

# Prevent the World's Doom, Consume a Healthy Legume<sup>1</sup>

A Qualitative Study of Attitudes and Purchase Intentions of Health-Conscious Consumers

Sara Da Silva Lernstål & Konstantin Kiratsopoulos

Master Thesis in Business Administration (Civilekonom), 30 hp, Jönköping  
International Business School

2017-11-08

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# Introduction: the Authors



Sara Da Silva Lernstål & Konstantin Kiratsopoulos

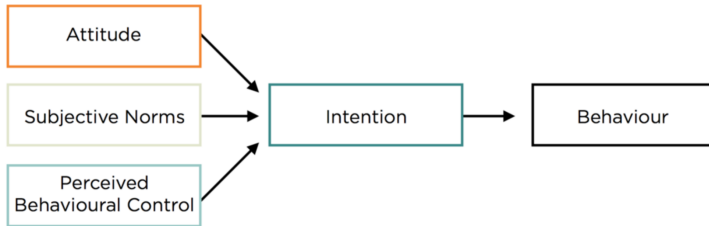
## Definition Health-Conscious Consumers (HCC)

- In Sweden, the interest in health consciousness has increased in recent years (Konsumentföreningen Stockholm, 2015; Folkhälsomyndigheten, 2016)
- One of the prominent motives for the increase in the practice of a vegetarian diet amongst Swedes is health consciousness (Livsmedelsverket, 2016).
- Health-conscious consumers (HCCs) can be defined as individuals concerned about both diet and overall lifestyle (Stevenson & Lindberg, 2010), reflecting about their physical condition, nutrition, stress level and environment (Kraft & Goodell, 1993).

# Purpose and Research Questions

- The purpose of the thesis is to explore the attitudes regarding legumes, and underlying key components affecting health-conscious consumers purchase intentions towards legume-based products.
- What are the attitudes towards legumes and how are these attitudes composed?
- Are there any other factors, apart from attitudes, that are affecting purchase intentions of legumebased products?

# Framework: Theory of Planned Behaviour (TBP)



*Figure 1: The Theory of Planned Behaviour (Ajzen, 1991)*

# Previous Applications of TPB for Understanding Consumer Behaviour I

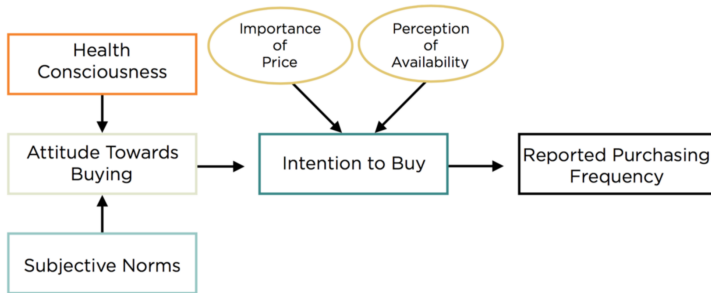
- Earlier studies concerning organic food have found that a majority of consumers have an interest and a positive attitude towards organically produced food (Wandel and Bugge, 1997; Magnusson et al. 2001).
- Few are, despite this fact, actually purchasing organically produced food regularly, showing that a positive attitude towards the products does not automatically lead to consumption (Roddy, Cowan & Hutchinson, 1996).
- Price and availability are two factors, which are shown to be possible explanations and important factors influencing a person's intentions (Tregear, Dent & McGregor, 1994; Magnusson et al., 2001; Fotopoulos & Krystallis, 2002).

## Previous Applications of TPB for Understanding Consumer Behaviour II

- Additionally, perceptions that organic food is healthy are shown to be important factor influencing the intentions of consumers within the field (Squires, Juric & Cornwell, 2001; Chinnici, Damico & Pecorino, 2002; Zanolli and Naspetti, 2002).



