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Masterarbeit

Achieving goals of ethical consumption:

Assessment of target criteria for the comparison of organic and locally purchased products with a modified scoring model

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Abbreviations

FCQ	Food Choice Questionnaire
FCM	Food Choice Motive
FM	Farmers' market
GM	genetically modified
GMO	genetically modified organism
IFOAM	International Federation of Organic Agriculture Movements
TPB	Theory of Planned Behaviour
VBN	Value-Belief-Norm theory

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1. Introduction

The following chapter provides an introduction into the general background of the study and points out the specific relevance of the topic. Furthermore the objectives and research questions are presented before a short overview on the outline of the study is given.

1.1 General background

Consumers are increasingly aware of global trade systems for foods and the industrialization of agricultural production. They are more and more concerned about the consequences of current consumption patterns for economies, the environment and the social situation of producers. Consequently, a new trend in purchase behaviour, opposing the negative effects of globalization, industrialization and concentration in food production has been observed in recent years. This demonstration of purposely purchasing products that are in line with a certain set of ethical values can be described as ethical consumption. Accordingly, the so-called ethical consumer can be defined as someone, “[...] who considered environmental issues, animal issues and ethical issues, [...] when shopping” (Hall, 2011: 629), in order to do something good and right (Starr, 2009).

Intending to fulfil their perceived ethical obligations and their personal ethical goals many people purchase food items that claim to be produced under certain ethical standards. These items are for example labelled as locally produced, climate friendly, fairly traded, organically grown and other ethically relevant aspects. Furthermore, they are presented and perceived as a viable means of achieving goals of ethical consumption. Certifying agencies claim to provide the consumer a way to act right with regard to the rising problems of global trade and industrialized agriculture. And in fact it is evident that not only the awareness and thus the demand among consumers is growing but also the purchases of ethically labelled food products have strongly increased in recent years (e.g. Lekakis, 2014; Otto Group Trendstudie, 2013). This is especially true for products that are certified as organic or fair trade, which until now experience a high rise in demand and which claim to offer a way for ethically concerned consumers to specifically purchase products in accordance with their preferences (Otto Group Trendstudie, 2013; Starr, 2009).

At the same time, another movement of purchasing behaviour can be observed. Large numbers of people buy local products at for example farmers' markets or directly at the farm, or they show a preference for labels that claim a regional origin (Gilg & Battershill, 2000; Hasan, 2006). This trend is driven among other reasons, also by ethical motives such as limiting food miles, reducing CO₂ emissions or supporting the local infrastructure and economy. Additionally, customers seek transparency and intend to gain better insights into the production patterns, to avoid products that are transported around the globe and to support local social structures (Starr, 2009). But in contrast to ethical food labels, which work with certification schemes and provide objective criteria that are documented and accessible for consumers, the consumption of local food is merely associated with the fulfillment of ethical goals. Buying locally is a trend that promises to be environmentally sound and socially responsible and in line with several other attributes that are relevant for the ethically motivated consumer. But despite this positive perception of purchasing locally produced products as a means of opposing the negative trends in the global food system, many critics are concerned that "[...] the actual scope and meaning of either "localization" or "local foods" are rarely transparent." (Hinrichs, 2003: 33). Various researchers consequently describe the ambiguity of the term "local" and focus on misperceptions, false assumptions or simply the lack of information about the benefits of purchasing local products (Adams & Salois, 2010; DuPuis & Goodman, 2005; Hallett, 2012; Hinrichs, 2003; Holloway & Kneafsey, 2000).

Anyhow, the trends in consuming organic or local food products do not evolve independently from each other. Instead the precise definitions and underlying concepts of ethical labelling (i.e. organic labelling) and local purchasing are often unknown to consumers (Berlin et al., 2009; Hill & Lynchhaun, 2002). Instead, they often have vague ideas of both concepts and it remains difficult to make clear distinctions between them. As a consequence "[...] the lines between local and organic were blurred" (Adams & Salois, 2010: 331). Additionally, researchers describe a shift in consumer demand from organic to local, which is in the first place driven by the industrial scale of organic agriculture as it is common nowadays. Consumers desire for sustainability, authenticity and a holistic concept of food production, which, in their perception, often cannot be found in organic products anymore. A turn towards local food production and consumption is the consequence,

whereas local and organic are perceived as either complementary or substitutable attributes (Naspetti & Bodini, 2008). With regard to the ethical dimension the motivated consumer finds himself in a situation where he needs to decide whether local or organic is best suited to achieve his personal consumption goals. But the purchasing situation rarely provides a reliable option to compare if a product is in line with certain ethical consumption goals. Instead it remains difficult for consumers to assess if purchasing locally is truly an option to achieve their ethical goals. There is no comprehensive de facto information available such as it is provided through labels. But shopping habits are built on plans, and the availability and accessibility of information about certain product characteristics can be a determining factor in the process of purchase decision-making (Carrington et al., 2014). While this is true for purchase behaviour in general, it comes to certain relevance if the trend towards ethical consumption is considered. Information on the price, the geographical origin, or the nutritional value of a food product is usually readily available thanks to product labels in the supermarket, on the farmer's booth in the market or the information in printed advertisements, but information on ethical values is not that obviously found (Zander & Hamm, 2010). Especially, if products that are produced locally and in small-scale and that are sold directly on the farm or on a local market are considered, there is a lack of options in gathering information on compliance with ethical criteria before the actual shopping process. Consequently, planning on purchasing ethically sound products that are sold by regional small-scale producers not covered by standard labelling schemes is effortful for consumers in terms of duration and travelling distance and it requires a lot of personal research effort due to the mentioned lack of available or accessible information.

In order to simplify this process a scoring model that assesses the ethical dimensions of organic or local products could provide a useful tool for consumers (Fetzer, 2014). An in-depth understanding of ethical consumption goals related to organic and local purchasing is the basis for the development of the application. Hence, a comprehensive description of ethical consumption goals as well as their linkages and relationships, independently of the respective purchasing option is the crucial issue that this research paper will focus on.

1.2 Relevance and applicability of the study

The study will provide a theoretical Framework of Ethical Consumption Goals that enables faster and easier access to information about the ethical values that are inherent to a certain food product. The Framework of Ethical Consumption Goals is considered a fixed term in the following study.

Based on the work of Fetzer (2014), who describes a modified scoring model for the comparison of ethical preferences as related to regional products, the framework will consider the author's suggestion of a hierarchical structure of consumption goals. Also the relationships between the various goals will find consideration. In line with the ideas of Fetzer (2014) the information gathered through this research project could be used as background content for further application through a computerized tool that enables consumers to perform a decision-making process based on individual ethical consumption goals.

This could for example find use on websites that represent local producers and promote local consumption as it is the case for the website www.reg.io. The operators of this site currently provide a search-engine for consumers to find local producers within a certain geographic area. But in the future it is intended to extend the tools' functions, in order to enable consumers to evaluate single products under the aspect of compliance with their personal ethical preferences. In this final stage the products that can be assessed by the consumer are not only locally produced but the tool will include the option that also certain organic labels are suitable to fulfill ethical consumption goals. Accordingly, the application will not recommend either local or organic products but evaluate in compliance with the ethical preferences of any consumer, which product matches best.

This study will provide a basic Framework of Ethical Consumption Goals which will build the basis content for the described application. The evaluation of ethical preferences as a starting point for the assignment of a suitable product takes the consumer demand into focus. Consequently, this study does not promote any of the purchasing options but concentrates instead on supporting the consumer during the process of decision-making. Herein, not only the ethical values as associated with local purchasing as suggested by Fetzer (2014) are included but also purchasing

motives related to organic products will find representation in order to represent the major trends of ethical consumption.

Since the scope of this study is not sufficient to develop all aspects of the respective tool, it is the major purpose to develop a framework of ethical target criteria as a basis for further research. Future studies will then have to develop explicit methods for the gathering of data on consumer and producer side, to test the model in a theoretical and a real life context and finally program a suitable computer application. Only then the consumer should finally be able to compare various products online, in order to evaluate which one is the most suitable – independently if it is certified organic or locally produced or even both – to achieve a certain ethical goal.

1.3 Objectives and research questions

It is the central focus of this study to evaluate the ethical consumption goals that underlie organic and local purchasing. This includes in the first place the analysis of consumers' motives for both purchasing options, independently from each other. Then, this study aims on comparing both options and to further integrate and synthesize them into one comprehensive framework. This conceptual structure shall include all ethical values as they are connected to both purchasing options so that every individual consumer can be portrayed. Hence, the consumer will not be represented according to his preferences for organic or local products, but as someone with a preference for the fulfillment of certain ethical consumption goals.

In order to provide information corresponding to the scoring model of Fetzer (2014) the objectives of this research can be summarized as follows:

- To analyse the ethical consumption goals related to organic and local purchasing
- To develop a comprehensive framework representing the aims of ethical consumers
- To assess the potential relationships and linkages between the relevant consumption goals

In order to obtain these objectives the research questions that are addressed in this study are:

Question 1: Which ethical consumption goals matter to ethically motivated consumers, when they decide for either labelled or local food products?

The development of a comprehensive Framework of Ethical Consumption Goals can only be based on the understanding of both purchasing options separately. Hence, a general overview on the ethical motives of each option is provided. The range of motives is systematically assessed with the help of a theoretical framework. Here the Food Choice Motives (FCMs) as presented in the Food Choice Questionnaire (FCQ), of Steptoe et al. (1995) and Lindman and Väänänen (2000) are used.

Question 2: In how far do the ethical consumption goals of both purchasing options match or differ?

This question is the basis for the integration of the two purchasing options into a comprehensive Framework of Ethical Consumption Goals. As an extension of the basic model, which exclusively deals with the ethical values as associated with regional/local production, it is assessed if also products with an organic label can be included into the comprehensive model. The commonalities and differences are thus crucial for the representation of any ethically motivated consumer through the framework and moreover through the aspired tool for the assessment of ethical attributes.

Question 3: How are the relationships between ethical consumption goals and other Food Choice Motives characterized?

The final question focuses on the linkages between consumption goals that are rated as significant by consumers. Since ethical considerations are not necessarily always compatible with each other and other driving motives for certain purchase decisions (e.g. costs, convenience, perceived quality, etc.), this study will also consider the possible trade-offs and complementary effects between the different goals (Carrington et al., 2014). Also non-ethical consumption goals can play a role and cannot be neglected if they are in turn related to ethical motives. An understanding of this network of consumption goals enables a structural approach on different

hierarchical levels and might find consideration in future studies on the implementation of the modified scoring model.

1.4 Structure

In chapter 2 the literature review presents an overview on recent scientific research in the field of ethical consumption. Furthermore, the concepts and trends with regard to organic labelling and local purchasing are introduced. Then, the aspect of information availability is explained which eventually leads to the presentation of a scoring model that is modified for the evaluation of ethical consumption goals.

In chapter 3 the applied research methodology is described. The integrated research review is introduced as central concept behind the assessment of all three research questions. Since research Question 1 and 2 are approached differently than Question 3 all underlying theoretical models are additionally explained.

Chapter 4 summarizes the results of the integrated research review in two subsections that consider the outcomes with regard to Question 1 and 2 on the one hand and Question 3 on the other hand. Then in chapter 5 an in-depth discussion of the study results is performed that takes into account the information obtained through the literature review and the integrated research review. Additionally the applicability of the results for a modified scoring model for ethical consumption goals is debated.

Finally, chapter 6 gives an overview on conclusions that can be drawn from the discussion and lastly recommendations for further research are given.

2. Literature Review

The research questions of this paper comprise various aspects that have been assessed in scientific literature from very different fields of study. Ethical consumption is a topic in agricultural science, marketing research, food science, social sciences, psychology, philosophy and others. Accordingly, the following section provides a brief overview on theoretical and applied scientific work that is most relevant concerning the research questions of this study.

2.1 Ethical consumption and food choice

Nowadays ethical consumption is very similarly understood throughout the disciplines as a purchase behaviour that does not only originate from the desire to fulfil individual pleasures but that also incorporates “[...] the ideas of what is right and good, versus wrong and bad, in a moral sense” (Starr, 2009: 916). While the term ‘ethical consumption’ is also used to describe practices such as boycotts or a minimization of individual consumption, the following study will generally use the term with reference to purchase behaviour which is based on the idea that “(e)thical consumers have political, religious, spiritual, environmental, social or even other motives for choosing one product over another, and they express concern about their consumption choices’ impacts” (Carrington et al., 2014: 2760). As Starr (2009) additionally points out, this refers to all kind of production practices that are harmful or have the potential to be harmful for people or the environment. Furthermore, the term ethical consumption refers to all kinds of products and services, but as Long and Murray (2013) explain, even though it is a prevalent issue in various fields of the scientific discourse, it is especially related to the field of food and agriculture. Studies in this field reveal that consumers specifically care for “[...] environmental, human rights, and animal welfare issues when making purchase decisions” on food products (Memery et al., 2012: 1284).

