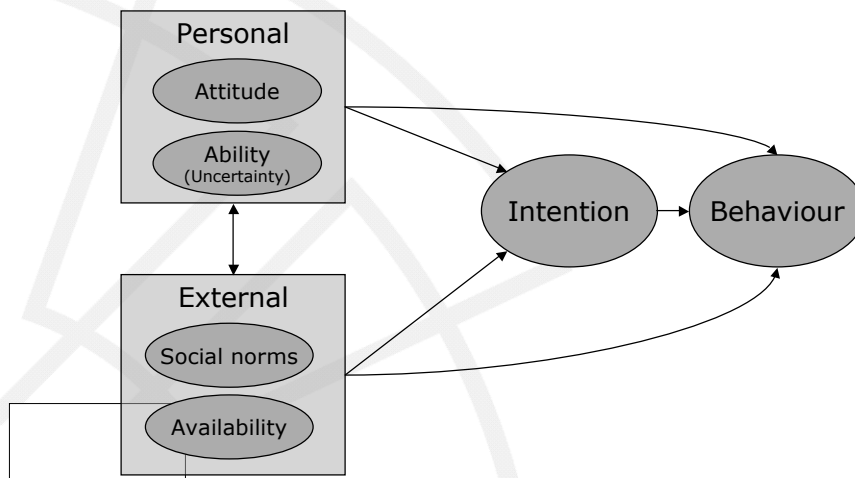
- Understanding consumer decision-making on organic foods
 - Fresh foods
 - Processed foods
- Model consumer choice of organic foods
 - across eight EU member states
 - attitudes
 - values
 - affective responses
 - moral concerns