# Modified Framework of Planned Behaviour (TBP)



*Figure 2: Modified TPB Model by Tarkiainen & Sundqvist (2005)*

# Sara's and Konstantin's Revised Framework for Purchase Intention

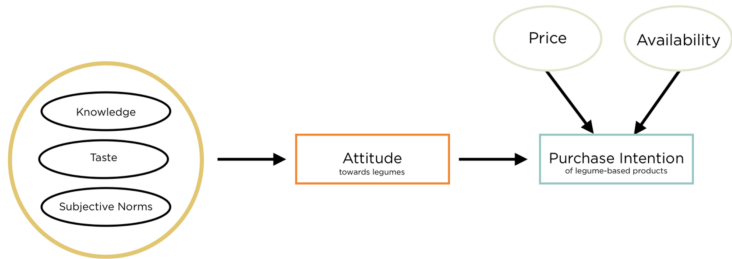


Figure 5: Proposed Research Framework by Da Silva Lernstål & Kiratsopoulos (2017)

# In-depth Interviews: Sample of Interviewees

Participant (M = Male F = Female)	Age	Duration (in minutes)
M1	24	41'
M2	25	36'
M3	23	42'
M4	37	24'
M5	50	31'
M6	55	47'
M7	26	49'
M8	20	32'
F1	24	30'
F2	30	36'
F3	23	38'
F4	26	27'
F5	23	38'
F6	47	52'
F7	41	23'
F8	58	46'

*Table 1: Sample Display*

## Summary of the Participants' Attitudes towards Legume-based Food From In-depth Interviews

<b>Predominantly positive attitude</b>	<b>Somewhat positive attitude</b>	<b>Somewhat negative attitude</b>	<b>Completely negative attitude</b>
10	3	1	2

## Factor 1: Knowledge I

- *“Knowledge is of great importance and it affects my attitude towards food, what you eat affects your overall well-being.” (Participant M2)*
- *“My attitude towards legumes is incredibly positive! I profoundly believe that if we shall be able to reach a sustainable society, we need to eat more legumes. It is a viand containing a lot of good nutrients and my belief is that the sooner one starts to consume legumes, the better. The switch is going to come, be prepared.” (Participant M8)*
- *“More knowledge would help me get over the threshold and understand that consuming legumes is neither tedious or complicated. If I would know more, I would probably consume more.” (Participant M5)*

## Factor 1: Knowledge II

- *“I have little knowledge about legumes, and I further do not believe that more knowledge would make me consume it more.” (Participant M7)*

A lot of knowledge	Little amount of knowledge	Hardly any knowledge
6	6	4

*Table 3: Summary of the Participants' Knowledge*

## Factor 2: Taste I

- *“I like good food. Although, I can look beyond the taste and just see food as something that I need to eat due to nutritional aspects.” (Participant M4)*
- *“Health benefits can outweigh an inferior taste. The combination healthy and tasty is the best, but I can easily abide food with a worse taste due to health benefits.” (Participant M1)*
- *“Taste is really important. I like legumes a lot, I do not just say it to become popular in this situation. Seriously, I really do like them a lot. I have always thought they are tasty, even in their most boring form.” (Participant M5)*

## Factor 2: Taste II

- *“I have a negative attitude [towards legumes] due to their taste. I do not think that they taste good enough.”  
(Participant F4)*

Positive attitude towards the taste	Neither positive or negative attitude towards the taste	Negative attitude towards the taste
5	10	1



## Factor 3: Subjective Norms I

- *“My family does also have a negative attitude towards legumes. They have never eaten it and will most probably never do.” (Participant F4)*
- *“I believe that my family has affected my attitude, that my attitude to a large extent is affected by my childhood’s eating habits. (Participant M1)*
- *“Of course subjective norms affect me. I believe my attitude towards legumes would have been different if it became more mainstream consuming it, and if people discussed it more. I follow the stream.” (Participant M7)*

## Factor 3: Subjective Norms II

- *“I am not affected by my family and childhood. On the other hand, curious and knowledgeable friends easily affect me. My friends interested in food can inspire me and teach me, which I believe affects my attitude.” (Participant M6)*
- *“I am influenced by my friends and people I look up to in for example social media. Family has not been affecting my attitude. People that have knowledge or are curious can affect me by giving me inspiration, which in turn can influence my attitude.” (Participant F3)*