The rising number of ethical consumers in industrialized countries is well documented and for example the Otto Group Trendstudie from 2013 claims that their number in Germany has more than doubled in the time from 2009 to 2013, from 26% to 56% (Otto Group Trendstudie, 2013:7). Also in other countries this trend has been observed in the past years. In the UK for example a trebled market size with regards to ethically produced goods since 1999 has been recorded, in North America and

Europe growth rates of 30-200% per year were observed and overall especially the market for ethically produced food products showed rapid growth (Denver & Jensen, 2014; Memery et al., 2012; Starr, 2009). At the same time, also producers increasingly recognize the growing market of ethical products and hence report that “[...] commitments to ethics and sustainability, in addition to social and environmental benefits and positive public relations, actually help the economic bottom line” (Long & Murray, 2013: 352).

Although, these numbers reveal a growing trend, the share of consumers that follows ethical consumption goals is still a minority as examples in the field of organic consumption show. Only 5-10% of consumers in North America and Europe purchase organically produced food items or shop under consideration of animal welfare (Starr, 2009). Also in Australia only 1% of the total food sales is organic (Chang & Zepeda, 2005). Furthermore, these data need to be seen critically for two main reasons: Firstly, many studies that provide estimates on the share of ethical consumers base their statistics on interview results, consumer questionnaires and surveys that are essentially self-reporting (e.g. Otto Group Trendstudie, German National Nutrition Survey II, etc.). The numbers accordingly give the impression that many consumers follow ethical consumption goals through their shopping behaviour but research has revealed that social desirability can cause a significant bias in the evaluation of self-reported surveys. Thus, interviewees often make statements that do not necessarily translate into behaviour (Carrington et al., 2014). Moreover, this so called intention-behaviour gap can be traced back to several consumption barriers which are among others (e.g. the higher price) also the lack of available information and a relatively low knowledge (Aertsens et al., 2009). Secondly, much data is based on sales statistics or market share statistics of labelled products, such as it is the case for fair trade or organic products. These numbers reflect only certain market segments and leave out products that might be ethically desirable but do not have any label such as it would be the case for many locally purchased products. Other ethical shopping motives than represented by the available labels do not find any representation in these statistics (Zander & Hamm, 2010). Summing up, both issues show that a need for further research is given.

Apart from this, the ethical values that are referred to in many studies are inconsistent. Even though ethical values, ethical consumption goals or food choice motives are assessed in plenty research projects, they often differ. This relates not only to the chosen names for the respective categories, the number of distinguished categories but also the choice of values and goals themselves. Memery et al. (2012) summarize for example the treatment of humans and animals as one ethical factor, while Starr (2009) distinguishes between animal welfare and abusive labour practices. In order to systematically approach the motives underlying the choice of food items Steptoe et al. (1995) created a mode of measurement. The authors recognize that beside health motives, social or cultural motives also several other drivers can have an influence on food choice. Thus, they developed a multidimensional questionnaire which intends to reveal considerations that are taken into account when food items are chosen. This so-called Food Choice Questionnaire (FCQ) covers 9 factors, namely 1.Health, 2.Mood, 3.Convenience, 4.Sensory Appeal, 5.Natural Content, 6.Price, 7.Weight Control, 8.Familiarity and 9.Ethical Concern. Each factor is represented by up to six items that respondents can rank in their importance on a scale of 1= not at all important, till 4=very important. By the time that the FCQ was developed, ethical concerns were just developing as a topic in broader society and the term “ethical consumerism” did not exist until 1998 (Harper & Makatouni, 2002). Hence, it did not find much representation in this concept.

This lack of focus on ethical aspects was approached by Lindman and Väänänen (2000) who extended the category of *Ethical Concern* in the original FCQ. In order to cover a wider range of food choice motives they split the original category into three sub-categories: 1.Ecological Welfare, 2.Political values and 3.Religion. Still, this attempt of modifying the original FCQ does not accommodate the development of ethical consumption as it gained more and more relevance in science and society during recent years.

Anyhow, in the context of this study the FCMs as described by Steptoe et al. (1995) and Lindman and Väänänen (2000) are used to categorize consumption goals in a consistent way. Hence, the FCMs are regarded as target criteria to be applied in a modified scoring model. In the following study consumption goals related to the choice of food items are therefore referred to as ethical Food Choice Motives (ethical

FCMs), non-ethical Food Choice Motives (non-ethical FCMs) or equivalently as ethical or non-ethical target criteria. Also the FCMs as described above are considered as fixed terminology in the following text.

2.2 Organic labelling

Ethical labels on food products are common in the industrialized world, where supermarkets are a popular option for shopping groceries. There are plenty different labels with many different claims. Many represent organic production processes, some stand for fair trade patterns and others indicate animal welfare, climate friendly production, or a certain geographical origin etc. Considering this variety of labels, the products certified organic do not only form the biggest sector considering the market share (for example in Germany, the UK or USA) and the market growth rates, but organic was also subject to intensive research in recent years.

Due to the limited timeframe and scope of this study, this research will refer to organic food consumption as representing ethical consumption guided by labels. Following the argumentation of Zagata (2014), “[...] organic food consumption can be seen as an example of ethical consumption” (Zagata, 2014: 245). Since organic labels cannot replace specific fair trade or animal welfare labels, it is important to understand that they still cover several aspects related to other ethical issues. The International Federation of Organic Agriculture Movements (IFOAM) emphasizes for example that animal welfare standards find consideration in organic labelling schemes – even though these do not necessarily provide far better conditions than the legal standards for conventional production of certain countries.

For products that are certified under the mentioned scheme, statistics are easily available and they overall reflect a growing trend in the market share. In the US for example the market share of organic products rose from 1990 to 2006 with yearly ca. 20% (Zepeda & Deal, 2009). The organic labelling schemes have also been intensely studied with regard to ethical purchase motives. Honkanen et al. (2006) found that ecological motives, including environmental and animal welfare concerns have a strong effect on positive attitudes towards the consumption of organic food. Also other researchers came to similar results that show a strong linkage between the intention to protect the environment and the choice of organically produced food (e.g. Harper & Makatouni, 2002; Hill & Lynchhaun, 2002; Zepeda & Deal, 2009; etc.)

Even though, the overall trend for organic products is rising, some research reveals that also other ethical drivers are relevant to consumers and that further investigation is necessary. As the research of Zander and Hamm in 2010 and Zander et al. in 2013 describes, there are additional ethical values relevant to the consumer than organic labels are currently representing. These are for example social values, such as e.g. safe working conditions, the employment of disabled persons or others such as e.g. the preserving of traditional manufacturing methods. In their study the authors also observe that consumers who are interested in organic products have the highest interest in animal welfare and regional production if other ethical values would be represented. The authors furthermore conclude that producers of organic products could possibly integrate other ethical standards in order to increase their market share (Zander & Hamm, 2010). Anyhow, since regional production appears as especially relevant to consumers it leads to the issue if locally purchased products can be an alternative to labelled products as a means of achieving ethical consumption goals. Still, regardless of the motives that are represented by a certain labelling standard it seems that all certification schemes, including organic certification schemes, offer an insight for motivated consumers to assess which ethical concerns are in line with the respective food product (Weatherell et al., 2003). In the context of this study labels are not differentiated for their specific regulations but regarded as a homogenous group in the sense that consumers attach certain consumption goals to the organic label in general.

According to Hjelmar (2011), labels are developed to guide consumers and to provide the opportunity to make informed choices. Anyhow, consumers often remain sceptical and their trust is rather based on hope than on knowledge. Also Aarset et al. (2004), emphasize the fact that labels are assigned through very different certification bodies, which of course leads to different schemes of certification, different standards with regard to limiting values (e.g. pesticide application, space for animals etc.) and different logos. Even though the principal idea behind the respective label might be clear to the consumer, the specific rules and restrictions of each label are not that easily accessible and thereby ambiguity and confusion, even mistrust can be a consequence on the consumer side (Aarset et al., 2004; Hjelmar, 2011).

2.3 Local purchasing

In contrast to products that are labelled organic, local products are barely subject to obligatory certification or standardized labelling. The confusion and uncertainty for consumers is comparably higher and consequently the definitions of local food can be very different and depend strongly on the consumer's perspective.

The term 'local' is mostly related to the distance between the place of production and the place of purchase. While many people regard food grown within a country, or food grown within a state as local, others define it through geographical areas or common customs within a region (Zepeda & Leviten-Reid, 2004). Feldmann and Hamm (2015) describe local food as "[...] food that has traveled only short distances or [...] food that is marketed directly by the producer" (Feldmann & Hamm, 2015: 153). This should not be confused with locality foods, whose typical characteristics are associated with the production process in a certain area but which are distributed beyond the area's boundaries (Chambers et al., 2007). Hence, the typical venues for the purchase of local food items are farmers' markets, direct sellers or local manufacturers such as e.g. a baker who uses foremost local ingredients for his baked goods. The following study does not give a precise definition of local food in terms of geographical proximity, because it appears that to consumers the exact distance weighs less than the values that are associated with the process of buying locally. Still, once the model is used in a real life situation, it is necessary to define a geographical area because it is not supposed to represent random producers but enterprises within a certain geographical proximity. Anyhow, since this study aims on assessing the underlying consumption goals of local purchasing, local is regarded as a concept related to short distances, short supply chains and direct marketing that has gained a strong momentum for consumers despite its unclear definition.

Recent statistics reflect the consumer's demand for alternative markets that embody the idea of local food. So from 1994 till 2006 for example the number of farmers' markets in the US doubled (Zepeda & Deal, 2009) and many consumers (approx. 30%) in the US would prefer fresh produce from a farmers' market or directly from the producer over supermarket products (Berlin et al., 2009). And also in other industrialized countries such as Australia the sales of farmers' markets increase (Chang & Zepeda, 2005).

Some researchers (e.g. Dowd & Burke, 2013) refer to local purchasing as a concern of ethical consumers and see it in line with other motives such as animal welfare, or environmental concern, which are often per se assumed to be inherent to shopping at local scale. Also Zander and Hamm (2010) describe the problem of categorizing the preference for local food in one scheme with other ethical motives. They conclude that local consumption cannot be categorized as an ethical goal in line with the other categories because it does not represent one single consumption motive, but is usually associated with several ethical aspects out of various categories (Zander & Hamm, 2010). Or in other words: “[...] “local food” can hold multi-faceted and sometimes contradictory meanings” (Hinrichs, 2003: 33). Motivated by these findings several researchers assessed the sociology of local purchasing and discovered the phenomenon of the ‘local trap’, which is described by Hallett (2012) as the general assumption that “(t)he local is [...] desirable” (Hallett, 2012: 19). The author underlines this finding by pointing out that, positive motives such as “[...] ecological sustainability, social justice, democracy, better nutrition, and food security, freshness, and quality” (Hallett, 2012: 19) are assumed to be inherent to the local scale.

Accordingly, the scientific literature identifies the higher quality of the products, their naturalness and freshness to be the main drivers for purchasing locally (Gilg & Battershill, 2000; Hasan, 2006). Ethical considerations for consumers to shop locally are recognized, but often regarded as minor reasons. Consequently, not much attention has been brought to the linkage between ethical goals of consumption and local purchasing. But for example as the theory of perceived or social embeddedness suggests, not all shopping behaviour is based on economic decisions or on factors of quality. So shoppers who buy at a farmers’ market for example, satisfy their altruistic desire to support local producers and they additionally establish trustful relationships through social interactions. Factors of embeddedness can include several ethical goals, such as e.g. reducing the carbon footprint, buying organic produce, supporting sustainable farming, etc. (Chen & Scott, 2014). This theory also comprises the value of being geographically close to the seller and to know him/her personally.

Also the type of information availability can be very different depending on the mode or place of shopping. For example, Holloway and Kneafsey (2000) focused in their

research on farmers' markets in the UK and found that people know about a certain market through word of mouth. Thus, they concluded that informal networks of consumers are "[...] important mediators of information about this new consumption space" (Holloway and Kneafsey, 2000: 289). So, the ethical values associated with local consumption are not that clearly subject to strict rules but more to the buyer's evaluation or as Weatherell et al. (2003: 234) point out: "[...] 'local food' is not such a tightly defined term as 'organic' nor does a comparable system of regulation and certification exist into which consumers can engage." Consequently, the compliance of shopping locally with certain ethical goals needs further investigation. Bridging the information gap with regard to the ethical values of local consumption through a modified scoring model will enable consumers to achieve their ethical goals faster and easier.

