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The influence of authenticity on purchase intention of animal-friendly products

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Abstract

Despite consumer concerns about animal welfare standards in livestock production systems, the market share for animal-friendly products is still low. Conventionally produced meat still dominates the market in the Netherlands. The current study investigates to what extent the use of authenticity increases the purchase intention of animal-friendly meat products. An online survey among 251 Dutch consumers was conducted in order to retrieve data. The results show a negative influence of authenticity and the presence of animal welfare on the purchase intention of animal-friendly products. It is concluded that authenticity decreases the purchase intention of animal-friendly products, as these kind of products are perceived as more expensive. Findings of this study give more insight into the relationship between authenticity and animal-friendly products, which provides implications for scholars and managers.

Keywords: Authenticity; Animal Welfare; Purchase Intention; Animal-friendly products

Preface

At this moment, you are reading the first sentences of the project I have been working on for the last months: my Master thesis. This thesis is one of the last parts of the master programme: 'Management, Economics and Consumer Behaviour' at Wageningen University and is written for the chair group: Marketing and Consumer Behaviour (MCB). For students who want to want to know more about authentic branding of animal-friendly product, as well as for marketers in search for some academic guidance related to this topic, this thesis might be an interesting read.

I am very proud to present my master thesis. This would not have been possible with the help and guidance from several people. In this section I would like to take the opportunity to express my gratitude to those people who helped me throughout this project.

First, I would like to thank Ilona de Hooge, for her involvement, feedback and support during this project. Your clear instruction, feedback and enthusiasm kept me motivated during the process. Also I would like to thank my thesis ring for their feedback, support and for making every meeting a little party. Lastly, I would like to thank Ynte van Dam, my second reader for his comments on my proposal and the writing lessons.

Honestly, in September I really hanged back from writing this master thesis. Now, at the end of this project I look back with a smile. It was a pleasure to work on it. I hope you will enjoy reading this thesis.

Denise van Genugten – Wageningen, January 2017

Contents

1. Introduction

In recent years, there has been an increasing interest in the sustainability of food production systems and consumption (De Jonge, Van der Lans & Van Trijp, 2015). Animal welfare is an important component in the sustainability of the food production system, and an issue of concern to consumers (Ingenbleek & Immink, 2010). The Farm Animal Welfare Council set up four principles to safeguard and improve animal welfare: good feeding, good housing, good health and appropriate behaviour. However, since the conventional production system is built around efficiency, implementing these principles is problematic (Welfare Quality Network, 2016). Increasingly this is noticed by consumers, and receives more and more attention in the public domain and in research (De Jonge et al., 2015).

Animal welfare is a complex concept in consumer perception (Ingenbleek & Immink, 2010). 'The welfare of an animal is determined by its capacity to avoid suffering and sustain fitness' (Carenzi & Verga, 2007). This means that the welfare of an animal depends on many factors linked to environment, biological role and position (Carenzi & Verga, 2007). Consumers differ in how they make inferences about animal welfare levels. Some consumers base their perception on a combination of animal welfare aspects, while others may engage more in heuristic processing (Ingenbleek & Immink, 2010). More than half of the consumers are concerned about animal living conditions (IGD, 2016). Despite the expressed consumer concerns about the current animal welfare standards in the conventional meat production system (Vanhonacker, Verbeke, Pucke, Buijs & Tuijtens, 2009), conventionally produced meat still dominates the market (Ministery of Economic affairs, 2013). Only 9,1% of all consumed meat in the Netherlands is produced beyond regular animal welfare standards (Ministry of Economic affairs, 2013). This discrepancy indicates an inconsistency between the consumers' concerns about animal welfare and their consumption. In other words, attitude does not predict consumption (De Jonge et al., 2015).

The Dutch government has tried to move consumers to sustainable consumption by providing information with the help of animal welfare labels. However, it has been proven that providing cognitive information with the help of labels does not motivate consumers enough to buy animal-friendly products (Ingenbleek & Immink, 2011; Grunert, Hieke, Wills, 2014). According to the theory of dual processing, there is also the affective route (Kahneman, 2011). The use of this affective route (i.e. use of sensory information) might be a promising way to move consumers to animal-friendly food consumption.

The affective route can be aroused (i.e. creating an atmosphere, experience or feeling) with the help of authenticity (Beverland, 2005). Authenticity can be used as a positioning device and is seen as 'the cornerstone of contemporary marketing...' (Beverland, 2005). Both practitioners and academics agree on the importance of authenticity for consumer behaviour and branding (Morhart, Malar, Guèvremont, Girardin & Grohmann, 2015). Authenticity has overtaken quality as the dominant purchasing criterion, just as quality overtook cost, and cost overtook availability (Morhart et al., 2015). Positioning a product that is superior in quality and great service is too common in the current market, whereas authenticity allows a brand to stand out without being perfect and well fitted in the current social movements (Beverland, 2006; Napoli, Dickinson, Beverland & Farrelly, 2014). Authenticity can function as a response to standardization, homogenization and mass production of livestock (Beverland & Farrelly, 2010). In order to increase the purchase intention of animal-friendly meat products it is important to understand the nature of authenticity and its drivers and consequences.

The present study investigates to what extent authenticity increases the purchase intention of animal-friendly products. To do so, the following research question is formulated:

'To what extent increases the use of authenticity the purchase intention of animal-friendly meat products?'

The next section of this paper will explain the concept of animal welfare. Moreover, the nature of authenticity and its core attributes will be examined. To explain the relationship between the concepts, a part of the theory of branding and consumer decision making is adopted. Afterwards, the key components of the current study and their interrelationships are shown in a conceptual framework. In the third section of this paper, the methods will be explained and afterwards the results are reported. Finally, theoretical and managerial implications, limitations and suggestions for future research will be addressed.

2. Literature review

2.1 Animal welfare

'Welfare of an animal is determined by its capacity to avoid suffering and sustain fitness' (Carenzi & Verga, 2007). To safeguard and improve animal welfare the Farm Animal Council set up four principles: good housing, good feeding, good health and appropriate behaviour (Welfare Quality Network, 2016). By optimizing these four principles the animal has the capacity to avoid suffering and sustain fit. However, since the conventional production system is built around efficiency (low costs and high quantities), these principles are problematic to implement (Welfare Quality Network, 2016).

During the last decades, post-materialistic values such as 'freedom', 'quality of life', and 'self-expression' became increasingly important. In the case of livestock production this meant a societal call for animal welfare (Boogaard, Oosting & Bock, 2006). Consumers identify that animal welfare is an issue of considerable significance (Welfare Quality Network, 2016). An increasing amount of evidence supports the notion that consumers are concerned about animal welfare (Harper & Makatouni, 2002). This evidence includes the growth number of vegetarians and the calls for tougher regulation of welfare in animal production systems (Harper & Makatouni, 2002). Consumers use animal welfare as a product attribute such as food safety and quality (Harper & Makatouni, 2002). Roozen and Van der Hoff (2001) developed the pyramid of needs in which the product attributes are arranged hierarchical. The pyramid explains the motivation to buy a certain product. Consumers find social quality (i.e. animal-welfare) important, after other wants and needs, like food availability, safety and quality are fulfilled (Meuwissen, Van der Lans, Huirne, 2007).