Structure of the project

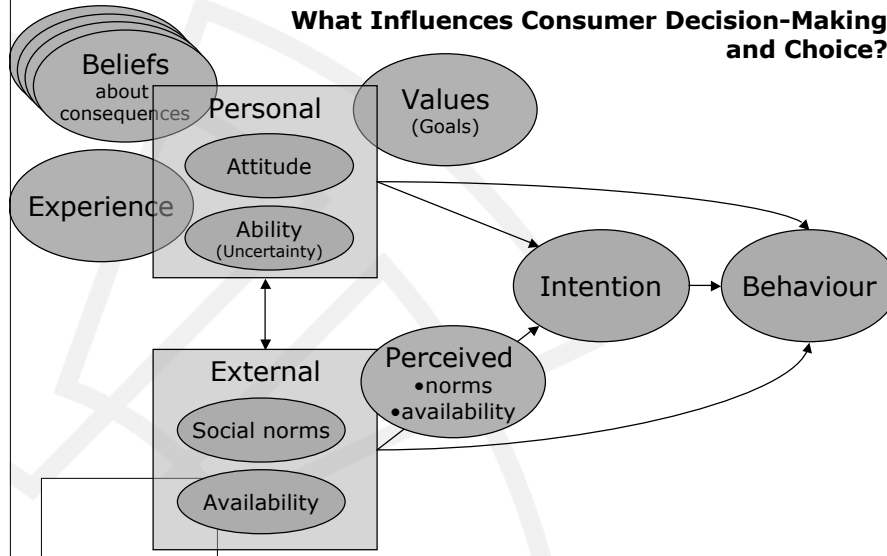


Consumer Decision-Making and Choice

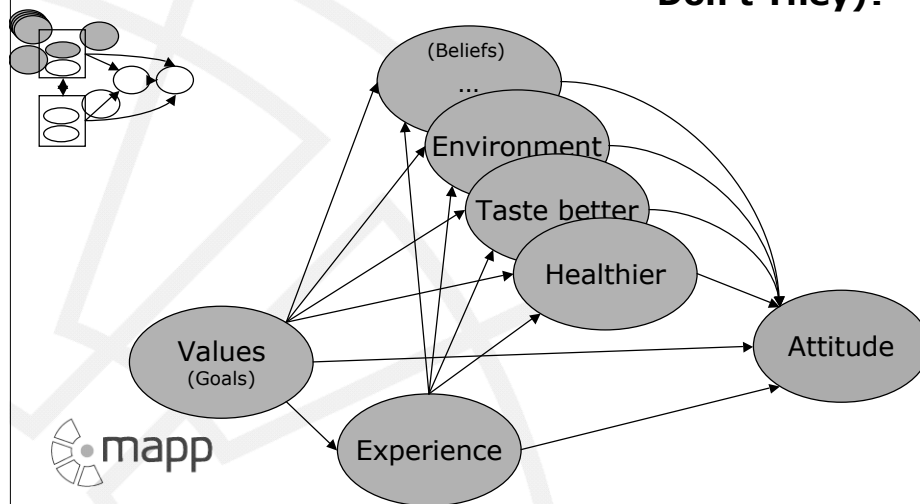
What Influences Consumer Decision-Making and Choice?



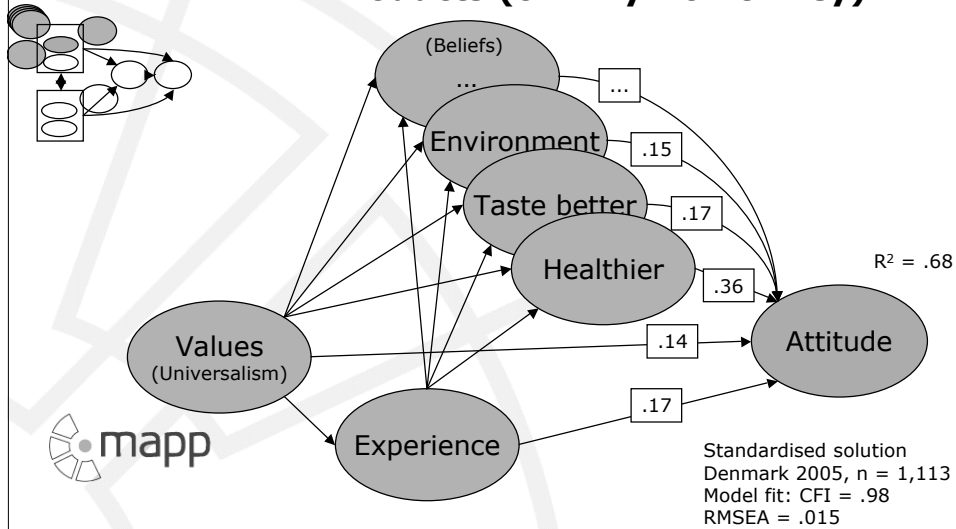
What Influences Consumer Decision-Making and Choice?



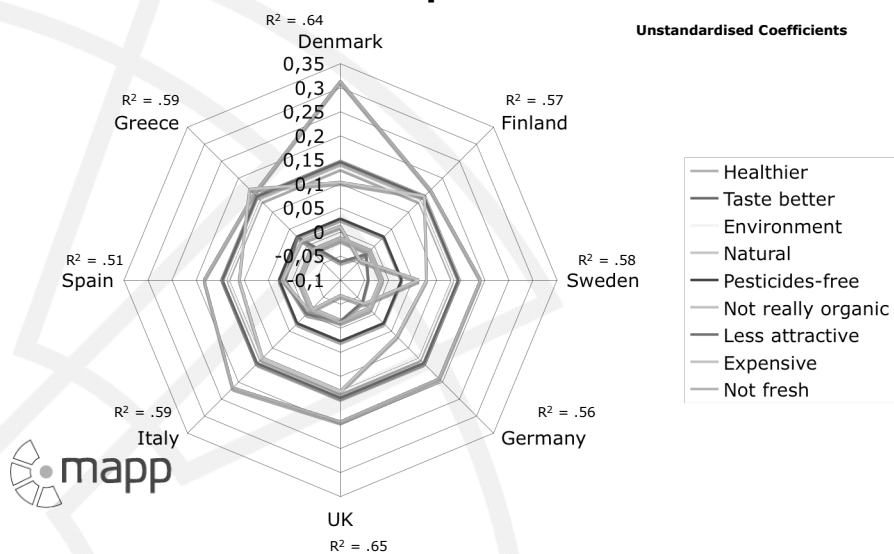
Why do People Want Organic Food (or Why Don't They)?