2.4 Relevance of information availability

The processes and reasons that underlie purchase decisions have been researched especially in the field of consumer theory where various concepts and models have been developed. For a long time ethical or moral aspects were not considered in the theoretical concepts but lately, in the context of ethical consumption, these motives received more attention as the following section will show.

Ethical purchase decisions are seen as a product of external factors (e.g. situational context) and internal factors (e.g. individual knowledge). Based on this assumption the research team of Carrington et al. (2014) describes a framework that leads to the alignment of ethical intentions and shopping behaviour. At first ethical concerns are prioritized, secondly plans and habits are formed, thirdly the consumer commits to his goals and lastly a certain shopping behaviour can be observed. The availability of information for the ethically motivated consumer is according to this model especially relevant during the planning phase of purchase activities. In turn, as Aertsens et al. (2009) point out, someone who has no ethical consumption goals will not perform an intensive information research since the shopping behaviour is strongly planned and based on habits which do not include ethical motives.

Other researchers approach the issue of purchase behaviour from a psychological or sociologist point of view. Therefore, several studies (e.g. Aertsens et al., 2009; Dowd & Burke, 2013) refer to the Theory of Planned Behaviour (TPB), which generally

focuses on the processes that lead to a certain behaviour. The TPB states that “[...] someone is most likely to perform a given behaviour if they have formed the intention to do so beforehand” (Dowd & Burke, 2013: 138). While for a long time moral or ethical obligations were not integrated in the TPB, nowadays the concept offers an insight into processes that lead to an ethical consumption behaviour and it is acknowledged that ethical considerations play an essential role when it comes to choosing food products (Dowd & Burke, 2013).

Value-Belief-Norm (VBN) theory, as described by Stern (2000) provides another model for the explanation of purchase behaviour, which in contradiction to the TPB does not describe a direct link between intention and behaviour. Instead, behaviour is regarded as based on norms, which are the result of individual values that at some point lead to the formation of beliefs. According to this model, the existence of norms is crucial because they eventually lead to behaviour (Zepeda & Deal, 2009). Anyhow, as soon as costs or benefits are associated with a certain behaviour, the VBN theory cannot persist, since it provides only an insight into consumer’s attitudes and these are empirically not directly linked with the facilitation of behaviour (Zepeda & Deal, 2009).

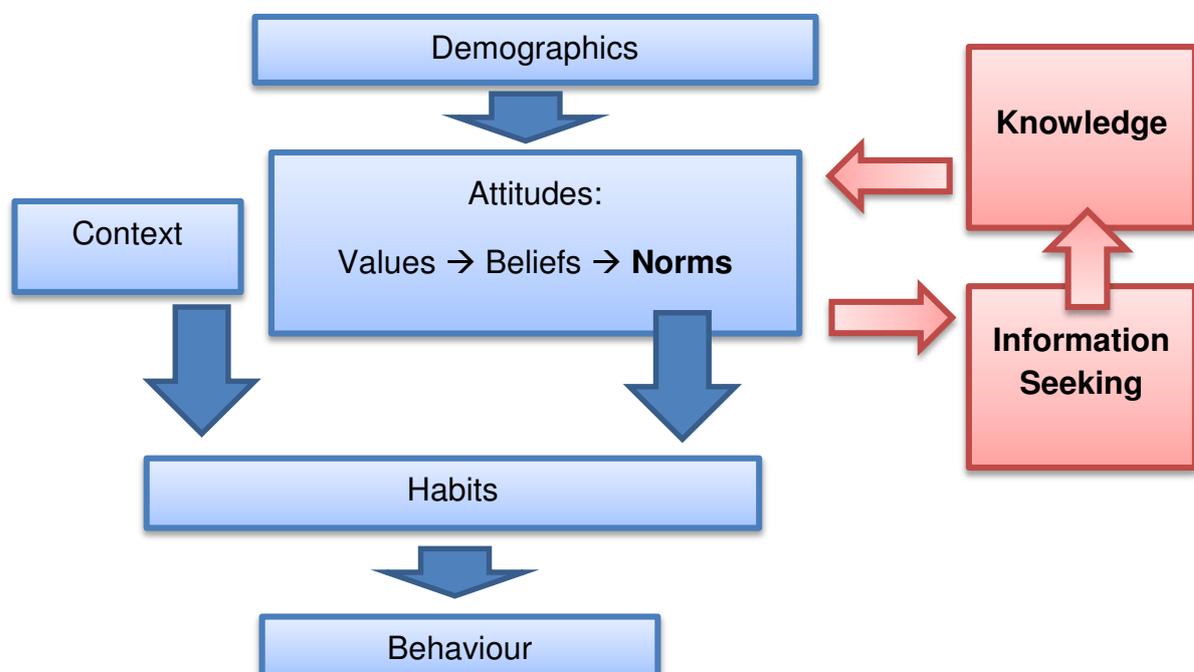


Figure 1: Role of knowledge and information seeking in a decision-making process

Source: Own illustration based on Zepeda & Deal, 2009

Based on the concept of the VBN, ethically motivated consumers purchase e.g. organic or local products because it is in line with their personal beliefs and fits into the norms of society. Since information seeking can be regarded as costs, the availability of information could be a determining factor, which product someone will buy. Also Zepeda and Deal (2009) confirm that knowledge is relevant with respect to the issues a person is concerned with when purchase decisions are made as Figure 1 demonstrates.

Even though not all norms result in behaviour, as mentioned earlier, it is clear that a person who acts driven by personal values and norms has been through processes of information seeking and knowledge formation. Additionally, the acquisition of information on ethical matters might lead to feelings of empowerment and involvement as long as the consumer is not confronted with an overload of information (Shaw & Clarke, 1999; Verbeke, 2005).

Anyhow, since many researchers agree that the availability of information is not always translating into efficient ethical consumption behaviour, this study focuses on a certain group of consumers where intention and behaviour are aligned as much as possible (Carrigan & Attalla, 2001). Carrigan and Attalla (2001) describe them as “[...] committed ethical consumers who do seek out environmentally-friendly products, and boycott those firms perceived as being unethical. For them, information guides ethical purchasing behaviour” (Carrigan & Attalla, 2001: 563). Depending on the field of study this group of consumers is called differently. Zepeda & Deal (2009) refer to ‘Heavy Organic Buyers’, which are characterized not only by purchasing these foods but also by an active information-seeking behaviour that provides them with an in-depth knowledge on the respective products. Memery et al. (2012) classify those consumers who show a significant level of concern for ethical consumption issues as ‘Demanders’. And also Zander and Hamm (2010) support the idea that someone who is more dedicated to an ethical cause also seeks more information.

In light of these findings this research is based on the concept that ethically motivated consumers seek more information in order to behave in line with their norms and values. Hence, the consumers that are in the focus of this research project are considered to regard labels or local purchasing as means to achieve their individual consumption goals.

2.5 Modified scoring model of ethical consumption goals

In order to reduce the effort of information seeking and to facilitate easier purchase-decisions for ethically motivated consumers, the research work of Fetzer (2014) introduces a model that enables a comparison of regional and local producers according to the consumer's ethical preferences. His work is based on a model that has been firstly introduced in 1965 and which has been further developed and standardized by German researchers such as Bechmann (1978) and Zangemeister (1976). The model which has been applied in order to generally facilitate decision-making processes with multiple alternatives is referred to as Nutzwertanalyse throughout the relevant scientific literature. Previously, it has been applied for example in the field of land-use planning or location choice for companies (Schulte, 2003).

Since the model did not receive broad attention in the international scientific community its name does not have any explicit equivalent in the English literature. In order to simplify this issue the term 'Nutzwertanalyse' is replaced with 'modified scoring model' in the following study. Anyhow, the terminology of scoring in the context of this research must not be confused with scoring models or scoring systems that evaluate probabilities of decision-making (e.g. Chambers, 2008) or focus on behavioural predictions (e.g. Alves & Dias, 2015; Lim & Young Sohn, 2007 etc.).

In this study the term modified scoring model is defined as the equivalent of the Nutzwertanalyse, which is a planning tool that incorporates the evaluation of alternatives during a decision-making process. It is a systematic approach which is based on the subjective perception of the respective alternatives and thereby holds the possibility to model decisions driven by the personal values of its users. Additionally, it is useful for the evaluation of target criteria that cannot be measured in monetary values (Bechmann, 1978). Thus, the modification as a tool for the evaluation of ethical preferences in the context of purchasing decisions appears feasible (Fetzer, 2014).

The model is modified with the purpose of reducing the externalities for consumers (i.e. time and effort spent on information seeking), by providing a tool that is able to evaluate multiple, individual, ethical consumer preferences. Accordingly, the model

aims on giving recommendations for the purchase of certain products or the purchase at certain producers, so to facilitate a decision-making process in line with the individual preferences for certain ethical consumption goals. In the model the individual preferences are compared and matched with the ethical performance of regional and local producers (Fetzer, 2014). In order to extend the capacity of this version of the model, the following study introduces additionally to the suggested ethical target criteria that consumers' associate with local purchasing, also those related to organically certified products. The modified scoring model could thereby enable ethically motivated consumers to evaluate both purchasing options through one tool, guided by the ethical performance of producers.

Technically the set-up of a scoring model follows several steps, which are namely: 1. Definition of target criteria, 2. Weighting of target criteria, 3. Calculation of partial values, 4. Calculation of total values and 5. Ranking of alternatives (Fetzer, 2014:13). As Fetzer (2014) points out the first step needs to be processed carefully because the definition of target criteria is the basis for all following stages and thus crucial for the overall success of the model. The system of target criteria needs to fulfil certain requirements in order to ensure that an efficient model is developed. First of all, the target criteria should be structured hierarchically and the criteria given on the lowest and hence most detailed level are supposed to be measurable. The measuring with an ordinal scale is considered as suitable option for the dimension of ethical criteria since individual preferences are represented and these are not necessarily quantifiable (Schulte, 2003).

Furthermore, the general version of the modified scoring model demands that target criteria are independent from each other, which implies that relationships of any kind between target criteria do not exist or do not find consideration (Bechmann, 1978; Fetzer, 2014). In his modification of the model Fetzer (2014) consequently presumes independence of target criteria. Anyhow, theoretically it is also possible to evaluate and measure relationships as relevant factors in a scoring model, which was suggested by Bechmann (1978) who for this reason developed a second generation of the model. In the following study the presumption of Fetzer (2014) is questioned and it is assessed if relationships between target criteria can be described that would necessitate their consideration in the scoring model. Bechmann (1978) distinguishes

between technological relationships and relationships on a value level (Table 1). Theoretically the technological relationships are related to the consumption goals on the lowest hierarchical level (Level 3) and the linkages characterized by consumers' valuation affect Level 1 and Level 2.

For the development of a criteria catalogue that reflects consumer preferences in the context of ethical consumption the value level is of primary interest. Therefore in this study the focus is not on the question if there is a technological relationship between e.g. the avoidance of fertilizer and the avoidance of water pollution but if the consumer perceives a relationship on the value level. This would be the case for example if the consumer's appreciation of the avoidance of fertilizer would increase if also the level of water pollution would be reduced. In such a case a complementary relationship on Level 2, between 'Pollution concerns' and 'Working conditions' could be described. Of course, the technological level of relationship matters for the assessment of the producers' compliance with ethical criteria because even though target criteria might be perceived as independent through the consumer they can be technically strongly related. This is the case for example if a consumer values a pesticide-free production of vegetables but does not care about the wages that are paid to the farm workers. Technically, and despite the perceived independence on the value level, the pesticide-free production process might lead to higher production costs that the producer would try to compensate through lower wages for his workers.

Table 1: Relationships between target criteria

Relationship	Technological Level	Value Level
Substitutability	-	The achievement of target A can be replaced by the achievement of B
Competition	An increase of target A implies a decrease of target B	The value of target B is reduced if at the same time also target A is achieved
Complementarity	An increase of target A leads to an increase of target B	The value of the achievement of target B increases if also target A is achieved
Indifference	An increase of target A has no effect on target B	The values of target A and target B are independent from each other

Source: Own illustration based on Bechmann, 1978

Following the steps for the set-up of a scoring model, the assessment of the target criteria and their linkages is followed by the measurement, weighting and evaluation of the consumer's responses. According to the ideas of Bechmann (1978) and in the application through Fetzner (2014) the evaluation of the consumers' preferences is facilitated through the comparison with the ethical performance of a certain producer. The assessment of the ethical performance is based on the same system of target criteria as it is provided for the consumer. In other words: the producers' ethical performance is based on the assessment of the lowest and therefore measurable level of target criteria. The system of target criteria is thus supposed to be identical for consumers and producers, just the scale of measurement can be different. Accordingly, the evaluation of the ethical performance of producers needs to correspond with the evaluation of ethical preferences in a standardised way.

