THE BEHAVIORAL MODEL OF THE CYPRIOT CONSUMER OF ORGANIC FOOD (2019 STUDY)

2nd Consumers' Survey Report

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July 2019

Contents

EXECUTIVE SUMMARY

Purpose
The purpose of this survey is to describe the behavioral profile of the Cypriot consumer of organic food in 2019 in comparison with the results of the 2016 survey.

Outcomes
Our survey set to enable the thorough study of the behaviors and behavioral intentions of Cypriot consumers of organic food and to what extent consumer attitude, perceived social influence, and perceived control of the performance of the behavior drive the development of behavioral intentions and lead to behaviors of consumption of organic food.

Results
With regard to the concepts of the Theory of Planned Behaviour, the summary statistics suggest that our sample subjects appear to have a favorable attitude towards the consumption of organic food. This attitude does not appear to have changed since the baseline study. In terms of Subjective Norms, the social environment of the sample subjects appears to only weakly advocate the consumption of organic food though there are multiple items indicating that the social environment is perceived by the sample to have a stronger influence on their expected behavior compared to 2016. Regarding Perceived Behavioral Control, the sample subjects do not seem to experience any major obstacles in consuming organic food. There is yet a clear indication that since the baseline study, consumers feel less constrained by the cost of organic food.

Conclusions
In conclusion, the 2019 survey in comparison to the first survey in 2016, showed that:
a. 75% of consumers have bought organic foods, showing an increase of 15% compared to 2016. In addition, there was an improvement in the purchase frequency.
b. There was an increase in the percentage of households purchasing organic foods in comparison to conventional foods in 2019. The increase concerns all food categories.
c. Consumers, who participated in the 2019 survey, showed intention to pay more for organic foods in comparison to 2016. More specifically, only 11.5% of the participants (2016: 22.3%) do not intent to pay extra money for organic foods, whereas 31% (2016: 19%) intend to pay up to 25% more and 9.5% (2016: 5%) intend to pay up to 50% more.

ΣΥΝΟΨΗ

Σκοπός
Σκοπός της παρούσας έρευνας είναι να περιγράψει το προφίλ συμπεριφοράς του κυπριακού καταναλωτή βιολογικών τροφίμων το 2019 σε σύγκριση με τα αποτελέσματα της έρευνας του 2016.

Αντίκτυπος
Η έρευνά μας θέλησε να επιτρέψει τη διεξοδική μελέτη των υφιστάμενων συμπεριφορών και προθέσεων συμπεριφοράς των καταναλωτών βιολογικών τροφίμων στην Κύπρο και σε ποιο βαθμό η συμπεριφορά των καταναλωτών, η αντιληπτή κοινωνική επιρροή και ο αντιληπτός έλεγχος της συμπεριφοράς οδηγούν στην ανάπτυξη των συμπεριφοριστικών προθέσεων και οδηγούν σε συμπεριφορές κατανάλωσης βιολογικών τροφίμων.

Αποτελέσματα

Όσον αφορά την έννοια της Θεωρίας της Καθοδηγούμενης Συμπεριφοράς, τα συνοπτικά στατιστικά στοιχεία υποδηλώνουν ότι το δείγμα μας φαίνεται να έχει ευνοϊκή στάση απέναντι στην κατανάλωση βιολογικών τροφίμων. Αυτή η στάση δεν φαίνεται να έχει αλλάξει από τη πρώτη μελέτη. Όσον αφορά τα υποκειμενικά πρότυπα, το κοινωνικό περιβάλλον των συμμετεχόντων φαίνεται να υποστηρίζει ελάχιστα την κατανάλωση βιολογικών τροφίμων, αν και υπάρχουν πολλά στοιχεία που υποδηλώνουν ότι το κοινωνικό περιβάλλον γίνεται αντιληπτό από το δείγμα ώστε να επηρεάζει περισσότερο την αναμενόμενη συμπεριφορά τους σε σύγκριση με το 2016. Όσον αφορά τον Αντιληπτό Έλεγχο Συμπεριφοράς, οι συμμετέχοντες δεν φαίνεται να αντιμετωπίζουν σημαντικά εμπόδια στην κατανάλωση βιολογικών τροφίμων. Υπάρχει ακόμη σαφής ένδειξη ότι, από τη βασική μελέτη, οι καταναλωτές αισθάνονται λιγότερο περιορισμένοι από το κόστος των βιολογικών τροφίμων.