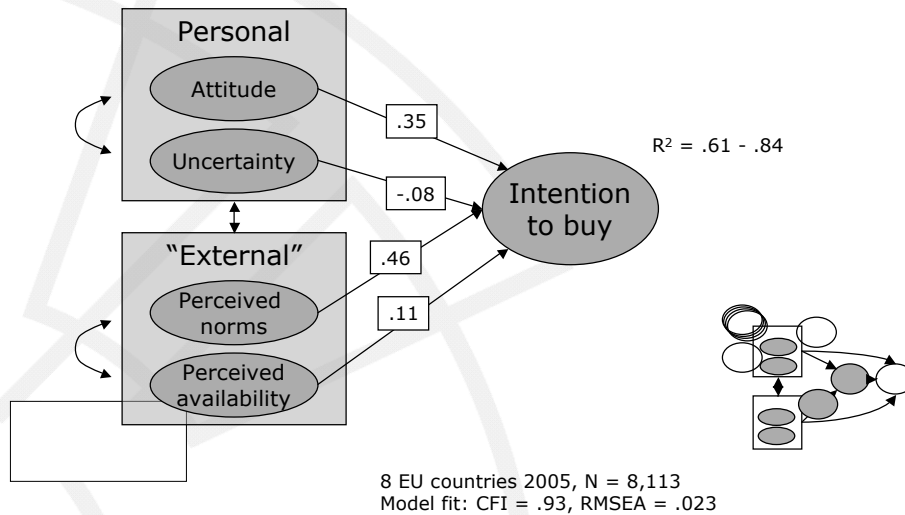
Why do People Want Organic Tomato Products (or Why Don't They)?



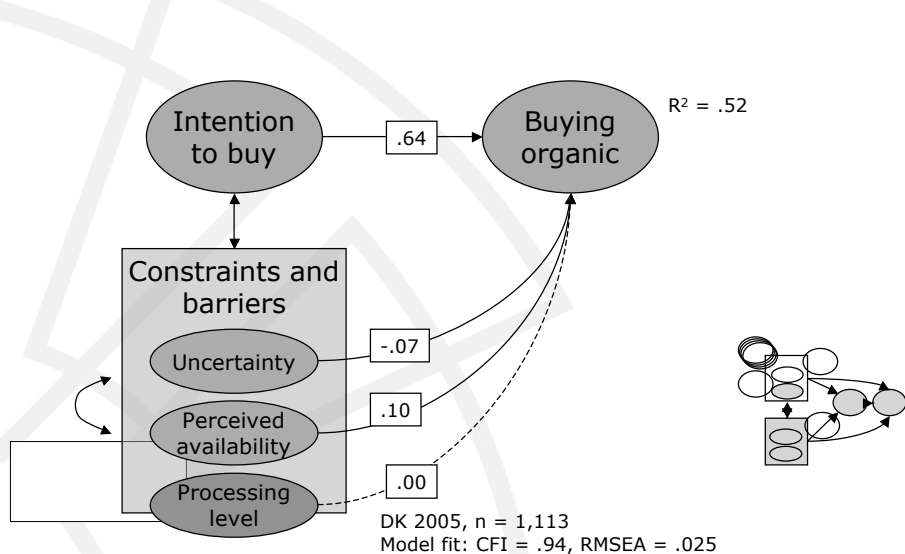
Belief Importance in 8 Countries



What Influences the Decision to Buy Organic (or Not)?