Figure 1: Pyramid of Needs (Roozen & van der Hoff, 2001)

In the Netherlands there is one dominant classification system for animal welfare products developed to differentiate between systems. The 'Better Life Hallmark' is a graded star-based certification system (Appendix I) issued by the Dutch society for the Protection of Animals (Ministry of Economic affairs, 2013). In the current study an animal-friendly meat product is defined as: 'a product, where the meat is produced beyond the regulatory, minimum standards for animal welfare level' (De Jonge et al., 2015). These animal-friendly products are recognizable with the help of a special developed 'Better Life Hallmark' (Welfare Quality Network, 2016).

The Dutch government has tried to stimulate consumers to buy animal-friendly products by the use of these labels and information giving (Welfare Quality Network, 2016). However, the market share of animal-friendly products is still very low. According to the theory of dual processing, besides the cognitive route (i.e. information giving), there is also the affective route (Kahneman, 2011). The use of this affective route might be a promising way to move consumers to animal-friendly food consumption. By the use of the affective route, sensory information could be used, to create an atmosphere, experience or evoke feelings. The affective route can be aroused with the help of authenticity (Beverland, 2005). Authenticity helps to find meaning in consumers' lives which is in line with associated personal goals and preference for brands that reinforce their desired identity (Beverland & Farrelly, 2010). Authenticity can function as a response to standardization, homogenization and mass production of livestock (Beverland & Farrelly, 2010). Whereas, the traditional consumer focussed on value, convenience and taste. Nowadays, the consumer seeks for authenticity. Consumers want to know where their food comes from and are willing to pay for these meat products (Alltech, 2012).

2.2 Authenticity
A large and growing body of literature has investigated the nature of authenticity (Aaker & Drolet, 1996; Holt, 2002; Beverland, 2006; Assiouras, Liapati, Kouletsis & Koniordos, 2015;

Morhart et al., 2015; Moulard, Raggio, Garretson & Folse, 2016). However, in marketing literature there is no widely used definition of authenticity available (Assiouras et al., 2015). Associations and definitions where found with genuineness (Aaker & Drolet, 1996; Stern, 1996), timeless and tradition (Aaker & Drolet, 1996). In addition, other studies suggest originality, cultural, personal or positive valuation as aspects related to authenticity (Holt, 2002; Stark, 2002; Stern, 1996) Furthermore, authenticity also implies: 'unique, cultural or traditional', 'characteristics of the production process', 'presence of authority' (Groves, 2001), heritage and pedigree, relationship to place, locality and historicity, method of production quality commitments and 'evidence and truth' (Assiouras et al., 2015; Beverland, 2006; Beverland, Lindgreen, Vink, 2008; Grayson & Martinec, 2004).

Dimensions:

1.	**Continuity**	Timeless, Tradition, Originality, Traditional, Heritage and pedigree
2.	**Credibility**	Characteristics of the production process, Presence of authority, Method of production quality commitment
3.	**Integrity**	Genuineness, Unique, Relationship to place, Locality and historicity, Evidence and truth
4.	**Symbolism**	Cultural, Personal positive evaluation

All these elements of authenticity can be reduced to four dimensions to conceptualize authenticity (Morhart et al., 2015). The first dimension is *Continuity*. Continuity stands for the history over time and is recognized by many different other studies. (Holt, 2002; Beverland, 2006; Dean, Murphy, Downey, 2006; Moulard et al. 2016; Napoli et al., 2014). Continuity covers: timeless, tradition and traditional, originality, heritage and pedigree. Cues to recognize continuity in communication are mostly objective. Communication of origin, history, age, ingredients and performance reflect continuity (Morhart et al., 2015).

The second dimension of authenticity is *credibility*. Credibility stands for the willingness and ability to deliver promises. Credibility covers: presence of authority, method of production

and 'evidence and truth'. A brand must be produced transparent, honest and have the ability to fulfil claims (Holt, 2002; Grayson & Martinec, 2004; Morhart et al., 2015).

The third dimension of authenticity is *integrity*. Integrity implies value, passion and loyalty. Assumed is that the brand will act ethically and correctly. Integrity covers: genuineness, unique, relationship to place, locality and historicity and 'evidence and truth'. As Holt (2002) states in his study: 'a brand is disseminated by people when they are intrinsically motivated by deeply held values'. Credibility and integrity are perceived by the consumer based on moral values (i.e. social responsibility), dedication in execution (i.e. sincere motivations) and the use of the 'human factor'. By doing this, the brand shows it goes beyond economic interest and profitability (Morhart et al., 2015).

The last dimension of authenticity is *symbolism*. Morhart et al. (2015) state symbolic quantity in a brand helps the consumer to define himself. Symbolism helps to reflect values, roles and relationships. Proposed is to use anthropomorphism to communicate symbolism in a brand. Anthropomorphism stands for the attribution of human characters and features to nonhuman entities (Morhart et al., 2015). In other words, it captures the extent to which consumers imagine a brand as a person.

According to the previous section, authenticity of an animal-friendly meat product can be defined as: 'The extent to which consumers perceive a meat product to have a historical background (continuity), is transparent, and open to be true to its consumers (credibility), produced with passion and responsibility (integrity), and able to reflect values which will support consumers in being true to themselves (symbolism)'.

2.3 Use of authenticity to sell animal-friendly products

A brand can be defined as: 'a name, term, sign, symbol or design, or a combination of them which is intended to identify the goods and services of one seller or a group of sellers and to differentiate them from those of competitors' (Kotler, 2000). The current study assumes that a graded star-based animal-friendly meat product can be identified as a brand. The sign of an animal-friendly way of meat production (Better Life Hallmark) will identify the product of a group of sellers. This product is different of their competitors because they add value for some consumers by producing animal-friendly meat. 'Given the considerable uncertainty consumers exhibit in forming quality expectations for meat, branding may appear as an obvious way in which a seller can signal superior quality and reduce consumer uncertainty and encourage consumers to pay a premium for better quality' (Grunert, Bredal & Brunsø, 2004). Ghosh (1990) states that purchase intention is an effective tool to predict buying behaviour. Purchase intention can be defined as: 'A decision plan to buy a particular product or brand created through a choice/decision process' (AMA, 2017). The first hypothesis follows:

H1) The purchase intention of an animal-friendly product with animal-welfare label is higher than the purchase intention of an animal-friendly product without an animal welfare label.

Consumers' authenticity evaluations change over time and are personal, subjective constructed (Grayson & Martinec, 2004). An authenticity evaluation reflects consumers' attitude and belief towards a product (Napoli et al., 2014). Previous research demonstrated a positive relationship between attitude and purchase intention (Ajzen & Fishbein, 1980). So, if authenticity evaluations are seen as an aspect of attitude, and attitude predicts purchase intention, a positive relation between authenticity and purchase intention is expected. Assiouras et al. (2015) also found a positive relationship between authenticity and purchase intention. According to this, the following hypothesis is formulated:

H2a) The purchase intention of authentic animal-friendly products is higher than the purchase intention of not authentic animal-friendly products.

Research suggests that authenticity is central to consumer based brand equity (Beverland, 2005, Gilmore & Pine, 2007). Consumer based brand equity is defined as: 'the differential effect of brand knowledge on consumer response to the marketing of the brand' (Keller, 1993). The differential effect is determined by the consumers' response to the marketing of a brand in comparison to the same marketing of an unbranded product.

Brand equity involves consumer's reactions to an element (i.e. authenticity) for the brand in comparison with their reactions to the same element attributed to an unnamed version of the product (Keller, 1993). Consumers react more favourably to an element of a brand than for the same element to an unbranded product (Keller, 1993). According to this, the following hypothesis is formulated:

H2b) Authenticity will have a positive influence on the relation between animal welfare and purchase intention of animal-friendly products.

