Using SPSS and AMOS to Study the Influencing Factors and Mechanism of Healthy Consumption Lifestyle

Yanbing Liang[✉]

School of Economics and Management, Guangdong Vocational College of Post and Telecom, Guangzhou 510000, Guangdong, China
364173092@qq.com

Abstract. The report of the 19th National Congress of the Communist Party of China (CPC) put forward the implementation of the "Healthy China Strategy", which calls for the promotion of healthy and sustainable lifestyles. The research on health consumption behavior has attracted much attention in academic circles, and the theoretical research on the formation mechanism of healthy consumption lifestyle is still to be perfected. Based on the research results of Chinese and foreign scholars, this paper discusses the influencing factors and the mechanism of healthy consumption lifestyle of Chinese consumers, and proposes the hypothesis of the influence of personal values, health awareness and environmental attitude on healthy consumption lifestyle. SPSS and AMOS were used to analyze 839 valid questionnaires of Guangzhou residents. The results showed that: (1) consumers' personal values had a positive impact on their health awareness and environmental attitudes. (2) Consumers with strong health consciousness and positive environmental attitude tend to have a healthy lifestyle. (3) Consumers' personal values not only directly affect the healthy consumption lifestyle, but also indirectly through the mediating role of health awareness and environmental attitude. This study provides theoretical and practical guidance for promoting the healthy consumption lifestyle of urban residents.

Keywords: Health Consumption · Lifestyle · Personal Values · Health Awareness · Environmental Attitude

1 Introduction

In recent years, global warming, melting of ice and snow in the Antarctic, frequent natural disasters and "COVID-19" infections have spread all over the world. In this context, "low-carbon economy", "low-carbon consumption", "low-carbon lifestyle" and a series of new policies emerged. In the report to the 19th National Congress of the Communist Party of China, Comrade Xi Jinping clearly proposed the implementation of the "Healthy China Strategy" and vigorously advocated a green and low-carbon lifestyle, that is, a healthy and sustainable lifestyle. The "COVID-19" pandemic has dramatically increased health awareness and health needs. In recent years, the rapid rise of the domestic healthy

and sustainable consumer goods market and the huge development space have brought good development opportunities to many enterprises. This paper takes Guangzhou residents as the research object. Through questionnaire survey, this paper discusses the influencing factors and mechanism of consumers' healthy consumption lifestyle, aiming to provide enlightenment and suggestions for government departments and enterprises to understand consumers' healthy consumption psychology and behavior and develop marketing strategies.

2 Literature Review

2.1 About Lifestyle and Healthy Consumption Lifestyle

Lazer (1963) was the first to introduce lifestyle into the field of marketing research. In his opinion, lifestyle refers to people's material consumption activities and the way of leisure time activities at his personal disposal [1]. Solomon (2009) believed that lifestyle refers to "the way a person spends his time and money" [2]. Bloch (1984) argued that healthy lifestyle should be oriented towards preventing health problems and maximizing personal satisfaction [3]. Paul Ray (1998) proposed the concept of healthy and sustainable lifestyle. He believed that the behaviors of these consumers who maintain a healthy lifestyle are driven by a strong sense of environmental responsibility. They also maintain a balance between personal development and social issues, the health of others and sustainable development issues. They are increasingly willing to buy products and services from companies that align with their values [4].

2.2 About Lifestyle and Healthy Consumption Lifestyle

At present, the influencing factors of healthy consumption lifestyle can be summarized into four categories: demographic characteristics, personal values, health consciousness and environmental attitude.

2.2.1 Demographic Characteristics

Many studies have shown that the elderly, women, urban residents, high-income, well-educated consumers, they are more environmentally aware, concerned about environmental issues and food safety, and more inclined to maintain a healthy consumer lifestyle [5–14]. However, Richard and Lawrence studied the data of the behavioral risk factor monitoring system in the United States and found that young people were more likely to maintain a healthy lifestyle [15]. Patel (2017) believed that men were more inclined to maintain a healthy consumer lifestyle than women [16]. Sun (2018) believed that income did not significantly affect the choice of healthy consumer lifestyle [17]. Domestic scholar He Zhiyi found that young people with higher education level may have a higher proportion of green consumers, but there was no relationship between marriage, age, income and green consumption. The only significant thing is that women were more inclined to green consumption than men.