In his work Fetzner (2014) makes several suggestions how the data on the producers' performance can be gathered (e.g. interviews performed by volunteers). Also exemplary calculations for the final comparison of the consumers' preferences with the producers' performance are provided. Overall, the modified scoring model is regarded as a suitable model to match ethical preferences and performance. Anyhow, due to the focus of this study on the definition and description of the relevant system of target criteria, the further application of the forthcoming results will be subject to additional research.

3. Research Methodology

Methodologically, this study is essentially based on an integrative research review. This method “[...] is a form of research that reviews, critiques, and synthesises representative literature on a topic in an integrated way such that new frameworks and perspectives on the topic are generated” (Torraco, 2005: 356).

In order to facilitate an efficient and coherent data collection, the search for suitable articles is carried out on the basis of previous review work. The integrative research review focuses on gathering scientific articles that deal with the ethical goals and motives of local consumption or those of purchasing products labelled as organic. The selected review works accordingly deal with the one or the other aspect. The method is chosen due to the limited scope of this thesis paper. Instead of conducting a time consuming key word search, review articles are chosen that already provide a selection of suitable scientific works.

This study follows four out of five steps in the process for an integrative research review as suggested by Cooper (1982) in order to provide a clear and transparent approach. The last step of the process is not described as an independent part in the following section since it refers to the public presentation of results, which in this case is done through the presentation as thesis paper. Consequently, the research includes the four steps as depicted in Figure 2.

All research questions are addressed through the same method of data collection but Question 1 and 2 are approached differently from Question 3 when it comes to the Evaluation of Data Points and Data Analysis and Interpretation. Referring to Question 1 and 2 the relevant consumption goals are identified and analysed for commonalities and differences. For Question 3 the connections between the single target criteria are assessed as proposed by Bechmann (1978) in order to identify certain types of relationships among them. Also linkages with non-ethical FCMs are taken into account. Moreover trade-offs, barriers and synergetic effects are portrayed and described.

Figure 2 provides an overview on the methodological approach and the following two chapters describe the course of action in more detail.

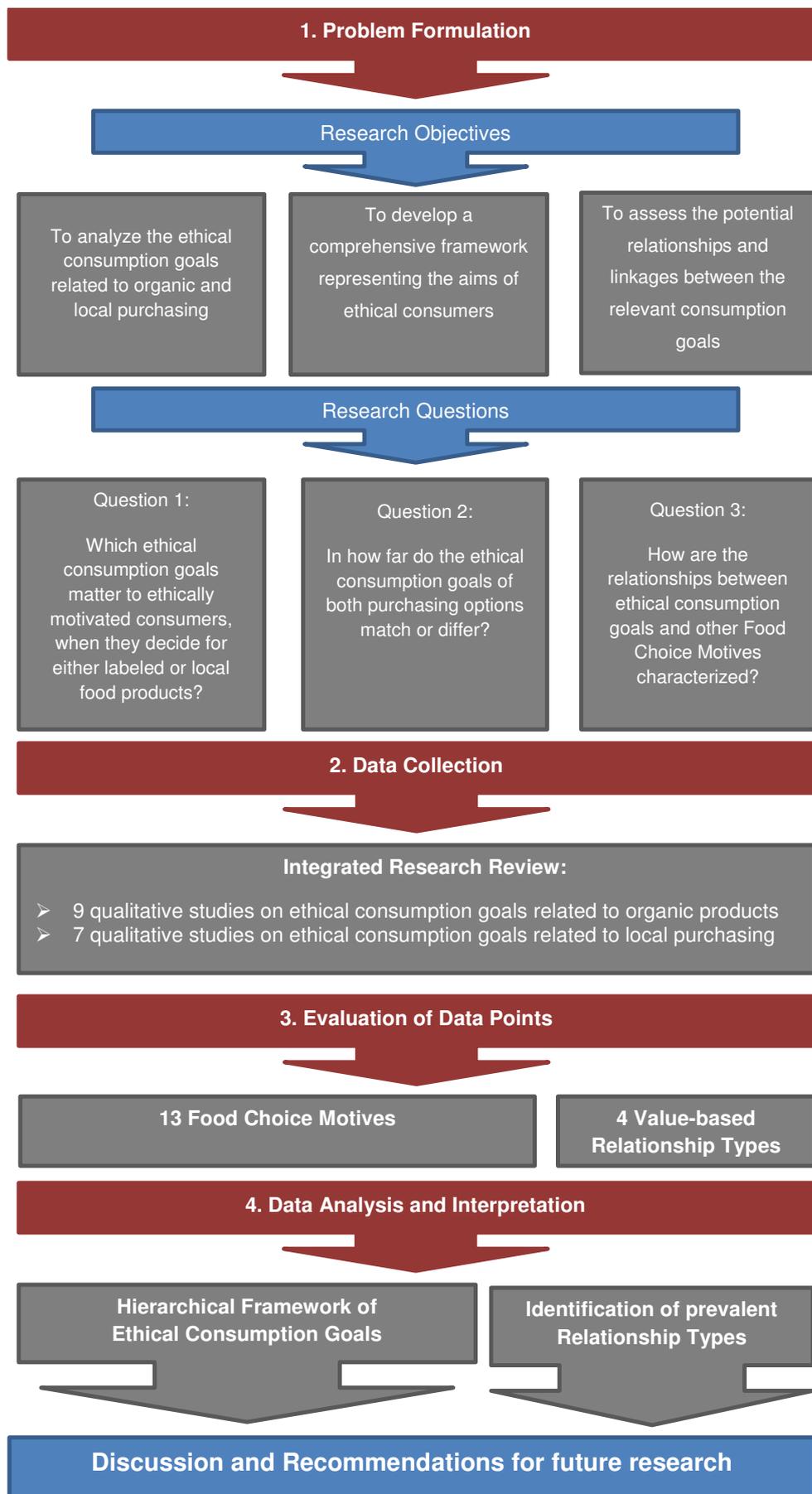


Figure 2: Methodological Framework (Source: Own illustration)

3.1 Assessment of relevant ethical consumption goals

1. Problem Formulation

In accordance with the objectives of this study, it is intended to reveal the current state of the art regarding ethical consumption goals as they are associated by consumers with the purchase of organically labelled or locally produced food items. Furthermore, the integrative literature review aims on developing a conceptual framework that synthesizes aspects that have been widely researched as independent issues but which have until now not been intensely assessed from a holistic viewpoint. Commonalities and differences between the consumption goals that are associated with both purchasing options are therefore of interest. Moreover, the focus of attention is not on the purchasing options themselves but on the ethically motivated consumer and his individual consumption goals. Consequently, it is assumed that the consumer might regard either organic or local as best suitable option, depending on the personal ethical preferences.

2. Data Collection

The starting point for the integrative research review looking for the motives related to purchasing organic labels is a review article of Rosa Schleenbecker and Ulrich Hamm, published in 2013 in the journal 'Appetite'. The article, titled 'Consumers' perception of organic product characteristics. A review' provides a selection of 10 qualitative studies that investigate organic consumption referring to the topic of product design. This can be understood as the "(c)onsumer demands concerning an organic product" (Schleenbecker & Hamm, 2013: 422). Out of these 10 studies, five are chosen for the purpose of this research project (Appendix I).

Besides the data collection through the integrative research review the so-called ancestry approach as described by Cooper (1982) is implemented in order to retrieve additional relevant articles. This is done by "[...] "tracking" citations from one study to another" (Cooper, 1982: 295). In this case, following the ancestry approach means to gather several research papers that are mentioned in the references of the basis article. These are read and selected, in order to find additional criteria that have not been explored in the previous papers. Once the results are saturated in a way that no new information can be contributed, the search is terminated. A total of nine studies

approaching the issue of organic consumption goals are subject to this research project.

As for the motives that underlie purchasing locally produced food items, the integrative literature review follows the same steps. The starting point is a review paper by Corinna Feldmann and Ulrich Hamm. It is published in the journal 'Food Quality and Preference' and has the title 'Consumers' perceptions and preferences for local food: A review'. In their work Feldmann & Hamm (2015) carried out a key word search in major databases (e.g. ScienceDirect, AgEcon Search and Web of Science). They chose 19 research works that apply qualitative or mixed methods investigating the motives driving local consumption. Thereof seven studies are selected for this study (Appendix I). Also in this case the search is extended with the ancestry approach in order to explore some more papers than the basis paper provided. Anyhow, no additional papers are included because the majority of research is working with quantitative methods. Therefore the availability of qualitative approaches is limited and those that were found did not add to the existing results.

Overall, only qualitative works find consideration in this work. Since this study is exploratory in describing the variety of ethical consumption goals, it does not aim on representativeness in terms of reflecting the preferences of an average consumer. Quantitative studies, such as e.g. consumer surveys usually provide a range of ethical motives that might be associated with the respective shopping option (e.g. Bravo et al., 2013; Denver and Jensen, 2014; Magnusson et al., 2003; etc.). The respondents are asked to rank statements or attributes, or they are expected to express their level of consent with specific propositions. Consequently, other motives than those provided through the questionnaire do not find consideration. Therefore, in this case qualitative studies are chosen where the applied research methods enable the consumers to express their consumption goals freely (e.g. focus groups or interviews with open questions; see Appendix I) and it is assumed that a wider range of statements can be collected.

The basis review articles were both found in the database of ScienceDirect. The additional papers that are selected through the ancestry approach were found in different databases such as e.g. Scopus, ScienceDirect or AgEcon, and also directly on the websites of the publishing journals. Almost all publications are in English

language (one German publication is included) and they were all published between 2002 and 2011. In all cases the country of origin is an industrialized country with a mature market for organic products.

3. Evaluation of Data Points

All chosen articles are set out in Appendix I, where the authors, the year of the study, the explicit research purpose, the country of origin and the applied methodological approach are listed.

The findings or results section of all articles is specifically scanned for all motives for organic and local purchasing that match the FCQ items according to Steptoe et al. (1995) and Lindman and Väänänen (2000) (see Table 2 and Appendix I). Since it can be expected that the 11 items of the FCQ do not cover all existing motives, the list is extended with two additional categories. These are based on the preceding literature review. Thus, they refer to apparently relevant ethical motives that do not find consideration in the current version of the FCQ. One additional category is Local/regional production, representing items such as 'Supporting the local economy' or 'Maintaining traditional values'. The other additional motive is Fairness and refers to e.g. 'Fair working conditions'.

The collected articles are scanned for the 13 motives as summarized in Table 2. Hereby, the ethical FCMs, which are highlighted in the red frame, are of major interest. In the following analysis the remaining factors are referred to as non-ethical target criteria or non-ethical FCMs. Motives that do not fit into any category are in the first instance categorized as 'Others' (Appendix I).

In case a study classifies different consumer types, only those motives are gathered, that are relevant to the ethically motivated consumer (cf. chapter 2.4). If the original study does not distinguish any consumer types, all mentioned motives are collected. This is only in two studies the case.

Table 2: Food Choice Motives and Example Items

Author	Food Choice Motives	Example Item
Steptoe et al., 1995	Health	Keeps me healthy
	Mood	Makes me feel good
	Convenience	Is easily available in shops and supermarkets
	Sensory appeal	Tastes good
	Natural content	Contains no artificial ingredients
	Price	Is not expensive
	Weight control	Is low in calories
	Familiarity	Is what I usually eat
Lindman & Väänänen, 2000	Animal welfare	Has been produced in a way that animals have not experienced pain
	Environmental protection	Has been produced in a way which has not shaken the balance of nature
	Political values	Comes from- a country in which human rights are not violated
	Religion	Is not forbidden in my religion
This study	Local/regional production	Supports the local economy
	Fairness	Has been produced under fair working conditions

Source: Own illustration based on Steptoe et al., 1995; Lindman & Väänänen, 2000

4. Data analysis and interpretation

Different from Cooper's (1982) suggestion to quantify the results of the literature review in order to standardize the data, this dataset remains qualitative due to the explorative character of this study. Results are not intended to be statistically valid but to provide a basic dataset that might be utilized in a scoring model as it is suggested by Fetzer (2014). For this purpose the data needs to represent the various ethical consumption goals of consumers in their diversity and according to their individual preferences.