Συμπεράσματα

Συμπερασματικά, η έρευνα του 2019 σε σύγκριση με την πρώτη έρευνα το 2016 έδειξε ότι:

α. Το 75% των καταναλωτών αγόρασε βιολογικά τρόφιμα, σημειώνοντας αύξηση 15% σε σύγκριση με το 2016. Επιπλέον, σημειώθηκε βελτίωση στη συχνότητα αγοράς.

β. Υπήρξε αύξηση του ποσοστού των νοικοκυριών που αγοράζουν βιολογικά τρόφιμα σε σύγκριση με τα συμβατικά τρόφιμα το 2019. Η αύξηση αφορά όλες τις κατηγορίες τροφίμων.

γ. Οι καταναλωτές που συμμετείχαν στην έρευνα του 2019 έδειξαν πρόθεση να πληρώσουν περισσότερα για τα βιολογικά τρόφιμα σε σύγκριση με το 2016. Ειδικότερα, μόνο 11,5% των συμμετεχόντων (2016: 22,3%) δεν σκοπεύουν να πληρώσουν επιπλέον χρήματα για βιολογικά τρόφιμα, ενώ 31 % (2016: 19%) σκοπεύουν να πληρώσουν έως και 25% περισσότερο και 9,5% (2016: 5%) σκοπεύουν να πληρώσουν μέχρι και 50% περισσότερο.

INTRODUCTION

A focal objective of the Organiko Life + project is to understand the interaction between organic cultivation and its production and people. For the study of this relationship, the research team designed and executed in 2016 a Cyprus-wide survey that set to understand the behavioral model of the indigenous consumer of organic food. The aim of the survey research was to complement other actions within the project with a detailed description of the behavioral profile of the Cypriot consumer of organic food. It set to enable the thorough study of the existing behaviors and behavioral intentions of Cypriot consumers of organic food and to what extent consumer attitude, perceived social influence, and perceived control of the performance of the behavior drive the development of behavioral intentions and lead to behaviors of consumption of organic food. The survey was guided by the theory of planned behavior (TPB) (Ajzen, 1991).

The baseline study of 2016 was an initial assessment of the prospective target audience, their behavior and the factors which influence it. It provided a critical reference point as it established a basis for making temporal comparisons, particularly with ensuing surveys such as the one we describe herein this report with fresh data collected in 2019.

RESEARCH DESIGN

Similar to the baseline survey, the target population in the follow-up survey was male and female adults aged 18-65 (element), from individual households (sampling unit), who live in any of the five cities within the free geographical areas of the Republic of Cyprus (Larnaca, Limassol, Pafos, Famagusta, Nicosia). The survey took place between March-May 2019. The method of information collection was personal interviews that were taken at major market places in Limassol (Mall of Limassol), Nicosia (My Mall), Pafos (King's Avenue Mall), Larnaca (McKenzie area), and Famagusta (Protaras area). We used a random, stratified (city as the strata) methodology with proportional allocation based on the number of households in each of the sample areas according to information from the latest census of 2011. Specifically, about 39% of interviews were conducted with households from Nicosia, 28% from Limassol, 17% from Larnaca, 11% from Pafos and 6% from Famagusta. The execution of the survey was based on one variant of the questionnaire addressing to people whose native language is Greek. The sample characteristics were validated by comparing the average age of our sample elements to that of the overall population. To ensure a statistical power of our sample greater than 0.80 we calculated a required sample size of at least 400 interviews. This would also allow us to achieve a level of precision of ±4 years from the population's weighted average age, which was calculated at 36 years using information from the latest census statistics. The successful sample size was 455 complete questionnaires that allowed us to attain a statistical power of 0.86. The weighted average age of the sample elements was 39.3 that was not statistically different from that of the overall population. This result bolsters the representativeness of our sample to the overall population.

RESULTS

Table 1 presents the summary statistics for the 2019 study along with the summary statistics for the baseline survey in 2016 for comparison. Survey questions in bold suggest that the difference in means between 2016 and2019 is statistically significant at the 0.05 significance level.