In the literature, brand knowledge is defined in terms of brand awareness and brand image. Authenticity is a significant contributor of consumer's brand knowledge (i.e. brand awareness and brand image) (Lu, Gursoy, & Yirong, 2015). Brand awareness reflects the consumer's ability to identify the brand under different conditions (Keller, 1993). Brand awareness affects consumer decision making by influencing the formation and strength of brand associations in the brand image. Brand image is defined as: 'perceptions about a brand as reflected by the brand associations held in consumer memory'.

Brand awareness can help to make a decision in the consideration set (Keller, 1993). The Elaboration Likelihood Model holds a 'Elaboration Continuum' with numerous of information elaboration processes (Petty & Cacioppo, 1986). This continuum ranges from low (i.e. peripheral processing) to high (i.e. central processing). Central processing can only take

place when the recipient has enough motivation as well as ability to process information. This motivation is determined by personal factors (i.e. need for cognition) or interest in the subject of the message (Petty & Cacioppo, 1986). Interest in the subject (i.e. animal welfare) in this study can be seen as the importance of taking animal welfare into account while buying meat products (Vanhonacker, Verbeke, Poucke, Buijs & Tuyttens, 2007). When the consumer's interest is high, the consumer is involved and motivated to process information (high end of the elaboration continuum). The following hypotheses can be formulated:

H3a) The consumer's interest in animal welfare has a positive influence on the relationship between animal welfare and the purchase intention of animal-friendly products

Furthermore, the present study suggests that when people are not interested in animal-welfare, they are more likely to depend on the peripheral route. Being at the low end of the elaboration continuum, consumers do not process information thoroughly, but consumers tend to rely on general impressions, heuristics or feelings (Petty & Cacioppo, 1986). In the current study these feelings, impressions or heuristics are evoked with the help of authenticity. Where, a low consumer interest will positively affect the influence of authenticity, a high consumer interest will negatively affect the influence of authenticity on the relationship between animal welfare and the purchase intention of animal-friendly products. According to this, the following hypothesis is formulated:

H3b) The consumer's interest in animal welfare has a negative influence on the influence of authenticity on the relationship between animal welfare and the purchase intention of animal-friendly products.

2.4 Model

Presumed is that the purchase intention of an animal-friendly product with animal-welfare label is higher than the purchase intention of an animal-friendly product without an animal welfare label (H1). Secondly, proposed is that the purchase intention of authentic, animal-friendly products is higher than the purchase intention of not authentic, animal-friendly products (H2a). When animal welfare is present, authenticity will have a positive interaction effect on the purchase intention of animal-friendly products (H2b). Authenticity will be manipulated in this study along the variables: Continuity, Credibility, Integrity and Symbolism.

The relation between animal welfare and purchase intention of animal-friendly products will be positively moderated by the consumer's interest in animal welfare (H3a). The consumer's interest in animal welfare will negatively influence the interaction effect between authenticity and the relationship between animal welfare and purchase intention of animal-friendly products (H3b). The variables and hypotheses derived from the literature are presented in a conceptual framework. This framework, showed in Figure 2, provides an overview of the proposed relationships between the different variables.
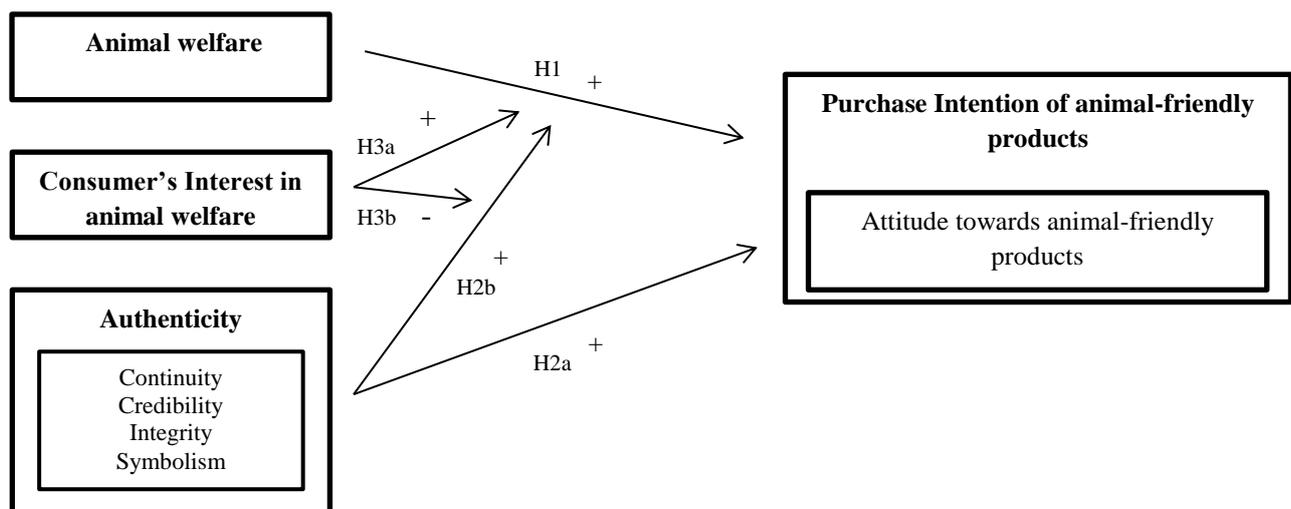

Figure 2:Conceptual framework

3. Method

The purpose of the current study was to investigate to what extent the use of authenticity increased the purchase intention of animal-friendly meat products. In order to test the hypotheses and answer the research question, an online survey was conducted. The goal of this survey was to manipulate the presence of authenticity, animal welfare and investigate the purchase intention of animal-friendly products. Besides this, the interest in animal welfare of consumers was taken into account.

3.1 Design & Participants

The current study had a 2 (authenticity: authentic package; normal package) X 2 (animal-welfare: presence animal-welfare label; no animal-welfare label) between-subjects design. Assumed was an interaction effect with the consumer's interest in animal welfare. 251 Dutch respondents participated in this study by completing the online survey. This sample included 202 women and 49 men with an average age of 27,5 years (SD = 11). Participants were randomly assigned to one of the four conditions. The advantage of an online survey was that it obtains a large amount of data while keeping costs low (Wright, 2005). Besides this, participants can answer the questions at home and take the time they need. This customer friendly approach increased the response rate and data quality (Bronner & Kuijlen, 2007).

3.2 Procedure & Variables

On the first page, the participants were introduced to the survey. The first page included some information about the task ahead, estimated time and anonymity of the survey. Participants were also informed about the fact that there is no 'right' or 'wrong' answer during the survey and that their answers will not be shared with third parties. To finish, participants were thanked in advance for their participation. The survey can be found in Appendix II.

3.2.1 Authenticity manipulation

Pictures of products with a short description were created to manipulate the presence of authenticity. The manipulation involved the presence of authentic elements on the product and specific information. The elements displayed on the authentic product and in the product

description varied along the four dimensions of authenticity (Morhart et al., 2015). To manipulate continuity, the founding date of the product was used. The product's founding date was described as 1854 (highly authentic) or 2015 (less authentic). Moreover, the manipulation of credibility indicated that the founders are intrinsically motivated to produce a tasty piece of meat, open to tell their story and show responsibility towards their product (highly authentic) or the profitable company strives for a tasty piece of meat for a fair price (less authentic). The integrity dimension was varied by the foundation of the product. The product was either founded by a small group of farmers in the South (highly authentic) or by Dutch businessmen (less authentic). Lastly, symbolism was manipulated with the help of a slogan. Natural and Honest: pure enjoyment (highly authentic) or Meat, too delicious to ignore (less authentic) (Van Rompay, Pruyn, Tieke, 2009). An earlier study of Morhart et al. (2015) found a significant difference in perception of authenticity by manipulating these elements.