Consequently, the primary dataset (Appendix I) is analysed with respect to the ethical consumption goals. Therefore the respective consumer statements are matched with the corresponding ethical FCMs (Appendix II). Binomials are avoided and hence each statement is represented only once, no matter how many times it is mentioned by respondents. This step provides on the one hand an overview on differences and similarities between the two purchasing options and on the other hand enables an in-

depth analysis of the data. The in-depth assessment involves the transfer of consumer statements into hierarchical levels as suggested by Schulte (2003). As Table 3 shows, the consumption goals are classified into three hierarchical levels of differentiation. Here the category titles are only inserted as examples and are extended and adjusted according to the results of the integrative literature review in chapter 4.

Table 3: Example of a hierarchical Framework of Ethical Consumption Goals

Ethical Consumption Goal		
1. Level	2. Level	3. Level
1. Animal welfare	1.1 Living conditions	1.1.1 Sufficient space (stable/cowshed etc.)
	1.2 Animal health	1.1.2 Sufficient space (grazing land etc.)
		1.1.3 Sufficient Drinking troughs
		1.2.1 No preventive (and large scale) use of antibiotics
		1.2.2 No dehorning

Source: Own illustration based on Fetzer, 2014; Schulte, 2003

Hence, the single studies and their respective results are synthesized through the hierarchical framework. Categories are developed according to the content of the collected consumer statements and consider both closeness and overlap in content and meaning. General FCMs, suitable sub-categories and very specific ethical consumption goals are distinguished and then fitted into this 3-level structure. For clarity reasons the developed hierarchical structure has a colour coding that shows if a consumption goal is relevant to both groups of consumers (white), or if it only finds consideration among the consumers of organic products (green) or the consumers of local products (blue). By this means the level of differentiation of each FCM according to the mode of consumption (organic or local) is visualized. Anyhow, the colour coding must not be interpreted as a quantitative indicator but as a mode of visualizing similarities and differences, with respect to the consumers' preferences.

All FCMs that are set out in the described Framework will be regarded as relevant target criteria for the application in a scoring model.

3.2 Analysis of relationships between target criteria

The previous step identifies the relevant ethical consumption goals, as described by consumers of organic or local food products. While this reveals an insight into possible target criteria for a scoring model that represents consumers of both products, the deeper assessment of relationships between the different goals is subject to the next step.

The integrated research review as presented before is also applied as fundamental structure for the assessment of Question 3. Consequently, the same four methodological steps as before are carried out once more.

1. Problem Formulation

Based on the idea that the target criteria of a scoring model are not necessarily regarded as independent factors, but that relationships between them might be relevant for consumers, it is intended to assess these potential linkages. Fetzer (2014) assumes in his paper that target criteria for a scoring model of ethical consumption goals can be treated as independent factors, but this assumption has not been verified yet. This study therefore aims on delivering insights on the characteristics of the perceived relationships between the target criteria and also on potential linkages with non-ethical FCMs. Thereby it shall be possible to decide if the relationships between ethical consumption goals need to be considered for the design of a viable scoring model.

2. Data Collection

The dataset is the same as described in chapter 3.1 (Appendix I). Respondents in the chosen qualitative studies express their opinions freely and consequently it is assumed that also statements on the perception of relationships between certain target criteria could have been made. Even though the chosen research papers do not explicitly aim on the identification of relationships between target criteria, it is of interest which linkages are perceived and expressed by consumers as independent and autonomous thoughts. Since it is intended to gather insights into the perception of consumers, the exploratory approach of the chosen studies is also suitable for the achievement of this research goal.

3. Evaluation of Data Points

Aiming on the evaluation of relationships as perceived and valued by consumers the dataset is scanned for respective statements. The consumption goals as identified in section 3.1 are once again located in the texts and it is analysed if linkages or relationships between them are described. This is done under consideration of the specific relationships that are presented in Table 4.

The technological level as described by Bechmann (1978) is not assessed (cf. chapter 2.5). Instead, the focus is on the value level, which allows an insight into the subjective perception of relationships by consumers. Even though, according to Fetzer (2014) the value level only affects Level 1 and Level 2 of the hierarchical framework, all statements of consumers are collected that show the perception of a relationship. So, in order to preserve the exploratory character of this study also the target criteria that are described on Level 3 are collected. Thereby, it is possible to capture all prevalent relationships regardless of the theoretical restrictions of the model. The relationships that are expected to be observed are depicted in Table 4.

Table 4: Relationships between ethical consumption goals on value level

Relationship	Value Level
Substitutability	The achievement of target A can be replaced by the achievement of B
Competition	The value of target B is reduced if at the same time also target A is achieved
Complementarity	The value of the achievement of target B increases if also target A is achieved
Indifference	The values of target A and target B are independent from each other

Source: Own illustration based on Bechmann, 1978

The identified relationships are collected and assigned to the matching category. Additionally, also linkages between ethical FCMs and non-ethical FCMs that are mentioned are captured and categorized in order to include further factors that might affect ethical FCMs.

4. Data analysis and Interpretation

For the analysis of the collected data, the relationships that consumers describe are sorted according to the type of relationship and according to the combined or interlinked factors. These can be linkages between all types of consumption goals, which includes ethical, non-ethical and other FCMs.

Furthermore, the compiled data is compared, in order to identify relationships that are repeatedly mentioned and that appear to be relevant to consumers of local and organic food items. Based on this comparison it is discussed if relationships between target criteria are crucial for the modified scoring model as described in the literature review.

4. Results

Chapter 4 presents the results of the analyses which were conducted in order to answer the three research questions. In the first part the findings of the integrative research review that are relevant for the development of a Framework of Ethical Consumption Goals are introduced. General findings are summarized but also differences and commonalities of ethical consumption guided by labels (organic) and purchasing local products are presented.

As a second outcome of the integrated research review the potential perceived relationships between the target criteria as identified in part one are presented. Hence, these linkages are assessed against the background of the theoretical framework of Bechmann (1978) and furthermore trade-offs, barriers to ethical consumption and synergetic effects between different FCMs are described.

4.1 Framework of Ethical Consumption Goals

The following section introduces goals of ethical consumption that are linked to products labelled as organic, as well as the motives behind the purchasing of locally produced food items. Several studies that deal with the analysis of the respective shopping motives are presented and analysed. Lastly, the compiled ethical goals of consumption are linked through a comprehensive, hierarchical framework.

4.1.1 General findings

All assessed qualitative studies provide insights into consumers' preferences in accordance with the ethical motives of the FCQ. Except for Religion, all categories are brought up in all studies.

The amount of information referring to the number of consumer statements differs quite strongly among the studies, which is likely due to the different research settings, the applied methods and the various numbers of respondents. Since it is not the aim of this study to obtain representative results in a quantitative manner, but to openly explore the variety of ethical consumption goals, it is yet possible to gather a wide array of goals that consumers attach to organic and local purchasing (cf. Appendix I).

The consumers' statements reflect the perception of different levels of ethical consumption goals, which complies with the theoretical approach of Schulte (2003) who suggests a hierarchical structure of target criteria. General topics correspond to the FCMs (Animal welfare, Environmental protection, Political values etc.) and come up as relevant in all studies. Additionally, individual statements of consumers do not only refer to these general concerns but many are more differentiated and include sub-topics (e.g. energy concerns, pollution etc.) which are again differentiated on more specific levels of individual concerns (e.g. transportation distances, on-season production, avoiding wastes etc.).

For example the respondents in many studies mention animal welfare (e.g. Bingen et al., 2011; Roininen et al., 2006; Zepeda et al. 2006; Zepeda & Deal, 2009; etc.) as a relevant driver for their purchase decisions while others differentiate for example between the animals' living conditions or their health (e.g. Harper & Makatouni, 2002; Makatouni, 2002). Other interviewees describe their concerns even more detailed and refer to the slaughtering methods, the massive use of antibiotics or the distances that animals are transported (Hjelmar, 2011). This hierarchical structure of statements can also be demonstrated with the example of Environmental protection. This FCM finds expression by respondents in several studies (e.g. Chang & Zepeda, 2005; Berlin et al, 2009; Harper & Makatouni, 2002; Hill & Lynchhaun, 2002; Roininen et al., 2006; etc.). In other studies it is distinguished between concerns of pollution (Roininen et al., 2006) or wasting energy (Zepeda et al., 2006). Also very explicit driving motives such as the reduction of the application of pesticides (e.g. Hjelmar, 2011; Makatouni, 2002) or the avoidance of specific toxins (Zepeda & Leviten-Reid, 2004) are brought up by several participants.

In many cases the assessment of the studies for the ethical FCMs reveals that consumer statements are often ambiguously. While a respondent might for example mention that shorter transportation distances are an important consumption goal it can still be unclear, which is the underlying FCM. As the collected statements in Appendix I show, the shorter transportation distance for example could be relevant with regard to animal welfare, energy or pollution concerns. This example shows also that non-ethical goals, such as the quality or the price of a product can be underlying reasons for purchasing-decisions. In the study of Roininen et al. (2006) for example

respondents appreciate shorter transportation distances because they associate it with freshness and a lower price. In other words: An ethical consumption motive can be expressed even though the driving force for the final purchase-decision is not necessarily an ethical FCM.

Furthermore, some studies show that the respondents are not always clear on the concepts that are behind organic production or purchasing locally. The interviewees' confusion shows for example through expecting organic products to be produced on small farms (e.g. Harper & Makatouni, 2002; Zepeda et al., 2006) or by assuming that local production incorporates sustainable and environmentally friendly production methods (e.g. Roininen et al. 2006; Zepeda & Leviten-Reid, 2004). Besides, the respondents are often not only confused about the definition of organic or local, but they refer to phrases that reflect a very broad and general interpretation of the chosen purchasing option such as: "I have this general idea that organic farming is better for the world than traditional farming" (Hjelmar, 2011: 339) or "Locally produced will often trigger a thought in my head, this could be fresher and better than something not locally produced" (Zepeda & Leviten-Reid, 2004: 3).

Aside from the ethical and non-ethical FCMs, also other motives are identified. These can mostly be described as social consumption goals that incorporate issues of relationships, trust, care for others and social interaction. These motives are mentioned by consumers of organic as well as local products. Even though these consumption goals do not match any category of the FCQ, nor do they fit the additional ethical goals of Fairness and Local/regional Production, this finding indicates that both purchasing options are related to social aspects as well. Therefore social consumption goals are added to the framework as a new FCM with the title 'Social embeddedness'. Thereby the relevance of social values in the decision-making process of ethically motivated consumers can be considered.

4.1.2 Goals of organic consumption

The assessment of nine studies that deal with consumer preferences for organically labelled food products against the background of the FCQ leads to the following results with respect to the single FCMs.

As it was mentioned in the previous section, all ethical FCMs, except Religion are reflected in at least one of the selected studies. All non-ethical FCMs find consideration. The most prevalent ethical consumption goals that consumers refer to are Animal welfare and Environmental protection: In all studies respondents make statements on both issues, yet on different hierarchical levels.

Political values do play a role for respondents in a small number of studies. So, in some cases it is declared that consuming organic products is a way of making a political statement. This can be for example against globalized and industrialized agriculture or against structural changes in rural areas which involve the disappearance of smaller farms (e.g. Chang & Zepeda, 2005; Harper & Makatouni, 2002; Zepeda et al., 2006). In the study of Hjelmar (2011) the consumption of organic products is furthermore linked to acting responsible with regard to society. However, the issue of consumer responsibility does not necessarily have to be seen in a political context but could also be related to social values, such as the responsibility for coming generations and the individual ambition to care for the own family (Hjelmar, 2011).

The FCM Local/regional production is also mentioned in several studies (Harper & Makatouni, 2002; Hjelmar, 2011; Stolz et al., 2009; Zepeda et al., 2006). In this category the respondents do not differentiate between many specific motives. Instead, local production as a general motive on the highest hierarchical level is stated to be a relevant consumption goal. Supporting smallholder farmers and preserving traditional values are mentioned as sub-categories of the intention to support the local community (Harper & Makatouni, 2002; Hjelmar, 2011).

Fairness is mentioned in two studies (Harper & Makatouni, 2002; Zepeda et al., 2006), with 'working conditions' and 'trade conditions' as differentiated motives in this category of FCMs.

