



Online-Appendix zu

„The Impact of the Organic Label Halo Effect on Consumers' Quality Perceptions, Value-in-Use and Well-Being“

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9 Appendix

Questionnaire

Survey - Food Quality in Canteens

This research is undertaken for a master thesis at the Freie Universität Berlin.

Hence, this survey does not pursue any commercial objectives, it is only conducted for academic purposes.

All answers will be treated anonymously and the data will be deleted upon completion of the project. The survey lasts approx. 10 minutes.

3 Amazon vouchers worth 10€ each will be raffled among all participants.

Many thanks for your support!

Philipp Küst

Page Break

Please answer the following question:

My current age is...

- ...an even number
- ...an uneven number

Page Break

Display This Question:

If Please answer the following question: My current age is... = ...an uneven number

Please imagine the following situation:

Together with some colleagues you go for lunch to a normal, average canteen.

Display This Question:

If Please answer the following question: My current age is... = ...an even number

Please imagine the following situation:




Together with some colleagues you go for lunch to an organic canteen, that – since several years – only uses organic ingredients.

Page Break

Display This Question:

If Please answer the following question: My current age is... = ...an uneven number




Here you can see 3 exemplary meals. Please take a look at them and continue with answering the questions below. You do not need to choose a meal.

Chicken breast with rice, cauliflower and carrots	Pork escalope with spaetzle and mixed vegetables	Spinach-Ravioli with pesto sauce
		

Display This Question:

If Please answer the following question: My current age is... = ...an even number

Here you can see 3 exemplary meals. Please take a look at them and continue with answering the questions below. You do not need to choose a meal.

Chicken breast with rice, cauliflower and carrots	Pork escalope with spaetzle and mixed vegetables	Spinach-Ravioli with pesto sauce
		

...is environmentally friendly (e.g. production, transport)	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
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The ingredients used in this canteen...

	Strongly disagree	Disagree	Rather disagree	Neutral	Rather agree	Agree	Strongly agree
...have been prepared in an environmentally friendly way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...have been produced in a way that animals have not experienced pain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...have been produced in a way that animals' rights have been respected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...have been produced in a way that does not conflict with my political values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...come from countries in which human rights have been respected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...have been bought from farmers for fair prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Eating in this canteen ...

	Strongly disagree	Disagree	Rather disagree	Neutral	Rather agree	Agree	Strongly agree
...gives me a good conscience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...reduces the risk for illness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...improves the way I am perceived	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...would help me feel accepted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...would make a good Impression on other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...would give me social approval	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...I contribute to environmental protection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...I reduce environmental pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...has altogether many positive consequences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate your agreement to the following statements.

After eating in this canteen, I feel ...

	Strongly disagree	Disagree	Rather disagree	Neutral	Rather agree	Agree	Strongly agree
...pleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...satisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...relaxed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...sleepy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...physically energetic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...mentally alert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

To finish the survey, please continue by answering the following demographical questions.

My gender:

Female

Male

My age:

Please indicate whether you agree to the following statements:

	Strongly disagree	Disagree	Rather disagree	Neutral	Rather agree	Agree	Strongly agree
Organic food was offered in this canteen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generally, I often buy organic products e.g. in the supermarket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Your answers have been recorded. Many thanks for your participation!

If you want to leave further comments, you can do so here (optional):

If you want to participate in the prize drawing, please leave your e-mail address (optional). Otherwise, just click on the "Next" button and close the window.