Literature suggests that product related factors such as: label, appearance, packaging and description must be in line to communicate authenticity (Beverland, 2005; Groves, 2001). Therefore, a special label is developed with the help of a packaging marketer. The use of colour and letter type will help to communicate authenticity (Van der Heijden, personal communication, 2016). Label size, description of the product, presence of a pig on the picture and packaging style is kept the same in all conditions.

3.2.2 Animal welfare manipulation

The presence of animal welfare was manipulated with the help of the 'Better Life Hallmark'. By using this sign, consumers could recognize the product as animal-friendly. Literature suggested that the 'Better Life Hallmark' is not new for consumer and is perceived as very comprehensible (De Jonge et al., 2015). Moreover, the 'Better Life Hallmark' has a positive image and 74% of consumers is familiar with the hallmark (Dierenbescherming, 2015). The 'Better Life Hallmark' is the most known hallmark to communicate animal welfare

(Dierenbescherming, 2015). The 'Better Life Hallmark' was presented without providing additional information about the underlying criteria of the certification. In this way, the choice situation corresponds best to the situation of a shopping trip (De Jonge et al., 2015).

Figure 3: Pictures of different products with authenticity and animal welfare manipulation

3.2.3 Items and Scales

After presenting the package, participants were asked to rate the product on quality (Buchanan, Simons, Bickart, 1999; Johar & Simmons, 2000), trust (Chaudhuri & Holbrook, 2001) and other attitude scale items. These scales (i.e. quality, trust, safety, expensive, tastiness, healthiness, appealing and uniqueness) consist of various bi-polar adjectives presumed to measure the overall product evaluation of the participant. All measurement scales used in this research were adapted from literature with necessary modifications based on the research objectives. All scales were reversed coded before analyses were executed.

After filling in the attitude items, the dependent variable, purchase intention, was measured by adapting items used in previous research (Dodds, Monroe & Grewal, 1991). The three items of the scale were: (1) *I will purchase this product; (2) There is a strong likelihood that I will buy this product*; and (3) *I would like to recommend this product to my friends*. All three items were measured on a 7-point Likert scale, ranging from 1 = 'Do not agree at all' and 7 = 'Agree completely'. Because purchase intention was constructed of several items a factor analysis had to be carried out to determine whether these items formed a cluster. A factor analysis on these purchase intention items gave a clear one factor solution (Table 1). The

factor Purchase Intention (eigenvalue = 2.16) explained 72.08% of the variance and formed a reliable scale with a Cronbach's alpha of .80.

Consumer's interest in animal welfare in this study was defined as: taking of the importance of animal welfare into account while buying meat products. In the online survey participants were asked to rate this on a 7-point Likert-scale conducted from the Involvement scales developed by Mittal (1995). *When I buy meat products, animal welfare is... (1) 1 = 'Not essential' till 7 = 'essential', (2) 1 = 'Not meaningful' till 7 = 'Meaningful', (3) 1 = 'Not important' till 7 = 'Important' and (4) 1 = 'No concern' till 7 = 'Concern'.* Because Consumer's interest in animal welfare was constructed of several items a factor analysis had to be carried out to determine whether these items formed a cluster. A factor analysis on these animal welfare interest items gave a clear one factor solution. The factor Consumer's interest in animal welfare (eigenvalue = 3.48) explained 87.06% of the variance and formed a reliable scale with a Cronbach's alpha of .86.

Afterwards, participants were asked how they thought their decision to purchase the product was made. The relative roles played by affect and cognition by making a decision is measured by the scale developed by Shiv & Fedorikhin (1999). The four items were rated on a 7-point Likert-scale. *I think my choice to buy this product is established by... (1) 1 = 'My thoughts' till 7 = 'My feelings', (2) 1 = 'My willpower' till 7 = 'My desire', (3) 1 = 'My rational side' till 7 = 'My emotional side', (4) 1 = 'My head' till 7 = 'My heart'.* Because Heart vs. Head decision making was constructed of several items a factor analysis had to be carried out to determine whether these items formed a cluster. A factor analysis on these Heart vs. Head decision making items gave a clear one factor solution. The factor Heart vs. Head decision making (eigenvalue = 2.68) explained 67.04% of the variance and formed a reliable scale with a Cronbach's alpha of .83.

To check whether the manipulation of authenticity worked, the survey included four items based on the research of Morhart et al. (2015). The product was shown again and the participant could rate the products on four items on a 7-point Likert scale, ranging from 1 = "Do not agree at all" and 7 = "Agree completely". The four items were: *(1) This product has a history, (2) This product is honest, (3) This product contains values and (4) This product reflects important values of life*. Because the perceived authenticity was constructed of several items a factor analysis had to be carried out to determine whether these items formed a cluster. A factor analysis on these perceived authenticity items gave a clear one factor solution. The factor Perceived Authenticity (eigenvalue = 2.75) explained 68.75% of the variance and formed a reliable scale with a Cronbach's alpha of .84. It was assumed that if the mean was significantly higher in the manipulated situation than in the normal situation, the manipulation has worked. Finally, participants were asked to fill in their gender, age, type of meat consumer and purchase location (De Jonge et al., 2015).

3.3 Analyses

Data management and analysis were performed using SPSS 23. Firstly, manipulation checks will be conducted to test whether the manipulation has worked. To analyse the main effects of the independent variables: presence of animal welfare and authenticity on the dependent variable: purchase intention of animal-friendly products a two-way ANOVA test was conducted. Afterwards, regression analyses were conducted, which included the interaction effects between the consumer's interest in animal welfare.

4. Results

4.1 Manipulation checks

In order to measure whether the manipulation was successful manipulation checks were included in the survey. A one-way ANOVA was conducted to compare the effect of the manipulation of authenticity on the perceived authenticity. An one-way ANOVA showed that the effect of the manipulation of authenticity on perceived authenticity was significant ($F_{(1, 249)} = 32.55$, $p < .001$). Respondents perceived products as more authentic in case of the presence of authenticity ($M = 4.79$, $SD = 1.06$) compared to when there was no presence of authenticity ($M = 3.96$, $SD = 1.23$).

Another one-way ANOVA was conducted to compare the effect of the manipulation of animal welfare on the perceived animal friendliness of the product. An one-way ANOVA showed that the effect of the manipulation of animal welfare on perceived animal friendliness of the product was significant ($F_{(1,245)} = 26.08$, $p < .001$). Respondents perceived the product as more animal-friendly in the case of the presence of an animal welfare label ($M = 4.95$, $SD = 1.47$) than where there was no presence of an animal welfare label ($M = 3.93$, $SD = 1.68$). In conclusion, both manipulations where successful.

4.2 Main results

According to the predictions, the purchase intention of an animal-friendly product with animal-welfare label is higher than the purchase intention of an animal-friendly product without an animal welfare label (H1), and the purchase intention of authentic, animal-friendly products is higher than the purchase intention of not authentic, animal-friendly products (H2a). The findings did not support the hypotheses.