Lastly, the previously introduced FCM of Social embeddedness finds consideration in several studies (Hill & Lynchhaun, 2002; Hjelmar, 2011; Makatouni, 2002; Zanolli & Naspetti, 2002; Zepeda et al., 2006; Zepeda & Deal, 2009). It is expressed as a desire for altruism and relationship with others, knowing the farmer or producer and the reliance on certifications as a substitute for personal trust. Additionally, also the

consumers' desire to act responsible in order to preserve the ecology for coming generations is described as a target criteria for purchasing organic products (Hjelmar, 2011). Other pressing issues in the category of consumer responsibility are the need to care for the family and to be a good mother (Hill & Lynchhaun, 2002; Makatouni, 2002).

4.1.3 Ethical goals of local purchasing

In the seven studies evaluating local purchasing, all non-ethical FCMs find consideration while among the ethical FCMs again Religion is not considered as a target criterion in any study. In contrast to the consumption motives as related to organic products, the motive Animal welfare does not find such differentiated attention. It is only mentioned in three studies (Bingen et al., 2011; Roininen et al., 2006; Zepeda & Deal, 2009) and is also not specified in much detail; transportation distance and the possible spread of diseases are named, while the meaning of the latter aspect remains unclear. Environmental protection on the contrary finds comparably more consideration as a consumption goal among the respondents. The general goal and also specific sub-motives are mentioned in all studies except for the research of Chambers et al. (2007). Consumers claim to consider pollution, energy, and sustainability concerns as relevant when it comes to purchasing locally. Further differentiation is expressed through statements about the avoidance of toxins and contaminants, the saving of fuel, and shorter transportation distances (e.g. Bingen et al., 2011; Roininen et al., 2006; Zepeda & Leviten-Reid, 2004).

With respect to Political values the results are comparable to those of the organic studies. Also for the consumers of local products, their preference is linked to the intention of making a political statement against the globalized and industrialized forms of agriculture (Naspetti & Bodini, 2008; Zepeda & Deal, 2009). Bingen et al. (2011) accordingly describe the purchasing of locally produced food as an expression of a different political self-awareness of consumers: "They discover rights and their own enhanced level of awareness about their role in the food system" (Bingen et al., 2011: 416). Other researchers (e.g. Zepeda & Deal, 2009) consider this as an "[...] evolution from organic to local" (Zepeda & Deal, 2009: 702), that is driven by consumers who perceive organic production as commercialized. Accordingly, many consumers develop a preference for locally produced products

which they connect with people who care, instead of large corporations (Zepeda & Deal, 2009). The respondents aim on supporting small-scale farms, family farms and rural communities and they position themselves against the structural changes in rural areas (Bingen et al., 2009). Additionally, local purchasing is perceived as a means for achieving national food security (Zepeda & Deal, 2009).

As it could be expected the FCM Local/regional production incorporates a variety of different consumption goals on all hierarchical levels. Consumers in all studies declare the general motive of local consumption as their goal. Additionally, many respondents differentiate between several objectives that are behind their intention to support the community. Economic benefits for the people, the producers and the region as a whole are mentioned in six out of seven studies (e.g. Berlin et al., 2009; Bingen et al., 2011; Chambers et al., 2007; Roininen et al., 2006, Zepeda & Leviten-Reid, 2004; Zepeda & Deal, 2009). The purchasing of local products is moreover driven by the perception that certain food products from certain regions are better and the belief that local foods are adding to the uniqueness of a region (Zepeda & Deal, 2009). These two perceptions indicate that consumers might be unsure about the concepts of local food and locality food. Lastly, it can be observed that consumers do not express any concern over a potentially different origin of ingredients of processed products that claim to be local.

Fairness finds consideration in the studies of Berlin et al. (2009) and Zepeda and Deal (2009). Respondents refer to the treatment of workers, their safety and the need to protect workers from exploitation.

Regarding the Social embeddedness, the respondents make differentiated comments referring to the sub-categories 'Trust', 'Interaction with producers' and 'Interaction with consumers' in five out of seven studies (Berlin et al, 2009; Bingen et al., 2011; Roininen et al, 2006; Zepeda & Deal, 2009; Zepeda & Leviten Reid, 2004). Among the motives are e.g. the entertainment of visiting a farmers market, the social interaction with producers and the informational interaction with producers (Zepeda & Deal, 2009; Zepeda & Leviten Reid, 2004). Apart from that, trust is derived from knowing the farmer, regional origin and the transparency and integrity of products (e.g. Berlin et al., 2009; Bingen et al., 2011; Zepeda & Leviten-Reid, 2004).

4.1.4 Framework of Ethical Consumption Goals

Summarizing the results that are described in the previous two chapters the findings are graphically illustrated in the following Table 5.

Table 5: Framework of Ethical Consumption Goals

Ethical Consumption Goals			
Level 1	Level 2	Level 3	
Animal welfare	Living conditions	Appropriate feed (no GMOs)	
		Appropriate space	
		Humane slaughter	
		Shorter transportation distances	
	Animal health	Less/no antibiotics	
		Less/no hormones	
		Avoid diseases	
	Animal treatment	Respect animals rights	
		Take responsibility for animals	
		Less cruelty in animal treatment	
		Happy animals	
	Environmental protection	Pollution/degradation concerns	Less/no pesticides
			Avoiding soil degradation/bad treatment of land
Water pollution			
Avoiding wastes			
Avoiding toxins/contaminants			
Shorter transportation distances			
Energy concerns		Food miles	
		Saving energy	
		Shorter transportation distances	
Sustainability/respect for the environment		Regenerative production processes	
		Seasonality	
		Concerns about GMOs/No GMOs	
	Shorter transportation distances		
Political values	Statement against industrialized agriculture	National food security	
		Consumer responsibility	
	Statement against structural change	Supporting small farms/family farms	
		Supporting rural communities	
Local/regional production	Locational advantages	Specific regions for specific foods	
		Adds uniqueness to a region	
	Supporting the local community	Supporting small farms/family farms	
		Preserving traditional values in the countryside	
		Support local producers/people	
		Support local economy	
Fairness	Working conditions	No worker exploitation	
		Farm worker safety	
	Trade conditions	Fairness	

Source: Own illustration

The analysis of the consumers' statements reveals that with regard to Level 1 both purchasing options are associated with all ethical FCMs except for Religion. The latter is accordingly not represented in Table 5. The relevant ethical FCMs are categorized as general consumption goals (Level 1) which are differentiated into two more levels (Level 2 and Level 3).

All categories that are distinguished on Level 2 refer to target criteria that matter to both groups: organic and local consumers. The titles for the sub-categories are derived from statements that are repeatedly made by respondents. The categories for Level 2 contain more detailed information than the goals on Level 1, but they are even further differentiated on Level 3. The consumption goals on Level 3 are the most detailed and explicitly differentiated statements that are made by respondents in the assessed studies. Technically and theoretically according to Schulte (2003) a further differentiation of Level 3 into a Level 4 would be possible (e.g. appropriate feed could be differentiated for the content of feed, the place of production of the feed, the way that the feed is fed to the livestock etc.). However, in this review none of the respondents refers to consumption goals in a more detailed way than represented through Level 3 of the framework.

Looking at the different levels in Table 5, it is shown by colours (green=organic, blue=local, white=both) which consumption goals are mentioned by consumers of either organic or local food products, or by both. The figure thereby illustrates that consumers of both groups consider all FCMs on Level 1 and 2 as relevant consumption goals. Furthermore, it is visualized that consumers who purchase organically labelled products differentiate their consumption goals in detail with regard to the motive of Animal welfare. Consumers with a preference for locally produced food items make explicit distinctions of their consumption goals when it comes to Environmental protection and Local/regional production. The FCMs Political values and Fairness are similarly differentiated by both consumer groups

Table 6 summarizes the statements that are found in the category of other consumption goals. The integrative literature review reveals that not only ethical and non-ethical consumption goals matter to ethically motivated consumers but also that many respondents refer to social aspects when they make purchase decisions as previously described (Appendix I). As a result Table 6 depicts this category, which is

hereinafter referred to under the terminology Framework of Social Consumption Goals.

Table 6: Framework of Social Consumption Goals

Social Consumption Goals		
Level 1	Level 2	Level 3
Social embeddedness	Trust	Knowing the farmer
		Transparency/Integrity
		Certification
		Regional origin
	Interaction with producers	Preserving traditional knowledge
		Entertainment/Ambiance of FM
		Informational interaction with producers
		Social interaction/relationships with producers
	Interaction with consumers	Creates social networks/relationships
		Lifestyle (Vegetarian/vegan etc.)
		Feeling of membership
		Entertainment/Ambiance of FM
	Responsibility	Care for future generations
Care for the family		
Help poor producers/farmers		

Source: Own illustration

It shows that both groups of ethically motivated consumers consider the aspects Trust and Interaction with producers and consumers as relevant. Both groups differentiate more specific motives such as ‘Knowing the farmer’ and ‘Social relationships’. Anyhow, for the consumers with a preference for purchasing local products also the ambiance at farmers’ markets and social and informational interaction with producers and other shoppers matters (Zepeda & Leviten-Reid, 2004; Zepeda & Deal, 2009). Trust is developed not only through certification as it is the case with organic products, but also regional origin, more transparency and knowing the farmer can generate trust, as a respondent in the study of Berlin et al. (2009) says: “I think local is more safe. [...] It’s more like how many hands have been involved in that food getting it to me” (Berlin et al., 2009: 271).

Besides this, consumers express a feeling of responsibility for others. As respondents describe it, the responsibility is mostly felt for the family: “[...] I started to become aware of what kind of food my family and I should be eating” (Hill & Lynchhaun, 2002: 533) or specifically for children: “[...] before we had children we

just bought the cheapest. Now we need to take health considerations, we also bought less organic products before” (Hjelmar, 2011: 340).

4.2 Relationships between target criteria

The analysis of the different research papers dose not only facilitate the collection of consumer statements on their ethical consumption goals as related to organic and locally produced food items but also enables their description as target criteria for a scoring model. In theory these target criteria can be either regarded as independent or interdependent factors.

The following chapter accordingly assesses potential value-based relationships between the respective target criteria as perceived and expressed by consumers. The theoretical approach of Bechmann (1978) is applied as a framework in order to identify the different types of relationships. Thereby barriers towards ethical consumption, trade-offs that consumers make in order to achieve their individual aims, and synergetic effects where certain consumption goals are mutually supportive, are also captured.

4.2.1 General findings

The integrated research review leads to three main results with regard to the perceived relationships between the target criteria of the Framework of Ethical Consumption Goals:

1. Not all relationship types as suggested by Bechmann (1978) are found. Instead additional types of linkages are perceived by consumers.
2. Relationships are rarely perceived between ethical target criteria only. Instead consumers also refer to linkages between the following components:
 - ethical and non-ethical target criteria
 - social target criteria and ethical/non-ethical target criteria
 - local/organic and ethical target criteria
 - local and organic

These findings are described and explained in detail in the following passages and examples are given to illustrate each result.

4.2.2 Relationship types

In accordance with the theoretical options of a scoring model, the assessment of the qualitative studies considers four possible types of perceived relationships. These are: 1.Substitutability, 2.Competition, 3.Complementarity and 4.Indifference (Bechmann, 1978).

Anyhow, not all of these relationships are considered as relevant by the consumers in the reviewed studies. Indifference and Substitutability are not mentioned by any consumer as a characteristic type of relationship between target criteria. The focus lies instead on the two remaining relationship types. The issue of Competition is described in 12 out of 15 articles and Complementarity is referred to in all 15 publications (Appendix III). Furthermore, the analysis reveals that while Bechmann (1978) provides a clear definition of the respective relationships, it appears that consumers describe the concepts more openly. Additionally, it is observed that they perceive not only a reduction or an increase on the value level but that certain criteria can exclude each other. Hereinafter this observed concept is referred to as 'Exclusion' and it is added as additional relationship type in Table 7.

Table 7: Perceived relationship types

Value Level (Bechmann, 1978)	Value Level (This study)	Example
COMPETITION		
The value of target B is reduced if at the same time also target A is achieved	Benefits of one target criteria outweigh the benefits of another target criteria	The benefits of local production might outweigh the benefits of animal health
COMPLEMENTARITY		
The value of the achievement of target B increases if also target A is achieved	Benefits are increased - if certain target criteria are fulfilled	The benefits of local purchasing increase if also less energy for transportation is wasted.
EXCLUSION		
<i>Exclusion is not described as a relationship type</i>	Benefits are only perceived if certain target criteria are fulfilled – No benefits are perceived if certain target criteria are not fulfilled	Organic is only perceived as beneficial if the producer is known by the consumer – Environmentally conservation is perceived as not beneficial , if the producer is not a small-scale farmer

Source: Own illustration based on Bechmann, 1978

In all cases where the respondents describe their consumption goals as related to the purchasing options of organic and/or local, they refer to a complementary relationship. Usually the benefits of the respective purchasing concept are increasing with the fulfillment of the target criterion that is especially relevant to the individual consumer. These positive relationships between purchasing concepts and ethical target criteria are described already in chapter 4.1.4 and are ultimately depicted in the Framework of Ethical Consumption Goals (Table 5).

