Application of Theory of Planned Behaviour In Belgium and Hungary on emotional food

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Objectives

The purpose of this study is to examine the influence of desire on consumption of healthy or unhealthy food, and to identify the differences between the consumer behaviour in Hungary and Belgium. Therefore, a refined version of Ajzen’s Theory of Planned behaviour (TPB) is used.

AIMS:

✓ The R² of the model to predict behavioural intention will increase after extending the model with the construct desire.
✓ The consumer behaviour is different for Belgian and Hungarian consumers.

Materials & methods

QUESTIONNAIRE:

- ELicitation study:
  - 20 people
  - Both countries
� Results are used to build the extended TPB

- Pre-test:
  - 20 people

- Survey:
  - Demographics
    - Gender, Age, Height, Weight, Education
    - Watch weight?
    - People and children in the households
    - Residence (city or countryside)
    - Income
    - Nationality

Theory of planned behaviour:

- Direct questions:
  - Attitude (ATT)
  - Subjective norm (SN)
  - Perceived Behavioural control (PBC)
  - Desire (D)
  - Behavioural intention (BI)
  - Behaviour (B)
  - Indirect questions
    - Beliefs and outcomes

Behavioural beliefs: Gaining weight, Unhealthy
Normative beliefs: Friends, Family
Control beliefs: Problems with weight
Desire beliefs: Happy

Level of sugar/calories: Partner, Visit, Nice taste

Dependent variable: BI
Independent variable: PBC, ATT, SN, D

Belgium
- Perceived Behavioural control (PBC)
- Attitude (ATT)
- Subjective norm (SN)
- Desire (D)
- Behavioural intention (BI)
- Behaviour (B)

Results

- TPB with and without the factor desire for both consumer groups
- Multiple regression analysis explaining behaviour of the consumers

Regression analysis with Behavioural intention and one of the four other factors as independent variables.

Belgian consumers:
- ATT (β = 0.358***)
- SN (β = 0.319***)
- D (β = 0.046***)
- R² = 0.287

Hungarian consumers:
- ATT (β = 0.261***)
- SN (β = 0.259***)
- D (β = 0.057**)
- R² = 0.223

Multiple regression analysis explaining behaviour of the consumers

Beliefs and outcomes:

Behavioural beliefs: Gaining weight, Unhealthy
Normative beliefs: Friends, Family
Control beliefs: Problems with weight
Desire beliefs: Happy

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Dependent variable: BI
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Belgium
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- Attitude (ATT)
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- Behavioural intention (BI)
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Conclusions

Inclusion of desire increases the predicted variance. Moreover, desire has a strong positive effect on the intention to eat and the actual behaviour of the consumers.

The actual behaviour of the respondents is related to the subjective norm and desire for the Belgian consumers. For the Hungarian consumers, it is explained by perceived behavioural control and desire.

Further analysis indicated that Belgian and Hungarian consumers were influenced by different beliefs. The Belgian consumers’ intention is influenced by gaining weight, level of sugar/calories and nice taste whereas the Hungarian respondents care about gaining weight and feeling guilty.

The current results suggest that this extended TPB is a useful framework to predict the consumer behaviour toward emotionally laden food products.

9th Pangborn Sensory Science Symposium
4-8 September 2011, The Sheraton Centre Toronto Hotel, Toronto, Canada