With regard to the concepts of the TPB, the summary statistics suggest that our sample subjects appear to have a favorable attitude towards the consumption of organic food. This attitude does not

appear to have changed since the baseline study. In terms of Subjective Norms, the social environment of the sample subjects appears to only weakly advocate the consumption of organic food though there are multiple items indicating that the social environment is perceived by the sample to have a stronger influence on their expected behavior compared to 2016. Regarding Perceived Behavioral Control, the sample subjects do not seem to experience any major obstacles in consuming organic food. There is yet a clear indication that since the baseline study, consumers feel less constrained by the cost of organic food. Still, accessibility to organic food remains an issue. Moreover, we observe an overall improvement in the intentions of the sample subjects to consume organic food.

Concerning the various forms of consumer behavior, 75% of our sample subjects have previously purchased organic food. Compared to the baseline study, this is associated with a striking increase of 15 percentage points. Moreover, there has been an improvement in the purchase frequency. Still, the overall sample does not appear to be encouragingly involved with spending time on reading, discussing, getting informed about, or recommending the consumption of organic food to others.

Beyond the theory-related information, we asked several other questions to obtain information about other aspects and details of Cypriot consumers' behavior. According to this additional information, the physical appearance of organic food does not appear to influence consumers' purchase decision. The sample subjects consider that additional information about organic food production would increase their consumption less compared to what was stated in the baseline study. This may suggest that information about organic food might now be less important in the decision process or that the sample in the follow-up study is overall more informed. Trust levels for producers of organic food remain moderate and, compared to the baseline study, consumers feel a lower– but still – strong preference for locally produced organic products.

Most importantly, there has been an increase in the proportion of organic foods relative to conventional foods that the sample households purchase. This increase between 2016-2019 applies to all food categories. Additionally, organic food stores and supermarkets remain the preferred outlets for purchasing organic foods. Finally, the overall impression we get from the follow-up study about consumers' impressions of the cost of organic food, is that of a clear movement towards an intention to pay more for the purchase of organic food compared to conventional food. Specifically, only 11.5% (2016: 22.3%) intend to pay no additional premium for organic food; 47.7% (2016: 53.3%) intend to pay up to 10% more; 31.4% (2016: 19.1%) intend to pay up to 25% more; and 9.45% (2016: 5.1%) intend to pay up to 50% more. This change in the sample's intended acceptance of a premium price for organic food might be associated with a stronger evaluation of the household's income (i.e. 3.09/5 in 2019 vs. 2.85/5 for 2016).

TABLE 1: SUMMARY STATISTICS – 2016 VS 2019

		2016			2019	
Variable	**Mean**	**Percentage**	**SD**	**Mean**	**Percentage**	**SD**
Demographic Characteristics						
Gender	Men	35%			46.15%	
	Women	65%			53.85%	
City of residence	Famagusta	4.07%			5.18%	
	Larnaca	16.75%			16.3%	
	Limassol	28.81%			28.10%	
	Nicosia	40.26%			39.20%	
	Pafos	10.12%			11.13%	
Age	36.68		11.93	39.32		12.22

Educational level	Primary	2.15%			0.41%	
	Gymnasium	4.66%			3.51%	
	Lyceum	21.17%			25.46%	
	Diploma	15.81%			20.7%	
	Degree	38.58%			33.05%	
	Masters/PhD	17.64%			16.85%	
Number of household members	3.16		1.35	3.44		1.37
Number of household members under 18	0.69		0.88	0.71		0.97
Family status	**Single**	41.36%		35%		
	Married	55.08%		56.78%		
	Divorced	2.99%		6.87%		
	Widow/er	0.57%		1.13%		
Evaluate the household income	2.85		0.78		3.09	0.80
Behavioral beliefs (Attitude)	Mean	Percentage	SD	Mean	Percentage	SD
Organics consumption helps me protect the environment	4.16		0.97	4.10		1.05
By eating organic food, I would eat food that is friendly to the environment	4.29		0.85	4.12		1.04
By eating organic food, I would be helping the local community	3.81		1.05	3.70		1.09
By eating organic food, I would eat healthy food	4.38		0.85	4.32		0.86
Normative beliefs (Subjective Norms)	Mean	Percentage	SD	Mean	Percentage	SD
Most people who are important to me would approve of me eating organic food	3.90		1.10	3.95		1.05
Overall, it is expected of me to eat organic food	3.27		1.21	3.41		1.16
Most people who are important to my life would consider I should eat organic food	3.47		1.16	3.68		1.07
My family believes I should be eating organic food	3.43		1.23	3.62		1.10
Most people whose views I appreciate would approve of me eating organic food	3.70		1.07	3.78		1.00
Control beliefs (Perceived Behavioral Control)	Mean	Percentage	SD	Mean	Percentage	SD
If I wanted to buy organic food it would be easy for me to find it	3.43		1.02	3.57		1.08
For me, it is easy to consume organic food	3.32		1.07	3.33		1.05
Eating organic food depends on me	4.06		0.94	4.03		1.15
Nothing prevents me from eating organic food	3.63		1.12	3.49		1.30
I am sure that if I wanted I could eat organic food	3.91		0.99	3.86		1.06
Organic food is accessible to my local store	3.06		1.32	3.22		1.30
I believe I have the money required to eat organic food	2.95		1.11	3.04		1.21
I would avoid buying organic food if I thought it was expensive	3.81		1.11	3.66		1.09
I believe I have the time to buy organic food	3.46		1.06	3.42		1.14
Behavioral Intentions	Mean	Percentage	SD	Mean	Percentage	SD
The next time I will buy food it is very likely to be organic	2.90		1.05	3.11		1.06
I intend to eat organic food regularly	3.06		1.05	3.15		1.06
I will try to eat organic food regularly	3.27		1.05	3.46		1.01