Competitive relationships in the sense that the perceived value of one target criterion is reduced if another target criterion is achieved are also described in several studies. These relationships are not illustrated through the Framework of Ethical Consumption Goals due to their negative character. Examples can be found in several studies and they mostly relate to non-ethical target criteria that compete with the purchasing concepts of local or organic (Appendix III). More detailed results on the perception of competitive relationships between ethical and other target criteria and examples for relationships between several other components are described in the following sections.

Besides the typical competitive or complementary relationships, where the value of one target criteria increases or decreases depending on the other, there are also perceptions of linkages that have an excluding character. Accordingly, a consumer perceives an organic product only as beneficial if he knows the farmer personally and if he furthermore has direct insights into the conditions at the farm (Stolz et al., 2009). For this respondent the criteria are positively related but only if both of them are fulfilled at the same time. If one criterion is not fulfilled - in this case 'knowing the farmer' - the relationship becomes competitive in a way that the other criterion is overruled. In other words: It only matters to the consumer that a product is organic if it is locally and hence transparently produced; otherwise the fact that it is produced under the organic production scheme becomes completely irrelevant.

In other cases the exclusion of criteria is expressed the other way around. So for consumers it is sometimes the case that they actually perceive no benefit of the respective purchasing option at all if a certain target criterion is not fulfilled. For example in the research work of Hjelmar (2011) someone states: "[...] (M)any products are called organic even if they are transported from New Zealand or Chile.

That doesn't seem right when you might as well can harvest them right here" (Hjelmar, 2011: 339). In this case a specific ethical value that is linked to organic products appears to be in conflict with the transportation around the globe. The same is described by a respondent who finds that the transportation of products over long distances is contradicting the very basic principle of sustainability as it is associated with organic products (Zepeda et al., 2006). This is also found by Stolz et al. (2009), where long ways of transportation are perceived as contradictive to organic labels in general. Similarly respondents in the study of Chang and Zepeda (2005) explain that growing or feeding GMOs does not match the concept of organic. Also the availability of e.g. fruit that is not in season is considered negatively and as a contradiction to organic production schemes.

In all these cases the consumer experiences a conflict of consumption goals. Consequently priorities are set, which can either result in a competitive relationship or in an ultimate exclusion with regard to the valuing of the respective target criteria.

4.2.3 Relationship components

As it was pointed out in the literature review the relationships that are of interest for a scoring model of ethical consumption goals are those between different ethical FCMs on Level 1 and Level 2 of the hierarchical framework. Despite this basic premise the results of the integrated research review reveal that there are only few remarks made by consumers which link ethical target criteria with each other. Instead there are clearly more statements available which demonstrate the perception of linkages between ethical consumption goals and various other components.

1. Ethical target criteria

With regard to complementary types of relationships, where the perceived value of each target criterion is somehow positively correlated with the other, six consumer statements can be identified (Table 8). Other types of relationships between ethical target criteria are not perceived by any consumer.

Likewise, it can be observed that all relationships which are mentioned link items that can be found on all levels of the Framework of Ethical Consumption Goals – including Level 3. Thus, the consumers do not express the perception of any relationship between different ethical values, but between the different levels of one

ethical FCM. The only exception is the perceived linkage between seasonality and locational advantages which connects two different target criteria, namely Environmental protection and Local/regional production.

Table 8: Relationships between ethical target criteria

Ethical – Ethical
Complementarity
<ul style="list-style-type: none"> • Less/no pesticides – ecology/environmental protection • Seasonality – locational advantages • Short transportation distances – animal welfare • Short transportation distances – respectful treatment of the environment • Short transportation distances – less wasting of fuel

Source: Own illustration

In the studies of Makatouni (2002) and Zanolli and Naspetti (2002) the respective research results indicate that consumers perceive a complementary relationship between the avoidance of chemicals/pesticides and benefits for the ecology/environmental balance. A consumer in another study emphasizes that although the production in a certain area is generally appreciated due to locational advantages, it would be even better if seasonality is considered: “Seasonality is important. At the same time territoriality is important in Italy [...]” (Naspetti & Bodini, 2008: 114). The same respondent claims: “For me it’s wrong to try to produce out of season [...]” (Naspetti & Bodini, 2008: 114) which demonstrates that seasonality might also be perceived as a criterion for the exclusion of certain products, even if other target criteria are fulfilled.

Some consumers cherish short transportation distances of either produce or animals, because this positively affects animal welfare, reduces the waste of fuel and is a sign of treating the environment responsibly (Roininen et al., 2006; Zepeda & Leviten-Reid, 2004).

2. Ethical and non-ethical target criteria

The assessment of perceived relationships between ethical and non-ethical target criteria shows that in 13 out of the 15 studies consumers refer to such linkages. Competition as well as complementarity is perceived. The results are depicted and sorted according to the type of relationship in the following Table 9.

Table 9: Relationships between ethical and non-ethical target criteria

Ethical – Non-Ethical	
Competition	Complementarity
<ul style="list-style-type: none"> Seasonality – choice of products 	<ul style="list-style-type: none"> Animal welfare – premium price Animal welfare – food safety Animal welfare – quality/taste Animal living conditions – health Avoidance of antibiotics (animals) – health Avoidance of pesticides – health Environmental conservation/protection – health Avoidance of environmental/soil degradation – price Short transportation – freshness Short transportation – lower price Short supply chain – quality Seasonality – taste/quality

Source: Own illustration

As Table 9 shows, the perceived relationships link ethical target criteria of different levels of the framework with non-ethical target criteria. Animal welfare for example is representing Level 1 of the framework while animal living conditions can be found on Level 2 and the avoidance of antibiotics is on Level 3 in the hierarchy. Hence, consumers state that they value e.g. Animal Welfare or the associated sub-categories positively if also non-ethical criteria such as e.g. health benefits, food safety or the quality of the product are improved. Their concern is expressed in a more or less differentiated way, which translates into target criteria on the different hierarchical levels of the framework.

Short transportation distances of animals or produce are technically beneficial from an ethical perspective even if the consumer does not directly express an ethical motivation. For this reason short transportation distance is considered as ethical FCM in the Framework of Ethical Consumption Goals (cf. Table 5) and as such it is positively linked to non-ethical FCMs. In terms of complementary relationships Chambers et al. (2007) reveal that consumers appreciate a shorter travelling distance of local food or shorter supply chains for reasons of better quality (i.e. freshness). This is also portrayed by Naspetti & Bodini (2008) who point out that “[...] short-travel distances is perceived as a proxy of freshness” (Naspetti & Bodini, 2008:

116). In the study of Roininen et al. (2006) consumers connect short transportation to a lower price and better taste.

Regarding the competitive relationships only seasonality as linked to the choice of products is mentioned by consumers. Respondents in the study of Chambers et al. (2007) explain that purchasing products in season only, would limit their choice, in a way that makes them in turn purchase imported products: “We wouldn’t have bananas for starters if we didn’t import veg(etables)” (Chambers et al., 2007: 211).

3. Social target criteria and ethical/non-ethical target criteria

The analysis of ethical consumption goals reveals that social factors can play a crucial role for the process of making purchase decisions. Table 10 illustrates how the respondents in the chosen studies perceive the relationships between the respective social consumption goals and ethical target criteria.

Table 10: Relationships between social and ethical target criteria

Social – Ethical	
Competition	Complementarity
<ul style="list-style-type: none"> Trust – organic 	<ul style="list-style-type: none"> Trust – the product origin is known Trust – small-scale farming Care for the family – no pesticides Responsibility for future generations – conservation of the environment
Exclusion	
<ul style="list-style-type: none"> Trust – organic Not knowing the farmer – organic 	

Source: Own illustration

The relationships that positively link local or organic with social consumption goals are already depicted in Table 6, the Framework of Social Consumption Goals, and are therefore not repeated here. However, there are positive linkages described which do not address the purchasing concepts themselves, but which consider more differentiated relations on the three levels of the framework.

So trust is for example perceived to increase if the locational origin of a product is known: “I prefer to buy yoghurt produced in the area close to the city where I live, therefore it is surely fresh” (Naspetti & Bodini, 2008: 114). Also, if it originates from a small-scale farm the same effect is described (Naspetti & Bodini, 2008). The aspect of environmental conservation and protection is positively related to taking over

responsibility for future generations as well as avoiding pesticides is beneficial if a consumer wants to take care for the family (Hjelmar, 2011; Makatouni, 2002).

For competitive relationships a respondent mentioned that the perceived value of organic products can be decreased if the trust in the label is shaken: “[...] (T)he Soil Association, which I always thought were very stringent but apparently they are not! And I wonder whether the organic products that we are consuming are also meeting one or two categories [...]” (Harper & Makatouni, 2002: 296). This competitive relationship can also be perceived in a way that it becomes excluding as it is the case in the study of Zepeda and Deal (2009), where the lack of trust is referred to as a reason not to buy organic products. Also, in the study of Stolz et al. (2009) a similar competitive relationship is mentioned. Here one respondent clearly describes that even though he appreciates organic production, a product (i.e. eggs) that is purchased directly at a farm has a higher value to him, because he knows the farmer. Moreover, the described competitive relationship might merge into a form of exclusion because he also mentions that he would not buy organic eggs if they are sold at a certain supermarket and thus the social component of trust is not sufficiently fulfilled (Stolz et al., 2009: 174).

As the integrated research review reveals, consumers do perceive relationships between social and non-ethical target criteria. These solely complementary relations are listed in Table 11.

Table 11: Relationships between social and non-ethical target criteria

Social – Non-Ethical
Complementarity
<ul style="list-style-type: none"> • Certification – convenience • Knowing the farmer – freshness • Knowing the farmer – food safety • Food safety for the family – local

Source: Own illustration

Purchasing motives related to the quality and safety of the respective food products are complementarily related to personal relationships with producers. Several consumer statements underline this finding: A respondent in one study of Italian consumers declares for example: “I buy eggs from the farmer because I am sure they

are fresh” (Naspetti & Bodini, 2008: 114). Similarly a respondent in another study states: “[...] (T)he closer to home it is, the safer you’re ultimately going to be” (Zepeda & Deal, 2009: 702). Or this organic consumer, who declares “[...] I don’t worry as much if it doesn’t say organic lettuce, but if it says it was grown locally, I figure they won’t have to use too much amendments” (Berlin et al., 2009: 270). This statement indicates that locally purchased products are perceived as safer and are hence a means of taking care of the family. Another consumer of local products describes this link directly: “I think hard about the food that goes into my child’s body. I want something that is doing no harm” (Bingen et al., 2011: 414).

4. Local/organic and ethical/non-ethical target criteria

The majority, of perceived relationships connects the purchasing options with ethical and non-target criteria. The complementary relationships between local and organic and ethical target criteria are equivalent to the ethical consumption goals as portrayed in the framework in Table 5 (cf. chapter 4.1.4).

Furthermore, consumers refer to competitive relationships between local or organic purchasing and ethical consumption goals as Table 12 shows.

Table 12: Relationships between Local/organic and ethical target criteria

Local/organic – ethical	
Competition	Complementarity
<ul style="list-style-type: none"> • Organic – long transportation distances (environmental protection/animal welfare) • Organic – large corporate farms (political values) • Organic – contamination by neighbouring farms • Organic & Local – seasonality 	<p>(see chapter 4.1.4, Table 5)</p>

Source: Own illustration

The concept of organic labelling appears to be in conflict and hence competition with long transportation distances for reasons of animal welfare and environmental protection. Besides also “[...] the emergence of large corporate organic farms (and), the possibility of contamination from neighbouring conventional farms [...]” (Chang & Zepeda, 2005: 160) lead to a decrease in the perceived value of organic products.

The issue of seasonality can be perceived in a negative way related to local purchasing as well as organic products. If a product is certified organic and it is available even though it is out of season, this is regarded as contradicting the principles of organic according to the findings of Stolz et al. (2009). With regard to local purchasing, seasonality poses a problem to consumers because not all food items are available at all times, so that certain coping strategies need to be developed in order to solve the conflict (Bingen et al., 2011).

The purchasing concepts local and organic are furthermore positively and negatively related to non-ethical target criteria as Table 13 shows.