A two-way ANOVA was conducted on the influence of two independent variables (presence of authenticity, presence of animal-welfare label) on the purchase intention of animal-friendly products. The presence of authenticity included two levels (present or not present) and the presence of animal-welfare label also consisted of two levels (present or not present). Both

main effects were statistically significant at the .05 significance level. The two-way ANOVA revealed a main effect ($F (1, 247) = 4.33$, $p = .04$, $\eta^2 = 0.02$), indicating a significant difference between the purchase intention of non-authentic products ($M = 4.52$, $SD = 1.60$) and authentic products ($M = 4.16$, $SD = 1.38$). Furthermore, the two-way ANOVA revealed a main effect of the presence of an animal-welfare label ($F (1, 247) = 5.04$, $p = .03$, $\eta^2 = 0.02$), indicating a significant difference between the purchase intention of products with no animal welfare label ($M = 4.54$, $SD = 1.56$) and products with an animal welfare label ($M = 4.14$, $SD = 1.42$). The interaction effect was not significant, ($F (1, 247) = 0.01$, $p = .93$, $\eta^2 = 0.00$). Because there is no interaction effect, hypothesis 2b: 'When animal welfare is present, authenticity will have a positive interaction effect on the purchase intention of animal-friendly products' was not confirmed.

To have a better understanding of the results, a one-way ANOVA with contrasts was conducted to compare the effect of the combination of authenticity and the presence of an animal welfare on the purchase intention of animal-friendly products. The one-way ANOVA with contrasts showed an effect of the combination authenticity and the presence of an animal welfare label ($F (3, 247) = 2.97$, $p = .03$) on the purchase intention of animal-friendly products. This analysis showed that a normal product (without animal welfare label, and no presence of authenticity) contained a Mean of 4.74 and SD of 1.70. A normal product with animal welfare label, contained a Mean of 4.33 and SD of 1.48. An authentic product without animal welfare label, contained a Mean of 4.36 with a SD of 1.40 and an authentic product with animal welfare label, contained a Mean of 3.93 and SD of 1.34 (Figure 4). The contrast analysis showed a significant ($p = .02$) difference between a normal product without animal welfare label and an authentic product with animal welfare label with a Mean difference of 0.81. The results of the contrast analysis do not support hypotheses 1, 2a and 2b.

Influence presence Authenticity and Animal Welfare on Purchase Intention
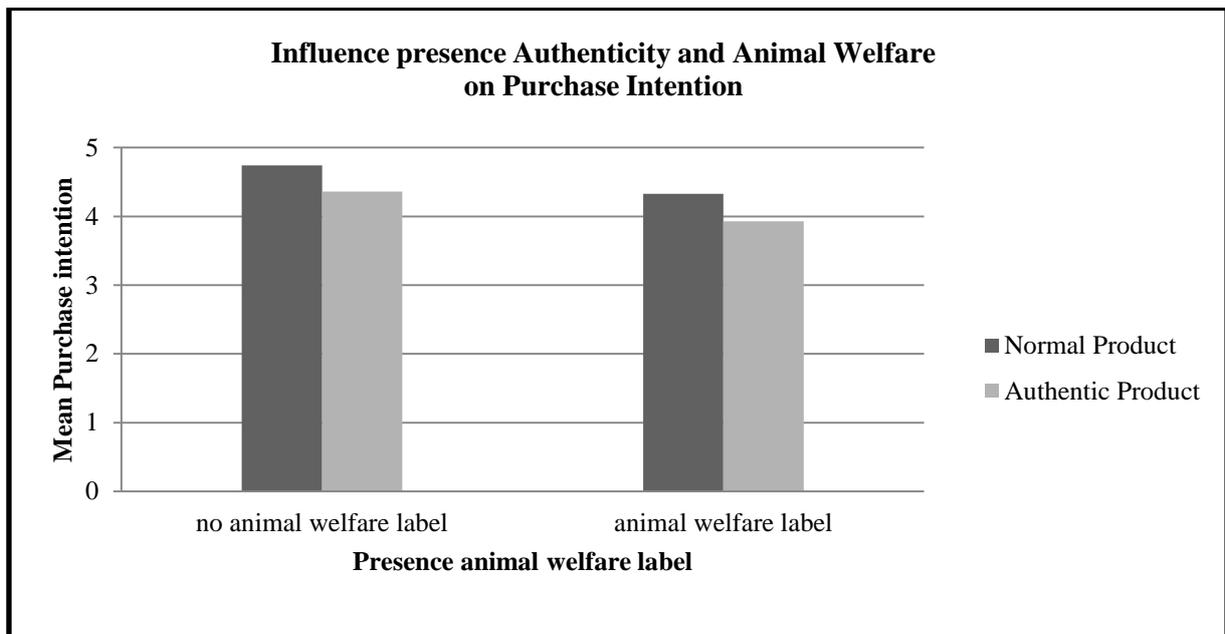
Figure 4: Influence of authenticity and the presence of an animal welfare label on the purchase intention

According to the predictions, (H3a) the consumer's interest in animal welfare has a positive influence on the relationship between animal welfare and the purchase intention of animal-friendly products, and (H3b) the consumer's interest in animal welfare has a negative influence on the influence of authenticity on the relationship between animal welfare and the purchase intention of animal-friendly products. The findings did not support the hypotheses.

A multiple linear regression was carried out to predict purchase intention based on the (1) presence of authenticity, (2) presence of animal welfare, (3) interaction between the interest in animal welfare of consumers and the presence of an animal welfare label and (4) interaction between the interest in animal welfare of consumers, authenticity and presence of an animal welfare label. A non-significant regression equation was found ($F (4, 246) = 2.23$; $p = .07$) with an R^2 of .04. The purchase intention of an animal-friendly product decreased 0.39 with the presence of authenticity and 0.42 with the presence of animal welfare. Both the presence of authenticity and animal welfare were significant predictors of the purchase intention of animal friendly products ($p = .03$ and $p = .04$). The interaction between the interest of consumers and the presence of an animal welfare label decreased the purchase intention with .02 and the interaction between the interest of consumers, authenticity and presence of an

animal welfare label increased the purchase intention with .02. However, these interaction effects where not significant (p = .82, p = .84) on the purchase intention of animal friendly products.

4.3 Mediation analysis

To gain a deeper insight in the results, some additional analyses were executed regarding the negative relationship between authenticity and purchase intention. It was analysed whether the perceived expensiveness had a mediating effect on the relationship between authenticity and purchase intention (Baron & Kenny, 1986). A linear regression was calculated to predict purchase intention of animal-friendly products based on authenticity. A significant regression equation was found (F (1, 249) = 3.82; p = .05) with a R^2 of .02. The purchase intention of animal-friendly products decreased with 0.37 in case of the presence of authenticity. Another linear regression was calculated to predict purchase intention of animal-friendly products based on the perceived expensiveness. A significant equation was found (F (6, 244) = 2.7; p = 0.01) with a R^2 of .04.

A multiple linear regression was calculated to predict the purchase intention of animal-friendly products based on (1) the presence of authenticity and (2) the perceived expensiveness. A significant regression equation was found (F (2, 248) = 3.7, p = .03) with a R^2 of .03. The purchase intention of animal-friendly products decreased with 0.20 in case of authentic products. Furthermore, the purchase intention of animal-friendly products also decreased with 0.14 when a product is perceived more expensive. Where authenticity was not a significant predictor anymore (p = .34), the perceived expensiveness had a significance level of .05, meaning that the influence of authenticity was fully mediated by the perceived expensiveness.