2.2.2 Personal Values

Consumer behavior theory points out that lifestyle is influenced and guided by values. According to Goldsmith, Values refer to people's innermost views and feelings, and what is important in life. Roger D. Blackwell pointed out that personal values refer to an individual's view and relationship with himself, the belief of an individual in a particular culture, and the ultimate goal or view of individual behavior [18].

Many studies show that there is a positive correlation between values, lifestyle and ecological behavior. Homer and Kahle (1988) divided values into two categories: internal orientation (self-realization, security, achievement and self-respect) and external orientation (belonging, respect and friendly interpersonal relationship) [19]. The former was positively correlated with the attitude of ecological consumption, while the latter was negatively correlated with the attitude of ecological consumption. Lievers et al., (1986) argued that people who adhere to traditional values and maintain a simple lifestyle were more likely to engage in social environmental activities [20]. Dunlap and Van Liere (1986) also found that people with liberal values were more concerned about environmental issues [21]. Furthermore, McCarty and Shrum (1993) further demonstrated that values such as self-respect and self-actualization were important determinants of people's participation in environmental activities [22].

Regarding how personal values influence choices related to healthy lifestyles, Luomala et al., (2003) found that the more consumers who pursue pleasure and stimulation, the less likely they were to maintain a healthy lifestyle [23], a conclusion that was more consistent with the findings of Richard and Lawrence (2005). Weiss (2002), Elena and Eva (2006) all found that the more people attached importance to externally-oriented values (belonging, respect and friendly interpersonal relationship), the more they paid attention to the impression they made on others, and therefore the more actively they controlled their diet and participated in sports. The more people focused on internally oriented values (self-respect, self-fulfillment, accomplishment, and security), the more they were able to resist instant gratification and focus on their long-term health [24, 25].

2.2.3 Health Consciousness

In a broad sense, the health consciousness refers to the mental activity that people carry out health behavior for their own health. Many studies have shown that health awareness affects the implementation of health behaviors (Oude Ophuis, 1989; Schifferstein and Oude Ophuis, 1998) [26, 27]. The stronger the health consciousness of consumers, the more inclined they are to maintain a healthy consumption lifestyle. Wandel and Bugge (1997) found that concern for one's own health was an important motivation for people to buy green food [28]. Mei-fang Chen (2009) also found that the stronger people's health consciousness was, the more they would care about their own health problems, control their diet and participate in sports, and are more likely to adopt a healthy consumption lifestyle [29]. In addition, older people were more inclined to maintain a healthy consumption lifestyle (Shui et al., 2004; Huston and Finke, 2003; Mothersbaugh et al., 1993) [7, 8, 14], because older people might face more physical diseases than younger people, and they were more health conscious, which manifested

in eating light, relaxation, abstinences or reducing smoking and drinking (Catherine and Chole, 1994) [13].

2.2.4 Environmental Attitude

The environmental attitude discussed in this paper refers to the general and stable tendency, position or view of the subject of environmental behavior towards a specific environmental behavior. Research generally indicates that the more positive an individual's environmental attitude is, the more likely he or she is to adopt environmentally friendly behavior. Balderjahn (1988), a German scholar, found that consumers' awareness of pollution would affect their attitude towards environmental protection, which in turn would affect their choice of healthy lifestyle [30]. Mei-fang Chen (2009) also found that consumers' attitude towards the environment would affect their willingness to maintain a healthy consumption lifestyle. The more concerned consumers were with the environment, the more likely they were to maintain a healthy consumer lifestyle. Consumers' attention to the environment was reflected in the purchase of organic food (Schifferstein and Oude Ophuis, 1998). Wandel and Bugge (1997) found that concern for one's own health and concern for the environment were the two main motivations for buying organic food. In addition, the researchers found that two factors, health awareness and environmental attitudes, influenced consumers' attitudes toward organic food through the intermediate variable of healthy lifestyle. Compared with environmental attitudes, consumers' personal health awareness had a greater impact on healthy lifestyle (Magnusson et al., 2003; Tregear et al., 1994) [31, 32]. Chen Kai (2013) found that the demand stimulus for green products was influenced by culture and values, and some consumers would form a positive environmental attitude and then form the willingness to green consumption.