Behavior	Mean	Percentage	SD	Mean	Percentage	SD
Have you bought organic food	No: 39.8%		Yes: 60.2%	No: 24.84		Yes: 75.16
How often do you buy organic food	2.49		0.97	2.84		0.93
How much time have you spent on getting informed about stores that sell organic food	2.43		1.23	2.54		1.21
How much time have you spent on getting informed about organic food	2.55		1.21	2.71		1.16
How often do you read magazines or special publications for organic food	2.31		1.25	2.40		1.21
How often do you participate in discussions about organic food	2.38		1.20	2.31		1.09
How often do you suggest to others to consume organic food	2.43		1.30	2.45		1.21

Additional Questions	Mean	Percentage	SD	Mean	Percentage	SD
I would not buy organic food if it not look nice	2.52		1.30	2.40		1.30
Better understanding of how organic food is produced would increase my consumption of organic food	3.92		1.03	3.73		0.97
I trust producers of organic food	3.30		1.01	3.33		1.03
It is more likely to buy organic food that is produced in Cyprus than elsewhere	4.08		0.96	3.82		1.16
I would be annoyed if I could not find the organic food I need	3.67		1.10	3.37		1.09
Eating organic food means to pay more	4.05		1.03	3.92		1.14
I would prefer to buy organic food even if it meant to pay more	2.94		1.03	3.01		1.15
% organic food I buy:						
a) Dairy	22.34		30.16	33.02		33.74
b) Meat	15.47		23.94	21.04		28.62
c) Bread	18.96		29.14	35.92		35.30
d) Fruit and Vegetable	43.72		34.81	60.34		32.99
e) Eggs	53.21		41.90	69.30		34.09
f) Olive oil	53.67		44.13	72.26		35.62
If I wanted to buy organic food, I would buy it from (multiple choices)						
a) Supermarket		65.25%			57.80%	
b) Greengrocer		33.71%			25.93%	
c) Organic food store		68.30%			64.84%	
d) Directly from the producer		46.65%			29.89%	
e) The internet		7.93%			3.52%	
f) I would produce it		25.81%			23.08%	
I intend to pay more for the purchase of organic food						
a) Not at all		22.3%			11.43%	
b) Up to 10% more		53.3%			47.69%	
c) Up to 25% more		19.1%			31.43%	
d) Up to 50% more		5.1%			9.45%	

Empirical Results

Similar to the baseline study, we use structural equation modeling (SEM) analysis to determine the relative contributions of Attitudes, Subjective Norms, and Perceived Behavioral Control to the prediction of Intentions; and the relative contributions of Intentions and Perceived Behavioral Control to the prediction of Behavior. We initially estimate the basic theoretical model, by also controlling for the

subjects' education and age, household income, and the number of members of the household that are less than 18 years of age. We obtain robust standard errors by deploying a variance-covariance error structure that is adjusted for the observation's clustering. The cluster variable we used was the subject's city of residence. The model describes well our data as suggested by the fit statistics [(X^2(264) = 958.215; p < 0.001); RMSEA = 0.06; CFI = 0.896; TLI = 0.894]. Our model explains 31% of the variance in consumers' Intentions (R^2 = 0.31) and 29% of the variance in consumers' Behaviors (R^2 = 0.29).