4.4 Additional analyses

Besides the purchase intention of animal-friendly products, the attitude towards the different products was measured. A MANOVA was conducted to compare the effects of the presence of authenticity and the presence of an animal welfare label on the different attitude measures. The different attitude measures were: quality, trust, safety, expensiveness, tastiness, healthiness, appealing and uniqueness. The MANOVA showed a significant effect of authenticity, Wilks' Lambda = 0.74, $F (8, 240) = 10.49$, $p < .001$, $\eta^2 = 0.26$. The analysis showed an effect of authenticity on expensiveness ($F (1, 247) = 58.34$; $p < .001$; $\eta^2 = 0.19$), healthiness ($F (1, 247) = 4.39$; $p = .04$; $\eta^2 = 0.01$) and appealing ($F (1, 247) = 8.38$; $p < .001$; $\eta^2 = 0.03$). So, an authentic product was perceived more expensive ($M = 4.25$, $SD = 1.28$) than a normal product ($M = 3.01$, $SD = 1.31$). An authentic product was also perceived healthier ($M = 3.44$, $SD = 1.36$) than a normal product ($M = 3.07$, $SD = 1.33$). Lastly, an authentic product was perceived more appealing ($M = 4.03$, $SD = 1.42$) than a normal product ($M = 3.51$, $SD = 1.39$).

The MANOVA also showed an effect of the presence of animal welfare, Wilks' Lambda = 0.93, $F (8, 240) = 2.13$, $p < .001$, $\eta^2 = 0.07$. The analysis showed a negative effect of the presence of an animal welfare label on the perceived safety ($F (1, 247) = 5.05$; $p = .03$; $\eta^2 = 0.02$). So, when a product contained an animal welfare label, the product was perceived less safe ($M = 4.10$, $SD = 1.19$) than a product without an animal welfare label ($M = 4.47$, $SD = 1.15$).

In addition, the MANOVA showed an interaction effect of the presence of authenticity and the presence of an animal welfare label, Wilks' Lambda = 0. 93, $F (8, 240) = 2.24$, $p = 0.03$, $\eta^2 = 0.07$. There was an interaction effect of authenticity and presence of an animal welfare label on the trust ($F (1, 247) = 5.58$; $p = .02$; $\eta^2 = 0.02$), tastiness ($F (1, 247) = 14.44$; $p < .001$; $\eta^2 = 0.06$) and uniqueness of the product ($F (1, 247) = 5.55$; $p = .02$; $\eta^2 = 0.02$).

A contrast analysis was carried out to get deeper insight into the results. The analysis revealed that respondents perceive an authentic product without animal welfare label (M = 4.48`, SD = 1.21) more trustful than authentic products with animal welfare label (M = 3.95, SD = 1.32) and normal products with (M = 4.01, SD = 1.21) or without animal-welfare label (M = 3.80, SD = 1.41). Respondents also perceive normal products without (M = 2.85, SD = 1.19) or with animal welfare label (M = 3.15, SD = 1.40) less expensive than authentic products without (M = 4.28, SD = 1.24) or with (M = 4.22, SD = 1.32) animal welfare label. An authentic product without animal welfare label is perceived tastier and healthier and more appealing (M = 4.58, M = 3.66, M = 4,25) than normal products without (M = 3.63, M = 3.03, M = 3.45) or with (M = 3.75, M = 3.10, M = 3.57) animal welfare label and authentic products with animal welfare label (M = 3.54, M = 3.19, M = 3.80). Lastly, normal products without (M = 1.88, SD = 1.57) or with (M = 2.28, SD = 1.52) are perceived less unique than authentic products without (M = 3.68, SD = 1.69) or with animal welfare label (M = 3.15, SD = 1.40) by respondents. Table 1 shows an overall overview of the contrast analyses.

Table 1: Overview results contrast analyses attitude measures

	Normal Product No Animal Welfare label	Normal Product Animal Welfare label	Authentic Product No Animal Welfare label	Authentic Product Animal Welfare label
Quality	4.12 (1.06) [A]	4.18 (1.13) [A]	4.48 (1.21) [A]	4.14 (1.32) [A]
Trust	3.80 (1.41) [A]	4.01 (1.21) [A]	4.48 (1.02) [B]	3.95 (1.32) [A]
Safety	4.30 (1.31) [A]	4.12 (1.19) [A]	4.57 (0.98) [A]	4.08 (1.19) [A]
Expensiveness	2.85 (1.19) [A]	3.15 (1.40) [A]	4.28 (1.24) [B]	4.22 (1.32) [BC]
Tastiness	3.63 (1.37) [A]	3.75 (1.08) [A]	4.58 (0.99) [B]	3.54 (1.36) [A]
Healthiness	3.03 (1.44) [A]	3.10 (1.25) [A]	3.66 (1.47) [B]	3.19 (1.18) [A]
Appealing	3.45 (1.50) [A]	3.57 (1.29) [A]	4.25 (1.39) [B]	3.80 (1.42) [A]
Uniqueness	1.88 (1.57) [A]	2.28 (1.52) [A]	3.68 (1.69) [B]	3.15 (1.40) [B]

[1] *If on one row two boxes have the same letter (e.g. [A]) it means that there is no significant difference (p> .05) between those two conditions. If two boxes on the same row have a different letter in superscript, there is significantly difference (p < .05)*

4.5 Summary Results

Taken together, the findings showed a negative effect of the presence of authenticity and the presence of an animal welfare label on the purchase intention of animal-friendly products. Therefore, hypothesis 1: 'the purchase intention of an animal-friendly product with animal-welfare label is higher than the purchase intention of an animal-friendly product without an animal welfare label' was not confirmed. A mediation analysis showed that the effect of authenticity on the purchase intention of animal-friendly products was fully mediated by the perceived expensiveness of this product. There was no interaction effect between authenticity and the presence of an animal-welfare label on the purchase intention of animal-friendly products. Therefore, hypothesis 2a: 'The purchase intention of authentic animal-friendly products is higher than the purchase intention of not authentic animal-friendly products' was not confirmed. Moreover, hypothesis 2b: 'Authenticity will have a positive influence on the relation between animal welfare and purchase intention of animal-friendly products' was also not confirmed. There was no interaction effect found between the interest in animal welfare of the consumers, and the presence of authenticity or the presence of an animal welfare label, on the purchase intention of animal-friendly products. Hypothesis 3a: 'The consumer's interest in animal welfare has a positive influence on the relationship between animal welfare and the purchase intention of animal-friendly products' and hypothesis 3b: 'The consumer's interest in animal welfare has a negative influence on the influence of authenticity on the relationship between animal welfare and the purchase intention of animal-friendly products' were not confirmed. Additional analyses showed different effects of the presence of authenticity, the presence of an animal welfare label and their interaction on different attitude measures.

5. Discussion

Previous research shows that consumers are concerned about the animal welfare standards (Boogaard et al., 2006; De Jonge et al., 2015; Welfare Quality network, 2016). However, conventionally produced meat still dominates the market in the Netherlands (Ministery of Economic affairs, 2013). This discrepancy indicates an inconsistency between consumers' concerns about animal welfare and their consumption (De Jonge et al., 2015). The use of authenticity could be a promising way to increase the purchase intention of animal-friendly products (Beverland, 2005; Beverland & Farrelly, 2010; Morhart et al., 2015; Napoli et al., 2014).

5.1 Theoretical & Managerial implications

Most authenticity scholars agree on the positive influence of authenticity (Assiouras et al. 2015; Beverland & Farrelly, 2010; Gilmore & Pine, 2007; Napoli et al, 2014; Morhart et al. 2015; Moulard et al. 2016). There has been no or very little empirical research that has showed a negative impact of authenticity. However, the current study provides suggestions that authenticity can decrease consumer's purchase intention of animal-friendly products. The negative impact of the presence of authenticity on the purchase intention of animal-friendly products is fully mediated by the perceived expensiveness of the animal-friendly products. It appears that authentic products are perceived as more expensive by consumers. Previous research also indicated that the perceived price has a direct negative effect on the purchase intention of products (Chang & Wildt, 1994).