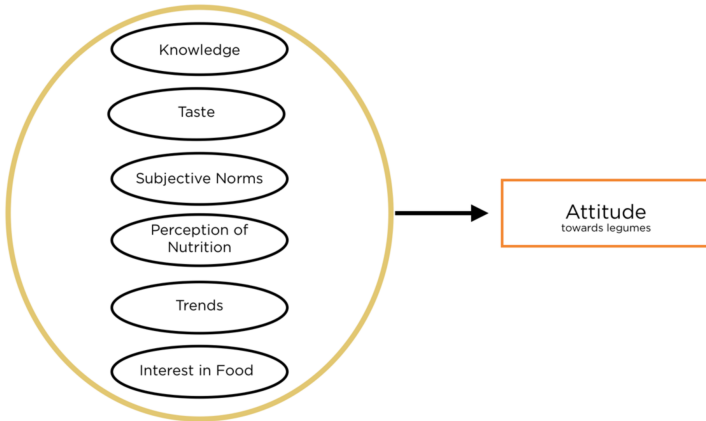
## Factor 3: Subjective Norms III

<b>Attitude affected by subjective norms</b>	<b>Attitude not affected by subjective norms</b>
16	0

## Other Mentioned Attitude Factors by Interviewees

- Perception of Nutritional Value
- Trends in Food Consumption and Habits
- Interest in New Food

# Revised Circle of Factors Affecting Attitudes of HCCs



# Attitude Towards Purchase Intention I

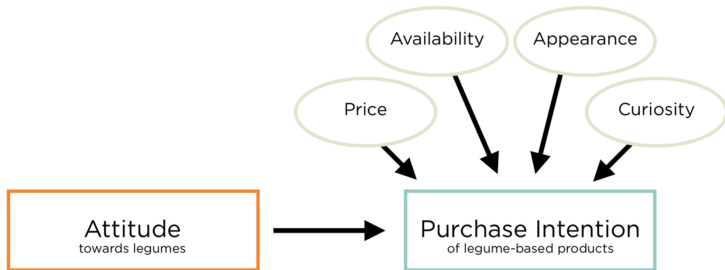
- *"I would only purchase [legume-based products] if it fulfilled three criteria; it should taste good, it should look appetising, and it should have a pleasing texture similar to meat."  
(Participant F4)*
- *"I have a positive attitude towards legumes, and I purchase them frequently. But I would never purchase ready-to-eat products, it is unthinkable for me! I make everything [by myself] from scratch."  
(Participant F8)*

Clearly positive purchase intention	Somewhat positive purchase intention	Negative purchase intention
9	3	4

## Factors Affecting Purchase Intention

- *“When I am in the store price is a very deciding factor. I would say around 80 percent [of my food purchases are decided by the price]. If legumes were significantly cheaper than other [proteins], I would have chosen them instead.” (Participant M2)*
- *“Price always affects [my purchase intentions]”. (Participant M5)*
- *“I am happily spending money on quality food. I can have purchase anxiety over other items but not for food, actually.” (Participant F5)*
- *“Price does not affect me at all, no matter which product it entails. I would spend more on a grocery product that I really want, any day of the week.” (Participant F4)*

# Factors Affecting Purchase Intention of Legume-based Products



*Figure 7: Factors Affecting Purchase Intentions towards Legume-Based Products*



# Summary of Sara's and Konstantin's Modified Model of Planned Behaviour (TBP) of HCCs

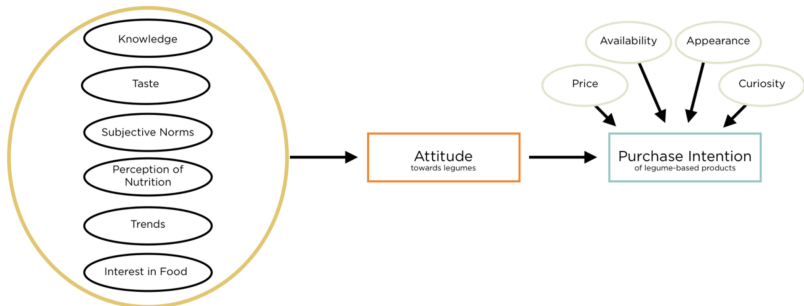


Figure 8: The Revised Research Framework by Da Silva Lernstål & Kiratsopoulos (2017)

## Conclusions

- In order to promote sales of legume-based products, the **aspect of pricing** needs to be acknowledged. While consumers were willing to pay more for higher quality products, the price still should be justifiable.
- Consumers also stated that they expected a product to be **easily available**, and inconvenience of acquiring the products would negatively affect their purchase intention.
- More **knowledge** about the products as well as keeping the products **“clean”, without additives**, would affect consumers attitudes considerably.
- Therefore, marketers should be **informative** and detail-oriented about the products ingredients, as well as how the products **positively affect the consumer's health.**