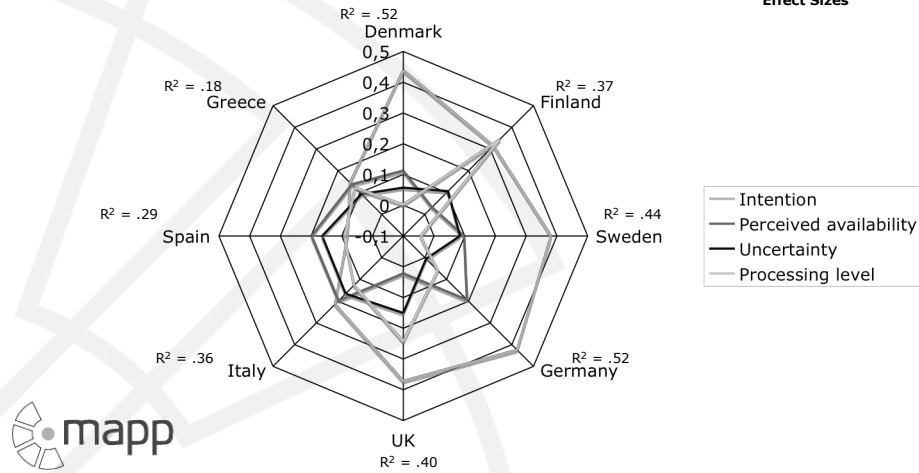


From Intention to Action



From Intention to Action in 8 Countries

Unstandardised Coefficients;
Effect Sizes



Conclusions

- Consumer choices of organic food are based in similar reasoning and reasons in the 8 countries

Conclusions

- Individual attitudes towards buying organic food are primarily based on beliefs about benefits (healthy, taste better, environment-friendly) while beliefs about costs or risks are much less influential
- Attitudes are only partially the result of a “rational” balancing of benefits and costs
 - Attitudes are adjusted to the consumer’s values and past behaviour

Conclusions - 2

- Decisions about buying organic food are not only - not even primarily - based on individual attitudes (wants)
- Social reasons are more important than personal reasons for deciding to buy organic food products
- Uncertainty about what organic food is and perceived difficulties with getting organic food make some consumers give up

Conclusions - 3

- The likelihood that decisions to buy organic food is followed by behaviour is high in the North and low in the South of Europe
- The difference can partly - but only partly - be explained by uncertainty and perceived barriers being more influential in the South
- The difference reflects the difference in the maturity of the organic market in the different countries
 - Indicates that the higher actual barriers for consumers in immature markets are important and that they are not reflected well in consumers' subjective perceptions of the barriers



Consumer Decision Making on Organic Products (CONDOR) Home Page - Microsoft Internet Explorer

Address: <http://www.condor-organic.org/>

CONDOR
Consumer Decision Making on Organic Products

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PUBLICATIONS

Project #: QLK1-2002-02446
Acronym: CONDOR

EUROPEAN COMMISSION
This project is being carried out with financial support of the European Communities, under the 5th Framework Programme for Research, Technology & Demonstration, specific RTD programme Quality of Life and Management of Living Resources, Key Action 1 "Food, Nutrition & Health". It does not necessarily reflect the Commission's views and in no way anticipates its future policy in this area.

This EU funded project brings together a multidisciplinary team across eight EU member states to examine consumer decision-making processes involved in the choice between organic and non-organic foods.

For more information about the project please read the [CONDOR brochure](#) [PDF ~12Mb NB: You will require Adobe Reader V 6.0 and above to read this file] or have a look at the 2 newsletters [Newsletter 1](#): 30 April 2003 [PDF ~109Kb] and [Newsletter 2](#): 31 October 2003 [PDF ~65Kb]

The CONDOR team meets twice a year - a list of previous and upcoming meetings is available.

www.condor-organic.org