The present findings constitute an important contribution to marketing theory and research by demonstrating empirically the negative impact of authenticity on the purchase intention of animal-friendly products. The findings of the current study invites other researchers to look further into the negative sides of the use of authenticity. Marketers should take into consideration this negative influence of the presence of authenticity on the purchase intention of animal-friendly products, such as marketing communication or logos, before the

implementation of marketing and branding actions. The use of authenticity may negatively influence the consumer's perception of the price which lead to decreased purchase intention.

Moreover, the present study provides support that the presence of animal welfare and the presence of authenticity have a different impact on consumer's attitude towards animal-friendly products. An authentic product is perceived as more expensive, healthy and more appealing than normal products. Surprisingly, products with an animal welfare label are perceived as less safe than products without an animal welfare label. The interaction between the presence of authenticity and animal welfare has a different influence on trust, tastiness and uniqueness of the product.

These results suggest that it might be interesting to use authenticity. The use of authenticity will be interesting, when marketers aim to market meat as a luxury good, instead of a normal good. A luxury good has two basic economical characteristics: a high (perceived) price and scarcity. The use of authenticity can contribute to those two characteristics because an authentic product is perceived as more expensive, appealing and unique. Marketers can set up a marketing strategy to sell meat with a luxurious image. Moreover, authentic products are perceived to be healthier than normal products. Marketers can use authenticity to response to the increasing demand of healthy products. However, it is important to keep the perceived expensiveness into account.

The proposed model, which included the interaction effect of the degree of the 'consumer's interest in animal welfare' did not work out as expected. Even though it seems logical that when consumers are more interested in animal welfare the purchase intention of animal-friendly products would increase, there was no such effect found in the current study. It could be that most consumers claim to consider sustainability issues (i.e. animal welfare) important and desirable, but this is not reflected by sustainable consumer behaviour (Hussain, 2000). This is supported by Morwitz (2012) who also states that intention is the best, but not the

perfect predictor of purchase behaviour. The construct of a social dilemma is often used to explain the difference between the attitude of a consumer and the actual buying behaviour (van Dam & Fischer, 2015). In a social dilemma, there is a trade-off between immediate personal benefits and delayed collective benefits (Dawes & Messick, 2000). A strategy for marketers to enhance the involvement of consumers could be stressing out the personal benefits of sustainable consumption. Marketers could focus on individual needs, such as security, health consequences of other hedonic needs that could stimulate sustainable consumption (Vermeir & Verbeke, 2006).

5.2 Limitations & Future research
Several observations could be made concerning the current study. First of all, the negative relationship between authenticity and purchase intention could have appeared because the manipulation did not work correctly. However, the manipulation checks revealed the manipulation did work. Respondents perceived the product as more authentic when the product was manipulated along the four dimensions of authenticity.

Secondly, a product with an animal welfare label should positively influence the purchase intention of animal-friendly products. A reason for this is that an animal welfare label is a reliable identifier of the quality of the product (Grunert et al., 2004). However, in the current study it appears that the presence of an animal welfare label has a negative impact on the purchase intention of animal-friendly products. The reason for this is not clear, but a possible explanation for this might be that perceived expensiveness influences the purchase intention. However, more research needs to be undertaken before this negative relationship between the presence of an animal welfare label and the purchase intention of animal-friendly products is more clearly understood.

Another suggestion for future research would be to investigate the impact of authenticity on other animal-friendly products. As one of the livestock production systems, the pig production system is among the most debated and regulated one in terms of animal welfare (Bock &

Huik, 2007). Further research could investigate the influence of authenticity on poultry or beef meat and then compare the results. It might be possible that for meat from other livestock systems the outcomes will be different, because those systems are less debated and regulated. Moreover, it is likely that not only authenticity and the consideration of animal welfare are driving purchase intention of animal-friendly products, but also taste expectations and/or quality expectations of the meat (Marian & Thogersen, 2013). Different kinds of meat have different taste and/or quality expectations. Further research could investigate the influence of the use of authenticity in combination with taste and/or quality expectations. This could lead to different suggestions for marketers.

Finally, the present study investigated how authenticity influences the purchase intention of animal-friendly products. However, there is another important externality of meat production, which is the impact of the environment. Labelling of the environmental impact of a product is far less advanced (De Jonge et al., 2015). For future research, it might be interesting to investigate the influence of authenticity on the perceived environmental-friendliness of a product. The increase of the purchase intention of environmental-friendly products could also contribute to a more sustainable consumption. Future studies on this relationship are therefore recommended.

5.3 Conclusion
The purpose of the current study was to determine to what extend increases the use of authenticity the purchase intention of animal-friendly meat products. Taken together, the present study shows a negative influence of the presence of authenticity on the purchase intention of animal-friendly products. This relationship is mediated by the perceived expensiveness of the product. Although literature suggested that authenticity has overtaken quality as the dominant purchasing criterion, just as quality overtook cost, and cost overtook availability, this study showed that cost is still the dominant purchasing criterion.

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Table 1: PCA-analysis

Construct	Factor loading	Bartlett's test of sphericity	Kaiser-Meyer	Cronbach's alpha
Purchase intention		significant with 0.001	0.622	0.802
1. I will purchase this product	0.906			
2. There is a strong likelihood that I will buy this product	0.919			
3. I would like to recommend this product to my friends	0.706			
Interest animal welfare		significant with 0.001	0.862	0.950
1. Essential till not essential	0.903			
2. Meaningful till not meaningful	0.934			
3. Important till not important	0.946			
4. Concern till no concern	0.949			
Heart vs. Head decision making		significant with 0.001	0.753	0.832
1. My thoughts till my feelings	0.873			
2. My willpower till my desire	0.537			
3. My rational side till my emotional side	0.900			
4. My head till my heart	0.906			
Authenticity manipulation check		significant with 0.001	0.792	0.838
1. This product has a history	0.697			
2. This product is honest	0.860			
3. This product contains values	0.884			
4. This product reflects important values of life	0.862			

Appendix I: Table different animal welfare standards

Attribute:	conventional	Beter Leven ★	Beter Leven ★★	Beter Leven ★★★ ORGANIC
Stocking density				
sow	2.25 m^2	2.25 m^2	2.5 m^2	2.5 m^2
pig	0.8 m^2	1.0 m^2	1.2 m^2	1.3 m^2
Sow free range	-	-	From day 5	From day 3
Outdoor access	-	-		
sow			1 m^2	1.9 m^2
pig			0.7 m^2	1.0 m^2
Pig by sow	Min. 21-28 days	Min. 23-28 days	Min. 35 days	Min. 42 days
Environmental enrichment	Chains	Wood, rope, straw	Straw	Straw
Castration	Yes	no	yes	Yes
Tail docking	Yes	yes	no	Yes
Transport	No limit	Max. 6-8 hours	Max. 4-6 hours	Max. 4-6 hours

Appendix II: Online survey

Beste kandidaat,

Allereerst, bedankt voor uw medewerking aan dit onderzoek! Als u Nederlandstalig bent kunt u participeren aan dit onderzoek. In dit onderzoek zijn wij geïnteresseerd naar uw mening over diervriendelijk varkensvlees.