3   Research Design

3.1   Research Hypothesis

Through literature review, we find that most of the influencing factors considered by scholars are scattered and lack of systematization, and few scholars consider the relationship and mechanism of action among these factors. Therefore, on the basis of previous studies, this study focuses on analyzing the relationship between these factors and healthy consumption lifestyle, and proposes the following research hypotheses and theoretical models (as shown in Fig. 1):

H1: Consumers' personal values influence their health consciousness.
H2: Consumers' personal values influence their environmental attitudes.
H3: The more consumers attach importance to personal values, the more likely they are to maintain a healthy consumption lifestyle.
H4: The stronger the health consciousness of consumers, the more likely they are to maintain a healthy consumption lifestyle.
H5: The more positive consumers' attitudes towards the environment, the more likely they are to maintain a healthy consumption lifestyle.
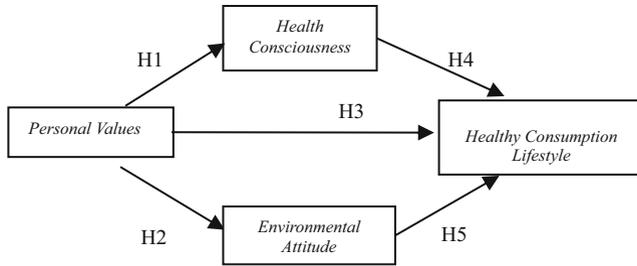
Fig. 1. The hypothetical model for this paper

H6: Health consciousness plays a partial mediating role between personal values and healthy consumption lifestyle.

H7: Environmental attitude has a partial mediating role between personal values and healthy consumption lifestyle.

3.2 Scale Description and Variable Measurement

The scale used in this paper is based on the maturity scale of existing research literature at home and abroad (Gil et al., 2000; Kahle 's, 1983; Oude Ophuis, 1989; Richard and Lawrence, 2005) [33], and consulted the opinions of experts, modified some items, and finally determined the formal questionnaire after the pre-test.

The measurement of consumer personal values variables mainly refers to the LOV (List of Values) scale of Kahle's (1983). The measurement of health awareness and environmental attitude were mainly borrowed from the research scale of Oude Ophuis (1989) and Gil et al., (2000), which were translated and modified. For the measurement of healthy consumption lifestyle, the scale developed by Oude Ophuis (1989) was selected, combined with the Chinese situation, and modified appropriately. All measurement items of research variables were measured by Likert seven subscales, with a total of 21 measurement items. The description of each measurement item is shown in Table 1.

3.3 Pre-survey and Data Collection

After the preliminary investigation, the content and difficulty of the questionnaire were improved and the formal questionnaire was finally formed. A formal questionnaire survey was conducted among Guangzhou residents by combining online questionnaire survey with written questionnaire survey. A total of 1000 questionnaires were sent out for the formal investigation, and 839 valid questionnaires were received with a recovery rate of 83.90%. 55% of respondents were women and 45% were men. The research covered all age groups.

3.4 Research Methods and Tools

This study first conducts reliability and validity tests, then uses Amos22.0 to conduct structural equation model analysis on personal values, health awareness, environmental attitude and healthy consumption lifestyle, and finally uses Booostrap to conduct mediation effect test.

4   Results and Discussion

4.1 Reliability and Validity Test

Reliability tests include internal consistency reliability and combination reliability. As shown in Table 2, Cronbach's α values of all variables were above 0.800, higher than the recommended value of 0.700, indicating that the internal consistency of each variable was high. In addition, the combined reliability (CR) of all variables was between 0.817 and 0.927, higher than the recommended value of 0.700, indicating that the combined reliability of all variables was high. Validity test includes convergent validity and discriminant validity. Confirmatory factor analysis was used to test convergent validity. It could be seen from Table 1 that the factor loading of each test item was greater than 0.500, indicating that these test items were more suitable for measuring the corresponding variables. In addition, Table 1 gave the test results of discriminant validity. The discriminant validity was tested by mean variance extraction value (AVE), as shown in Table 1. AVE values of all variables were above 0.575. In addition, the square root of AVE arithmetic (diagonal data in Table 2) was higher than the correlation coefficient between factors (triangular data under diagonal in Table 2), indicating that the variables had good discriminant validity. In conclusion, the data in this study had good reliability and validity, and were suitable for further testing and analysis.

4.2 Overall Model Fit Test

Amos22.0 software was used for structural model analysis of variable data, and various fitting indexes of absolute fitness and value-added fitness were tested. Absolute fitness index: chi-square degree of freedom ratio ($\chi 2$/DF) was 2.989, lower than 3; The mean square sum of progressive residual (RMSEA) is 0.049, lower than the standard 0.08; The benign fitness index (GFI) was 0.942, and the adjusted benign fitness index (AGFI) was 0.924, both of which were greater than 0.90. Value added fitness index: NFI is 0.951, IFI is 0.967, CFI is 0.967, all of which meet the standard of more than 0.90. To sum up, the hypothesized model of this study shows a good fit between the data.