The structural model estimates are presented in Figure 1. The results suggest that Attitude (b = 0.23; p < 0.013), Subjective Norms (b = 0.4; p < 0.001) and Perceived Behavioral Control (b = 0.32; p < 0.001) are statistically significant and drive Intention as suggested by the TPB. The standardized coefficients suggest that Subjective Norms have the strongest effect (in standardized terms), followed by Perceived Behavioral Control and Attitude. Moreover, Behavioral Intentions (b = 0.51; p < 0.001) is a strong driver of Behavior. Perceived Behavioral Control also has a positive relationship with Behavior, but this is statistically non-significant (b = 0.039; p < 0.54). These results suggest that our data mostly support the predictions of the TPB, which can be used to guide appropriate interventions to the Cypriot consumer's behavioral model. Interestingly, the subject's age and education have no statistically significant relationships with behavior, whereas the household income (b = 0.072; p < 0.077), and the number of younger members in the family (b = 0.097; p < 0.001) influence behavior in a positive fashion.

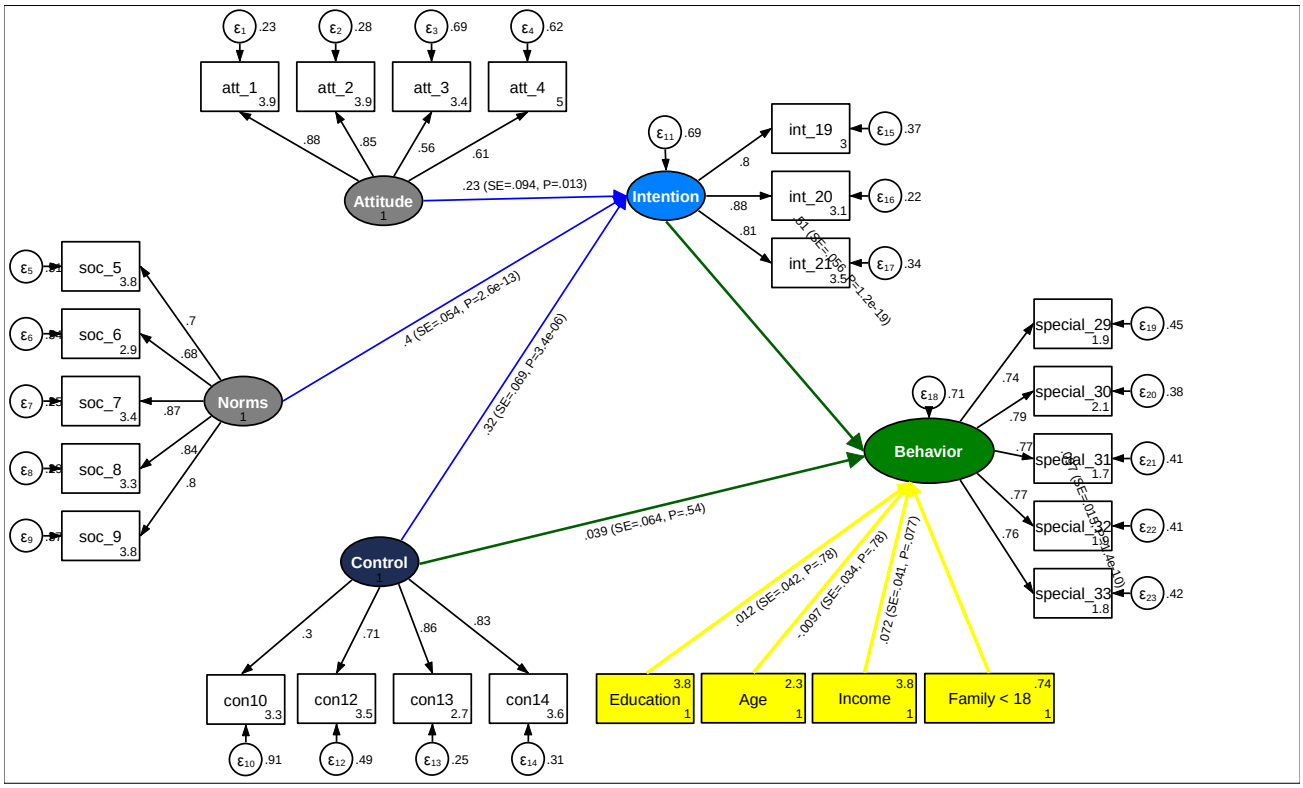

FIGURE 1: THE MAIN THEORETICAL MODEL

According to the TPB, men and women may exhibit differences in intentions and behavior as a possible result of divergent behavioral, normative, and/or control beliefs, which affect the proximal antecedents of intentions; i.e. Attitudes, Subjective Norms, and Perceptions of Behavioral Control (Ajzen, 2005). To examine whether behavioral differences do exit between the two genders, we re-estimated the main model for each of the two groups. Results for men and women are presented in Table 2. According to the results the effects on Behavioral Intentions differ across genders. Especially, for Attitude, only men's favorable or unfavorable appraisal of the behavior of consuming organic food influences Intention. With regard to the actual Behavior, women's Intention has a stronger effect than men's Intention whereas Income matters for organic food consumption only for men. On the contrary, Age, Family dependents, Education, and Perceived Control do not appear to have a different effect on Behavior across the two genders. Overall, these findings suggest that the behavioral models of men and women exhibit statistically significant differences that must be taken into account when designing interventions.

TABLE 2: BEHAVIORAL DIFFERENCES BETWEEN MEN AND WOMEN

Study Year	Variable	Stand. Coef.	Robust Std. Err.	z-statistic	P>z
	Effects on Intention				
Women	Attitude	0.111	0.079	1.410	0.159
Men		0.356	0.068	5.210	0.000
Women	Norms	0.391	0.069	5.670	0.000
Men		0.349	0.056	6.270	0.000
Women	Control	0.259	0.090	2.890	0.004
Men		0.353	0.056	6.260	0.000
	Effects on Behavior				