Deze vragenlijst is geheel anoniem, en de resultaten zullen ook aan u individueel gekoppeld worden. Er zijn geen goede of slechte antwoorden, ik ben enkel geïnteresseerd in uw mening. Het is belangrijk dat de vragen waarheidsgetrouw worden ingevuld. Het invullen van de vragenlijst duurt ongeveer 5 minuten. Met uw medewerking aan deze vragenlijst levert u een belangrijke bijdrage aan dit onderzoek.

Als u op 'volgende pagina' klikt kunt u beginnen met de vragenlijst

Nogmaals bedankt en succes!

 Denise van Genugten

Hieronder ziet u een varkensvlees product. U wordt gevraagd om verschillende items te ranken op een schaal van volledig mee eens tot volledig mee oneens. Zet a.u.b. een kruisje in het antwoordvakje dat voor u het meest van toepassing is

Dit product is geproduceerd bij een Nederlands bedrijf sinds 2015. Dit winstgevende bedrijf streeft naar een lekker stuk vlees voor een betaalbare prijs. Het bedrijf stelt:

Vlees, te lekker om te negeren!

OR

	Volledig oneens					**volledig eens**	
Ik zal dit product kopen	1	2	3	4	5	6	7
Er is een grote kans dat ik dit product zal kopen	1	2	3	4	5	6	7
Ik zal dit product aanraden aan vrienden	1	2	3	4	5	6	7

Dit product is:

van goede kwaliteit	1	2	3	4	5	6	7	slechte kwaliteit
betrouwbaar	1	2	3	4	5	6	7	onbetrouwbaar
veilig	1	2	3	4	5	6	7	onveilig
duur	1	2	3	4	5	6	7	goedkoop
smaakvol	1	2	3	4	5	6	7	niet smaakvol
gezond	1	2	3	4	5	6	7	ongezond
aantrekkelijk	1	2	3	4	5	6	7	onaantrekkelijk
uniek	1	2	3	4	5	6	7	niet uniek

Tijdens het kopen van vleesproducten is *diervriendelijkheid* voor mij:

Niet essentieel	1	2	3	4	5	6	7	Essentieel
Van geen betekenis	1	2	3	4	5	6	7	Betekenis vol
Is niet belangrijk	1	2	3	4	5	6	7	Belangrijk
Van geen belang	1	2	3	4	5	6	7	Van Belang

Mijn keuze om dit product te kopen is tot stand gekomen door:

Mijn gedachten	1	2	3	4	5	6	7	Mijn gevoel
Mijn wilskracht	1	2	3	4	5	6	7	Mijn verlangen
Mijn rationele kant	1	2	3	4	5	6	7	Mijn emotionele kant
Mijn hoofd	1	2	3	4	5	6	7	Mijn hart

OR

	Volledig oneens					**volledig eens**	
Dit product heeft een historie	1	2	3	4	5	6	7
Dit product is eerlijk	1	2	3	4	5	6	7
Dit product heeft waarden	1	2	3	4	5	6	7
Dit product reflecteert belangrijke waarden van het leven	1	2	3	4	5	6	7

Dit product is diervriendelijk:

Volledig oneens   1   2   3   4   5   6   7   **Volledig mee eens**

Hieronder ziet u een varkensvlees product. U wordt gevraagd om verschillende items te ranken op een schaal van volledig mee eens tot volledig mee oneens. Zet a.u.b. een kruisje in het antwoordvakje dat voor u het meest van toepassing is

Dit product is geproduceerd bij een klein groepje boeren uit het zuiden van Nederland sinds 1854. De boeren zijn onlosmakelijk gemotiveerd om een lekker stukje vlees te produceren. Daarnaast vertellen zij graag hun verhaal achter het product en tonen verantwoordelijkheid. De boeren stellen: Natuurlijk en Eerlijk, puur genieten!

OR

	Volledig oneens					**volledig eens**	
Ik zal dit product kopen	1	2	3	4	5	6	7
Er is een grote kans dat ik dit product zal kopen	1	2	3	4	5	6	7
Ik zal dit product aanraden aan vrienden	1	2	3	4	5	6	7

Dit product is:

van goede kwaliteit	1	2	3	4	5	6	7	slechte kwaliteit
betrouwbaar	1	2	3	4	5	6	7	onbetrouwbaar
veilig	1	2	3	4	5	6	7	onveilig
duur	1	2	3	4	5	6	7	goedkoop
smaakvol	1	2	3	4	5	6	7	niet smaakvol
gezond	1	2	3	4	5	6	7	ongezond
aantrekkelijk	1	2	3	4	5	6	7	onaantrekkelijk
uniek	1	2	3	4	5	6	7	niet uniek

Tijdens het kopen van vleesproducten is *diervriendelijkheid* voor mij:

Niet essentieel	1	2	3	4	5	6	7	Essentieel
Van geen betekenis	1	2	3	4	5	6	7	Betekenis vol
Is niet belangrijk	1	2	3	4	5	6	7	Belangrijk
Van geen belang	1	2	3	4	5	6	7	Van Belang

Mijn keuze om dit product te kopen is tot stand gekomen door:

Mijn gedachten	1	2	3	4	5	6	7	Mijn gevoel
Mijn wilskracht	1	2	3	4	5	6	7	Mijn verlangen
Mijn rationele kant	1	2	3	4	5	6	7	Mijn emotionele kant
Mijn hoofd	1	2	3	4	5	6	7	Mijn hart

OR

	Volledig eens				**volledig oneens**		
Dit product heeft een historie	1	2	3	4	5	6	7
Dit product is eerlijk	1	2	3	4	5	6	7
Dit product heeft waarden	1	2	3	4	5	6	7
Dit product reflecteert belangrijke waarden van het leven	1	2	3	4	5	6	7

Dit product is diervriendelijk:

Volledig oneens   1   2   3   4   5   6   7   **Volledig mee eens**

Geslacht: Vrouw/ Man

Leeftijd: …..

Hoe vaak per week eet u vlees?

0 – 1 – 2 – 3 – 4 – 5 – 6 – 7 dag(en) per week

Waar koopt u het vlees?

- o Supermarkt
- o Slager
- o Biologische winkel
- o Anders….

Beste deelnemer,

Ik wil u graag hartelijk bedanken voor uw deelname aan mijn onderzoek. Door het invullen van deze enquête heeft u het mede mogelijk gemaakt dat ik doormiddel van dit onderzoek kan afstuderen.

Hoe meer deelnemers aan deze enquête, hoe relevanter dit onderzoek zal zijn. Daarom zou ik u willen vragen of u deze enquête misschien zou willen delen. Dit kan door onderstaande link te delen.

(LINK)

Als u nog vragen heeft kunt u een mailtje sturen naar: Denise.vangenugten@wur.nl

Nogmaals, Hartelijk bedankt. En vergeet niet om op 'Volgende pagina' te klikken om de enquête volledig af te sluiten.

Met vriendelijke groet,

Denise van Genugten

De Wageningen Universiteit is hard op zoek naar personen die bereid zijn vaker dergelijke enquêtes in te vullen. Mocht u het leuk vinden om af en toe een oproep te krijgen voor een enquête en zo bij te dragen aan wetenschappelijk onderzoek, vult u dan hieronder alstublieft uw e-mailadres in. Uw e-mailadres zal in geen geval worden gelinkt aan de antwoorden die u zojuist in deze enquête heeft gegeven, uw antwoorden blijven strikt anoniem. Als u hier geen interesse in heeft, kunt u dit vak leeg laten en op 'Volgende pagina' klikken. Dit is het einde van de enquête.