The path coefficient of the model and the validation of the research hypothesis are shown in Table 3. The results shown that: Personal values affect their health awareness ($\beta = 0.278$, T = 7.303, P < 0.001), so H1 passed the test; Personal values influenced their environmental attitudes ($\beta = 0.379$, T = 9.645, P < 0.001), so H2 passed the test. Health awareness positively affected healthy consumption lifestyle ($\beta = 0.387$, T = 10.090, P < 0.001), so H3 passed the test. Environmental attitude positively affected healthy consumption lifestyle ($\beta = 0.332$, T = 8.253, P < 0.001), so H4 passed the test. Personal values had a positive impact on healthy consumption lifestyle ($\beta = 0.109$, T = 3.662, P < 0.001), so H5 passed the test.

Table 1. TEST RESULTS OF RELIABILITY AND VALIDITY

Variable	Item	Cronbach's α	KMO	CR	AVE	Factor Loading
Personal Values	V1	0.926	0.916	0.927	0.647	0.729
	V2					0.776
	V3					0.854
	V4					0.770
	V5					0.826
	V6					0.879
	V7					0.786
Health Consciousness	C1	0.876	0.824	0.896	0.554	0.795
	C2					0.754
	C3					0.842
	C4					0.692
	C5					0.703
	C6					0.617
Environmental Attitude	A1	0.811	0.771	0.817	0.529	0.695
	A2					0.714
	A3					0.652
	A4					0.835
Healthy Consumption Lifestyle	H1	0.843	0.796	0.853	0.597	0.575
	H2					0.760
	H3					0.878
	H4					0.843

Table 2. CORRELATION ANALYSIS AND DISCRIMINANT VALIDITY

	1	2	3	4
1.Personal Values	**0.804**			
2.Health Consciousness	0.267[**]	**0.744**		
3.Environmental Attitude	0.341[**]	0.502[**]	**0.727**	
4.healthy Consumption Lifestyle	0.351[**]	0.565[**]	0.544[**]	**0.773**

$P < 0.05$

4.3 Mediation Test

In this study, the mediation effect test program proposed by Zhao et al., (2010) was adopted, and the Bootstrap method of SPSS software was used to test the mediation effect. The sample size was 5000, and whether the mediation effect was significant was judged

Table 3. MODEL PATH COEFFICIENT AND VERIFICATION RESULTS

Hypothesis	Path	Normalized path coefficient	Standard error	T value	P value	Conclusion
H1	PV → HC	0.278	0.045	7.303	***	support
H2	PV → EA	0.379	0.043	9.645	***	support
H3	HC → HCL	0.387	0.036	10.090	***	support
H4	EA → HCL	0.332	0.041	8.253	***	support
H5	PV → HCL	0.109	0.033	3.662	***	support

*** means p ≤ 0.001

Table 4. MEDIATION TEST

Hypothesis	The Mediation Effect	Effect	Standard error	95% Confidence Interval	
				Lower Limit	Upper Limit
H6	PV → HC → HCL	0.060	0.011	0.041	0.082
H7	PV → EA → HCL	0.064	0.010	0.045	0.085

according to whether the indirect effect contained 0 in the 95% confidence interval. The following is an analysis of the mediating role of health awareness and environmental attitude in personal values and healthy consumption lifestyle. The results of data analysis are presented in Table 4, which shown that personal values had a mediating effect on healthy consumption lifestyle through health awareness. The βvalue was (0.041, 0.082) at 95% confidence interval, so H6 was supported. Personal values also influenced healthy consumption lifestyle through the mediating role of environmental attitudes, βvalue was supported by 95% confidence intervals (0.045, 0.085), so H7 was also supported.

5   Conclusions

5.1   Conclusion

This study constructs a theoretical model of personal value, health awareness, environmental attitude and healthy consumption lifestyle, and empirically analyzes the influencing factors and the mechanism of Chinese consumers' healthy consumption lifestyle. The results show that: Consumer personal value has a positive impact on health awareness and environmental attitude; Consumers with strong health consciousness and positive environmental attitude tend to have a healthy lifestyle. Consumers' personal values not only directly affect the healthy consumption lifestyle, but also indirectly through the mediating role of health awareness and environmental attitude.