End of Block

Code Plan

Variable/Items	Manifestation	Description
Ser_No	Serial number	Serial number of participant starting at 1
Current_Age	1=even number, 2=uneven number	Random assignment of participants into two groups
Health_1, Health_2, Health_3, Health_4, Health_5, Health_6, Natural_1, Natural_2, Natural_3, Natural_4	1=Strongly disagree, 2=Disagree, 3=Rather disagree, 4=Neutral, 5=Rather agree, 6=Agree, 7=Strongly agree	Health & safety items rated on Likert scale
Animal_1, Animal_2, Environ_1, Environ_2	1=Strongly disagree, 2=Disagree, 3=Rather disagree, 4=Neutral, 5=Rather agree, 6=Agree, 7=Strongly agree	Environmental quality & animal welfare items rated on Likert scale
Prest_1, Prest_2, Prest_3, Prest_4	1=Strongly disagree, 2=Disagree, 3=Rather disagree, 4=Neutral, 5=Rather agree, 6=Agree, 7=Strongly agree	Prestige items rated on Likert scale
Funct_1, Funct_2, Funct_3, Funct_4	1=Strongly disagree, 2=Disagree, 3=Rather disagree, 4=Neutral, 5=Rather agree, 6=Agree, 7=Strongly agree	Functional value items rated on Likert scale
Hedon_1, Hedon_2, Hedon_3, Hedon_4	1=Strongly disagree, 2=Disagree, 3=Rather disagree, 4=Neutral, 5=Rather agree, 6=Agree, 7=Strongly agree	Hedonic value items rated on Likert scale

Altru_1, Altru_2, Altru_3, Altru_4, Altru_5	1=Strongly disagree, 2=Disagree, 3=Rather disagree, 4=Neutral, 5=Rather agree, 6=Agree, 7=Strongly agree	Altruistic value items rated on Likert scale
Social_1, Social_2, Social_3, Social_4	1=Strongly disagree, 2=Disagree, 3=Rather disagree, 4=Neutral, 5=Rather agree, 6=Agree, 7=Strongly agree	Social value items rated on Likert scale
Well_1, Well_2, Well_3, Well_4, Well_5, Well_6	1=Strongly disagree, 2=Disagree, 3=Rather disagree, 4=Neutral, 5=Rather agree, 6=Agree, 7=Strongly agree	Well-being items rated on Likert scale
Gender	1=female, 2=male	Gender of participant
Age	Age in number	Exact age of participant
Manipulation_Check	1=Strongly disagree, 2=Disagree, 3=Rather disagree, 4=Neutral, 5=Rather agree, 6=Agree, 7=Strongly agree	Manipulation check question
Comments	Written comments	Voluntary comments by participant on the survey
Mail	E-Mail address	Voluntary consignment of e-mail address for prize drawing

Documentation of Electronic Sources

Documents/Sources	Comments
Master Thesis_Philipp Küst.pdf	Master thesis in electronic version
Apetito (2017)_Menu Charts.pdf	PDF-document of Apetito press release on the 2017 menu charts in canteens
BLE (2016)_Bio Siegel.pdf	PDF-document on the German national organic label issued by the Federal Office for Agriculture and Food
Data_Cleansed_for PLS.csv	Comma-separated Excel-sheet with cleansed data, used for PLS analysis
EC (2007)_Council Regulation_834_2007.pdf	Electronic version of the European Council Regulation 834/2007 on organic production and labelling
Ökobarometer (2017).pdf	Summary presentation of the Ökobarometer 2017 study, commissioned by the German Federal Ministry of Food and Agriculture
Raw Data from Qualtrics.xlsx	Excel-sheet with raw data as taken from Qualtrics
SmartPLS_Report.xlsx	Excel-document including the SmartPLS Report
United Nations (2015)_Transforming our world.pdf	Electronic version of the Resolution 70/1 Transforming our world: the 2030 Agenda for Sustainable Development as adopted by the General Assembly on 25 September 2015

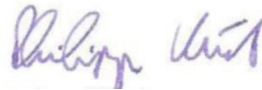
Eidesstattliche Erklärung

Ich versichere: Ich habe die Masterarbeit selbständig verfasst. Andere als die angegebenen Hilfsmittel und Quellen habe ich nicht benutzt.

Die Arbeit hat keiner anderen Prüfungsbehörde vorgelegen.

Mir ist bekannt: Bei Verwendungen von Inhalten aus dem Internet habe ich diese zu kennzeichnen und als elektronisch gespeicherte Ressource der Masterarbeit beizufügen.

Berlin, den 12.09.2018

A handwritten signature in blue ink, appearing to read 'Philipp Kist'.

Ort/Datum

Unterschrift