Women	Intention	0.569	0.086	6.610	0.000
Men		0.477	0.067	7.160	0.000
Women	Income	0.073	0.047	1.550	0.121
Men		0.139	0.056	2.500	0.013
Women	Age	0.066	0.065	1.010	0.312
Men		0.060	0.125	0.480	0.633
Women	Family < 18	0.100	0.057	1.760	0.079
Men		0.036	0.074	0.490	0.624
Women	Education	0.015	0.050	0.290	0.772
Men		0.000	0.060	-0.010	0.994
Women	Perceived Control	0.029	0.061	0.480	0.631
Men		0.053	0.093	0.570	0.568

Moreover, we conducted a cross-year comparison of the structural effects with regard to the overall sample and separately for men and women. Table 3 shows the comparison between 2016 and 2019 for the two full samples. Overall, we observe that Attitude, Norms, and Control exhibit a stronger effect on Behavioral Intention in 2019 compared to 2016. In turn, Behavioral Intention translates to Behavior with comparable strengths for the two years. Moreover, Perceived Control is not a prerequisite for Behavior for 2019, whereas the baseline study suggested that Behavior depended weakly on Perceived Control. On the other hand, household Income influences Behavior mostly in the 2019 study, whereas Family dependents and Age influence Behavior only in the baseline study.

TABLE 3: CROSS-STUDY COMPARISON

Study Year	Variable	Stand. Coef.	Robust Std. Err.	z-statistic	P>z
	Effects on Intention				
2016	Attitude	0.124	0.032	3.830	0.000
2019		0.226	0.052	4.300	0.000
2016	Norms	0.388	0.027	14.250	0.000
2019		0.413	0.081	5.080	0.000
2016	Control	0.270	0.054	4.970	0.000
2019		0.315	0.014	22.320	0.000
	Effects on Behavior				
2016	Intention	0.549	0.045	12.260	0.000
2019		0.500	0.042	11.890	0.000
2016	Income	0.088	0.052	1.700	0.089
2019		0.094	0.024	3.880	0.000
2016	Age	0.063	0.011	5.580	0.000
2019		0.027	0.061	0.440	0.661
2016	Family < 18	0.118	0.038	3.110	0.002
2019		0.098	0.053	1.850	0.064
2016	Education	0.025	0.042	0.600	0.550
2019		0.052	0.047	1.120	0.264
2016	Perceived Control	0.066	0.040	1.670	0.095
2019		0.036	0.044	0.820	0.413

Table 4 presents the results when we compare the two sub-samples for men for 2016 and 2019, respectively. The striking difference between the two studies is that Attitude does not drive Intention in 2019 as it did for 2016. On the contrary, Norms and Control have comparable effects on Intention. This may suggest that whether men have a favorable or unfavorable appraisal of the behavior of consuming organic food does not lead to favorable intentions as much as normative pressures or their perception about the ease or difficulty about doing so do. Intention has a comparable effect on Behavior for both years. However, income is relevant for Behavior only in the 2019 study, whereas Perceived Control drives Behavior only in the 2016 study. Age, Family dependents, and education do not influence men's Behavior in either of the studies.