5.2   Practical Implications

5.2.1   Advocate Consumer's Personal Values

The study found that personal values directly affect the choice of healthy consumption lifestyle. On the one hand, the more people value belonging, respect and friendly relationships, the more they are concerned about the impression they make on others, so the more active they are in controlling their diet and dealing with the relationship between work and life. Therefore, when carrying out marketing campaigns, enterprises should emphasize that their products can help consumers get friendly interpersonal relationship, realize their ideals and aspirations, and help them maintain a balance between life and work. Now more and more companies are building or support the use of surrounding the company's products to form a "brand community", such as, "HUAWEI Pollen Club", "Harley Experience", etc., the establishment of the brand community will help consumers get friendly relationships and sense of belonging, and improve brand loyalty.

On the other hand, the results of this study suggest that the more people value self-respect, self-fulfillment, a sense of accomplishment and security, the more they are able to resist instant gratification and focus on their long-term health. Consumers are increasingly paying attention to food safety issues when buying food or eating out, and are increasing their consumption of healthy organic food. This gives some inspiration to the food and catering industry. In the publicity and marketing communication, the safety of the food should be emphasized, and consumer confidence can be improved by showing the level of food safety and hygiene to consumers. In addition, in addition to material needs, consumers began to pay more attention to cultural education, healthy recreational activities and sports activities and other noble spiritual pursuit of consumption. Therefore, enterprises should pay attention to the spiritual and cultural needs of consumers, closely integrate their own values and corporate culture, meet the needs of consumers, enhance their differentiated competitive advantages through appropriate and healthy cultural ways, improve brand value, and conduct good communication with consumers.

5.2.2   Improve Consumers' Health Awareness and Environmental Attitudes

The results showed that consumers who were health-conscious and had a positive attitude towards the environment had healthier lifestyles. Most people aged 25 to 40 have a strong sense of healthy consumption. Marketers can use green consumption concept to guide their daily consumption behavior. Consumers who advocate a healthy lifestyle no longer blindly pursue so-called "fashion" products when choosing goods, but take environmental protection, health, spiritual needs and other factors into consideration. Global consumers prefer products and services from companies that actively respond to climate change, with 64% of respondents saying they are willing to pay higher prices for low-carbon products and services, said Ding Mincheng, vice president of Accenture Greater China, in a survey analysis of more than 7,500 consumers around the world. Therefore, the government and non-profit organizations should consider using the Internet and big data technology to carry out health promotion activities across the country, advocate the concept of healthy consumption lifestyle, improve people's health awareness and change their attitude to the environment.

At the same time, producers, marketers and service providers should pay attention to the needs and aspirations of consumers, and promote green transformation of production and marketing methods. On the one hand, through green technology and process upgrading, green technology innovation, producers should try to reduce pollution emissions and energy consumption, improve the green technology content of products, enhance the market competitiveness of enterprises. On the other hand, marketers and service providers should change their marketing methods from product marketing and social responsibility marketing to sustainable healthy lifestyle marketing. In the communication strategy, we should emphasize the natural, environmental and health benefits of products. The key is to increase consumer confidence in buying green products or brands. Therefore, enterprises need to strengthen the marketing communication of green products and brands. In the process of marketing communication, enterprises should highlight the quality advantage of green products and the "green value" brought by ecological environment protection to the whole society and consumers.

5.2.3   Limitations and Future Prospects

First, lifestyle is influenced by the cultural traditions and customs of different regions. The samples in this paper are residents of Guangzhou, so whether the research results are also applicable to consumers in other regions needs to be further verified. In future research, we can continue to investigate the situation in other regions, or carry out comparative research on the lifestyle of consumers in different regions. Secondly, the research sample of this paper is limited. In the future, more representative and large enough samples can be selected for follow-up studies in China to increase the universality of the study.

References

1. Lazar W (1963) Life Style Concepts & Marketing, 2nd edn. American Marketing Assn, Chicago
2. Solomon R, Lu T, Yang X (2009) Consumer behaviour, 8th edn. China Renmin University Press, Beijing
3. Bloch P (1984) The wellness movement: Imperatives for health care marketers. J Health Care Mark 1984 winter:9–16
4. GroupM Knowledge (2008) A research report on Lohuo ethnic group in Urban China. China's advertising 9:70–75
5. Sun Y, Liu N, Zhao M (2018) Factors and mechanisms affecting green consumption in China: a multilevel analysis. J Clean Prod 209(10):481–493
6. Chekima B, Wafa S, Igau O et al (2016) Examining green consumerism motivational drivers: does premium price and demographics matter to green purchasing? J Clean Prod 112(4):3436–3450

7. Shiu E, Dawson J, Marshall D (2004) Segmenting the convenience and health trends in the British food market. Br Food J 106(2):106
8. Huston S, Finke M (2003) Diet choice and the role of time preference. J Consum Aff 37(1):143
9. Doliver M (2003) Weight meets gender no time for gym, etc. Adweek 44(8):32–33
10. Alan B, Alan B, Teresa K et al (2002) Women, men and food: the significance of gender for nutritional attitudes and choices. Br Food J 104(7):470–491
11. Thomas O (1999) Structuring the meaning of hope in health and illness. Soc Sci Med 38(5):591–605
12. Nayga R (1997) Impact of sociodemographic factors on perceived importance of nutrition in food shopping. J Consum Aff 31(2):1–9
13. Catherine E, Chloe E (1994) Sex stratification and health lifestyle: consequences for men's and women's perceived health. J Health Soc Behav 35:36–45
14. Mothersbaugh D, Herrmann R, Warland R (2003) Perceived time pressure and recommended dietary practices: the moderating effect of knowledge of nutrition. J Consum Aff 27(1):106–126
15. Richard L, Lawrence L (2005) Analysis of the healthy lifestyle consumer. J Consum Mark 22(5):275–283
16. Patel J, Paul J (2017) Environmental behavior and socio - demographic factors in an emerging market. Asian J Bus Ethics 6:189–214
17. Sun Y, Wang S, Gao L, Li J (2018) Unearthing the effects of personality traits on consumer's attitude and intention to buy green products. Nat Hazards 93(1):299–314. https://doi.org/10.1007/s11069-018-3301-4
18. Goldsmith R, Freiden J, Hendereson K (1995) The impact of social values on food-related attitudes. J Prod Brand Manag 4(4):6–14
19. Homer, P.M .and Kahle, L.R. (1988) A structural equation Test of the value-attitude-behavior hierarchy. J Personal Soc Psychol 54(4):638–646
20. Lievers S, Serra P, Watson J (1986) Religion and visiting hospitalized old people: sex differences. Psychol Rep 58(3):705–796
21. Dunlap RE, VanLiere KD (1986) Commitment to the dominant social paradigm and concern for Environmental quality. Soc Sci Q 65:1013–1028
22. McCarty JA, Shrum LJ (1993) A structural equation analysis of the relationships of personal values, attitudes and beliefs about recycling, and the recycling of solid waste products. Adv Consum Res 20:641–646
23. Luomala H, Laaksonen P, Leipamaa H (2003) How do consumers solve value conflicts in food choices? An Empirical description and points for theory building. Adv Consum Res 31:564
24. Weiss M (2002) Chasing youth. American Demographics. 24(9):34–43
25. Elena F, Eva M (2006) Environmental values and lifestyles as determining factors of ecological consumer behavior: an empirical analysis. J Consum Mark 23(3):133–144
26. Oude Ophuis PAM (1989) Measuring health orientation and health consciousness as determinants of food choice behavior: development and implementation of various attitudinal scales. In: Avlonitis GJ, Papavasiliou NK, Kouremenos AG (Eds), Marketing Thought and Practice in the 1990s, EMAC XVI II, pp 23–1725. Athens School of Economics and Business, Athens
27. Schifferstein HN, Oude Ophuis PAM (1998) Dimensions of social inequality in the health of women in England: occupational, material and behavioral pathways. Soc Sci Med 52(5):761–781
28. Wandel M, Bugge A (1997) Environmental concern in consumer evaluation of food quality. Food Qual Prefer 8(1):19–26
29. Chen M-F (2009) Attitude toward organic foods among Taiwanese as related to health consciousness, environmental attitudes, and the mediating effects of a healthy lifestyle. Br Food J 111(2):165–178

30. Balderjahn and Ingo (1988) Personality variables and environmental attitudes as predictors of ecologically responsible consumption patterns. J Bus Res 17(8):5l–56
31. Magnusson MK, Arvola A, Koivisto Hursti UK et al (2003) Choice of organic foods is related to perceived consequences for human health and to environmentally friendly behavior. Appetite 40(2):109–117
32. Tregear A, Dent JB, McGregor MJ (1994) The demand for organically grown produce. Br Food J 96(4):21–25
33. Gil JM, Gracia A, Sanchez M (2000) Market segmentation and willingness to pay for Organic products in Spain. Inte Food Agribus Manag Rev 3(2):207–226