TABLE 4: CROSS-STUDY COMPARISON (MEN 2016 VS 2019)

Study Year	Variable	Stand. Coef.	Robust Std. Err.	z-statistic	P>z
	Effects on Intention				
2016	Attitude	0.206	0.102	2.020	0.044
2019		0.078	0.080	0.970	0.332
2016	Norms	0.401	0.187	2.140	0.032
2019		0.479	0.036	13.370	0.000
2016	Control	0.276	0.070	3.910	0.000
2019		0.277	0.099	2.790	0.005
	Effects on Behavior				
2016	Intention	0.497	0.090	5.510	0.000
2019		0.519	0.051	10.230	0.000
2016	Income	0.135	0.094	1.440	0.150
2019		0.079	0.037	2.150	0.031
2016	Age	0.047	0.058	0.810	0.418
2019		-0.008	0.073	-0.110	0.912
2016	Family < 18	0.138	0.112	1.220	0.221
2019		0.153	0.141	1.080	0.280
2016	Education	0.035	0.107	0.330	0.743
2019		0.101	0.101	1.000	0.318
2016	Perceived Control	0.139	0.045	3.120	0.002
2019		0.023	0.063	0.370	0.709

Table 5 presents the results when we compare the two sub-samples for women for 2016 and 2019, respectively. A major difference between the two studies is that Attitude does not drive Intention in 2016 as it does for 2019. On the contrary, Norms and Control have strong effects on Intention. This suggests that for the 2019 study, women's favorable or unfavorable appraisal of the behavior of consuming organic food is an important driver of favorable behavioral intentions. So is the case with normative pressures and their perceived control of the behavior. Then, Intention has a strong effect on Behavior for both years though the effect is stronger for 2016. Moreover, income is relevant for Behavior only in the 2019 study. To the contrary, Perceived Control, Age, Family dependents, and Education do not appear to influence women's Behavior in either of the studies.

TABLE 5: CROSS-STUDY COMPARISON (WOMEN 2016 VS 2019)

Study Year	Variable	Stand. Coef.	Robust Std. Err.	z-statistic	P>z
	Effects on Intention				
2016	Attitude	0.111	0.079	1.410	0.159
2019		0.356	0.068	5.210	0.000
2016	Norms	0.391	0.069	5.670	0.000
2019		0.349	0.056	6.270	0.000
2016	Control	0.259	0.090	2.890	0.004
2019		0.353	0.056	6.260	0.000
	Effects on Behavior				
2016	Intention	0.569	0.086	6.610	0.000
2019		0.477	0.067	7.160	0.000
2016	Income	0.073	0.047	1.550	0.121
2019		0.139	0.056	2.500	0.013
2016	Age	0.066	0.065	1.010	0.312
2019		0.060	0.125	0.480	0.633
2016	Family < 18	0.100	0.057	1.760	0.079
2019		0.036	0.074	0.490	0.624
2016	Education	0.015	0.050	0.290	0.772
2019		0.000	0.060	-0.010	0.994
2016	Perceived Control	0.029	0.061	0.480	0.631
2019		0.053	0.093	0.570	0.568

CONCLUSIONS

In conclusion, the 2019 survey in comparison to the first survey in 2016, showed that:
a. 75% of consumers have bought organic foods, showing an increase of 15% compared to 2016. In addition, there was an improvement in the purchase frequency.
b. There was an increase in the percentage of households purchasing organic foods in comparison to conventional foods in 2019. The increase concerns all food categories.
c. Consumers, who participated in the 2019 survey, showed intention to pay more for organic foods in comparison to 2016. More specifically, only 11.5% of the participants (2016: 22.3%) do not intent to pay extra money for organic foods, whereas 31% (2016: 19%) intend to pay up to 25% more and 9.5% (2016: 5%) intend to pay up to 50% more.

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