Table 13: Relationships between Local/organic and non-ethical target criteria

Local/organic – non-ethical	
Competition	Complementarity
<ul style="list-style-type: none"> • Organic & local – budget/price • Organic & local – availability/selection • Organic & local – time/convenience • Organic & local – quality • Organic – lack of familiarity • Organic – freshness • Organic – good taste • Organic – shelf life • Organic – high fat content • Local – quality (of conventional food) 	<ul style="list-style-type: none"> • Organic & local – health • Organic & local – taste • Organic & local – quality • Local – food safety • Local –freshness • Local – low price

Source: Own illustration

Among all studies it becomes clear that in terms of complementary relationships organic and local purchasing are both positively associated with the non-ethical FCMs Health, Sensory Appeal (e.g. taste, texture, etc.) and aspects of good quality (e.g. Bingen et al., 2011; Chambers et al., 2007; Chang & Zepeda, 2005; Harper & Makatouni, 2002; Hill & Lynchhaun, 2002; Hjelm, 2011; Naspetti & Bodini, 2008; etc.). Moreover, locally purchased products are linked to food safety, freshness and also to a lower price as a respondent in the study of Chambers et al. (2007) explains: “[...] if you do manage to find these local places, you can buy more than you can get at supermarkets at a relatively good price” (Chambers et al., 2007: 210).

Looking at the negative linkages between local and organic and non-ethical target criteria both purchasing concepts are overall strongly competing with the non-ethical FCMs Price, Convenience (i.e. availability, time) and quality (i.e. Sensory Appeal, etc.). This is the case in the majority of the assessed studies (e.g. Bingen et al., 2011; Chambers et al., 2007; Chang & Zepeda, 2005; Zepeda et al., 2006). Anyhow, the researchers concluded that while the price of products is an impediment for organic and local shoppers, it can still be overcome by attitude: “[...] shoppers deal with the price obstacle by placing healthy food higher on their list of priorities” (Zepeda & Deal, 2009: 701).

Bingen et al. (2011) refer to time as the overall limiting factor to local purchasing. Anyhow, since all participants in their study were dedicated to consuming locally they developed several coping strategies to overcome these barriers. Coping mechanisms included the trade-off with leisure activities in daily life such as regarding food related activities as a sort of hobby or avoiding eating out.

In other studies very specific issues such as, that a shorter shelf life can be a problem with organic products (Hjelmar, 2011: 338) and that organic milk is often only available with a high fat content, which would both lead to a decrease in the appreciation of the product or even the decision for another product (Stolz et al., 2009: 172). As in the examples of Hjelmar (2011) and Stolz et al. (2009), all mentioned negative relationships can have an excluding character too. So for example in the study of Chang and Zepeda (2005) availability, inconvenience, price and lacking freshness for example are declared reasons for not buying the respective organic product. Depending on the priorities of the consumer coping is hence not always sufficient and the product is consequently excluded from the shopping list.

5. Local and organic

The two purchasing options are also perceived to be linked as the respondents in several studies describe and hence relationships of all three types are mentioned.

Complementary relationships are referred to in three studies, whereof two focus on the motives behind local purchasing and one on organic consumption goals. Anyhow, in all three papers the respondents associate “[...] organic food to local origin [...]” (Naspetti & Bodini, 2008: 113), “[...] organic with smaller [...]” (Berlin et al., 2009:

271) and “[...] to being locally produced or knowing the farmer” (Zepeda et al., 2006: 390). The authors likewise conclude that the consumers merge the concepts of local and organic and are not aware of the differences between the two (Berlin et al., 2009; Naspetti & Bodini, 2008; Zepeda et al., 2006).

For the negative relationships it is observed that local and organic compete and can furthermore mutually exclude one another. Typically, local is preferred over organic, which becomes especially clear in statements of consumers whose ethical consumption goals are linked to Political values. In these cases the motivation for local consumption originates in the perception that agriculture on an industrial scale is ethically not desirable. While from the consumers’ perspective local purchasing is a means to support small-scale farming, organic has lost its credibility in this regard. Consumer statements such as “industrialization of organic agriculture, it’s the race to the bottom line” (Zepeda & Deal, 2009: 702) or “I’d much rather be able to give my money straight to a farmer rather than four middlemen who are all taking their cut” (Zepeda & Deal, 2009: 702) demonstrate this perception. Furthermore, consumers express a clear preference for local over organic without specific reasoning as this example demonstrates: “I’d probably go with the small farmer. I probably wouldn’t even ask him if he was organic” (Berlin et al., 2009: 271).

Only in the study of Naspetti and Bodini (2008) a respondent declares that organic and local might compete in the opposite direction if certain conditions are not fulfilled: “Since I don’t know any farmer directly, and so I don’t know how they work, I prefer to buy organic eggs in supermarkets [...]” (Naspetti & Bodini, 2008: 114). Thus organic can possibly also exclude local purchasing.

5. Discussion

It is the goal of this chapter to evaluate the results of the study in the context of ethical consumption and the respective theoretical background. Therefore, the outcomes of the integrated research review are discussed with regard to the research questions and furthermore examined in the context of other research work. Finally, it is argued if the findings of this study are applicable for a modified scoring model that evaluates ethical consumption goals.

5.1 Framework of Ethical Consumption Goals

Research Question 1 aims on the identification of ethical consumption goals that consumers relate either to products that are labelled organic or purchased locally. In line with this Question 2 intends to close the gap between the two different purchasing options through a comprehensive hierarchical Framework of Ethical Consumption Goals. The comparison and adjacent summary of the relevant ethical target criteria in a framework structure provides the option of using the gathered data for the respective scoring model.

First of all, the results clearly confirm that ethical consumers as defined and described in several research works indeed value and appreciate various ethical motives when it comes to purchasing decisions (e.g. Carrington et al., 2014; Memery et al., 2012; Starr, 2009; etc.). While the consumers with a preference for organic products and those who prefer to purchase locally are assessed independently from each other in the majority of studies, this paper brings both groups together and treats them as one group of ethical consumers. Thereby the representation of all combinations of ethical consumption goals in the modified scoring model is facilitated, regardless of the usually chosen shopping option of the consumer. Hence, the model holds the opportunity to provide the ethical consumer with a certain shopping option or product that matches the respective ethical priorities while leaving out potential predetermined preferences for a certain purchasing option.

The FCQ, of Steptoe et al. (1995) and Lindman and Väänänen (2000) provides a useful guideline to assess consumers' consumption goals with regard to food products. It enables a structured reflection on nine non-ethical and three ethical FCMs. Still, the extension of the ethical dimension of the FCQ with two more motives

as done in this study appears to be reasonable. The categories Local/regional production and Fairness are addressed by respondents of both consumer groups (cf. chapter 4.1.4, Table 5) and thus cannot be neglected in their relevance for the choice of a certain product. Another field of factors that influence food choice according to the results of this study are social factors. These are not considered in the FCQ until now but proof to be of relevance for consumers.

According to the results of this study all FCMs are described as relevant by consumers except for the factor Religion. This in turn matches the findings of Zepeda and Deal (2009), asking in their study explicitly for the relevance of religion for the purchase decision in favour of organic and local food products. They could also not reveal any linkage between religion and the purchasing of organic or local food as perceived by consumers. The Framework of Ethical Consumption Goals exclusively represents all FCMs that are described as relevant by consumers as well as all related sub-topics that are brought up by the respondents (cf. chapter 4.1.4, Table 5). This is according to Fetzer (2014) a necessary precondition to facilitate a comprehensive scoring model which is able to depict all ethically motivated consumers and their respective consumption goals.

Through the collection of consumer statements it becomes furthermore clear that people usually do not address the entirety of ethical issues with the same level of interest. Instead, priorities are made as also Carrington et al. (2014) point out. This can be deduced from the varying levels of differentiation in consumer statements as it is summarized in the hierarchical Framework of Ethical Consumption Goals. In accordance with this approach it can be observed that the depth of the consumers' reflection depends on individual priorities which correlate with the depth of concern for certain consumption goals. For example, someone could explicitly mention 'slaughtering methods' as relevant for his purchase decisions, but would refer to the FCM Environmental protection only in terms of a general concern. Consequently, if the framework is supposed to be applicable for each individual consumer to express relevant priorities and concerns, it needs to represent all hierarchical levels of ethical consumption goals that are present. In this study three levels of differentiation are identified and hence integrated in the framework. While Schulte (2003) describes the possibility to add a fourth hierarchical level to the structure, this depth of

differentiation is not found in this study. Still, from a technical viewpoint the option of extending the framework should be considered, in case consumers that will actually use the scoring model express additional consumption goals (cf. chapter 6).

The first level of the framework represents the FCMs which are considered as relevant by both groups of respondents. Also at Level 2 the purchasing goals of both groups completely correspond. Anyhow, there are considerable differences regarding the third level of the hierarchical structure. Here, the consumers of organically labelled products show a strong preference for issues of animal welfare by giving quite differentiated responses when describing their purchasing motives. This is similarly revealed in a study on additional ethical consumption goals among organic consumers by Zander and Hamm (2010), where animal welfare and regional production pose the issues of highest interest. Furthermore, the results of this study show that the FCM Local/regional production matters to organic consumers but is of less interest compared to Animal welfare. Respondents that appreciate local purchasing express less differentiated concern for the motive Animal welfare but focus instead on Environmental protection, Local production and Fairness. This finding is in line with the theory of the “local trap” which states that consumers often perceive locally produced products as more beneficial for the environment and the people and also as more socially just than agricultural production on comparably larger scales (Hallett, 2012). Even though, the definition of the term local is often unclear as the integrated research review reveals, the perception of purchasing locally is almost always positively (Berlin et al., 2009; Hallett, 2012). At the same time the results of this study show that also the meaning of organic is not quite clear for many respondents in the analysed research papers despite the rules and regulations that are implemented in specific laws and guidelines of labelling agencies (cf. chapter 4.2.3).

While the selected respondents for this research project are characterised as ethically motivated consumers in the respective research papers they are not automatically showing an in-depth knowledge about the products that they purchase. Instead, the two purchasing concepts are unclear for many interviewees. Consequently, local purchasing and organic are often merged in the respondents' perception and sometimes even mixed with other ideas of consumption. So, local

purchasing is for example associated with concepts of organic and fair trade as well as with ideas of eating healthier (Bingen et al., 2011: 416). Or as Berlin et al. (2009) phrase it: “[...] the concepts of local, small-scale and organic were often blended in people’s minds” (Berlin et al., 2009: 271). Especially confusing for consumers is the purchasing of products directly at a farm or at a farmers’ market since many consumers then automatically assume that the offered products are organic (Stolz et al., 2009: 177). In another study consumers distinguish between local and organic but these distinctions are based on the respondents’ subjective perceptions and opinions and not on their ability to define each concept separately. Additionally, as Schleenbecker and Hamm (2013) point out, the information that is available to consumers is not necessarily objective and thus the knowledge remains shallow or is misguided.

These findings can be seen in accordance with the VBN theory in the way that personal beliefs under influence of the norms of society are transferred by consumers into their own, individual norms (Stern, 2000). Anyhow, as this study illustrates, these norms are not necessarily a final construct in the consumers’ minds but develop and change over time and with experience. So, for example social contacts, television programmes or certain literature can have influence on the consumers’ knowledge (e.g. Harper & Makatouni, 2002; Hjelm, 2011) and consequently the formation of habits that guide his behaviour.

Still, as the results of this study reveal, it can be assumed that beliefs are not easily affected by an increase in knowledge. The morals and thus individual norms proof to be quite stable over time in contrast to the purchasing behaviour of respondents. Several researchers describe a shift of consumers from organic towards purchasing locally (e.g. Adam & Salois, 2010; Berlin et al., 2009). As Berlin et al. (2009) assume and as it is also reflected in the results, this is often the case because consumers relate small-scale farms and local production with organically labelled products. Anyhow, since production schemes for items with organic label tend to grow towards industrial size and consumers are aware of this tendency, those who do not agree with this development often change to purchasing locally “[...] as a more holistic and authentic substitute for organic” (Adam & Salois, 2010: 333). This supports the idea that while the general set of motives of ethically motivated consumers, thus their

beliefs, remains relatively fixed over time, a change in the perception of the production schemes might lead to a change in priorities and thus in the choice for a certain purchasing option. In summary, a scoring model that depicts all relevant ethical goals and which assesses producers and their products under the same criteria holds the opportunity to provide the consumer with valuable information regardless of the perception of organic and local in the public or the individual depth of knowledge.

Based on these findings the development of a modified scoring model for ethical consumption goals that combines the attributes that are associated with organic and local purchasing appears as a feasible approach. Because no matter if consumers are able or not able to clearly distinguish between the actual concepts of local and organic they associate certain ethical consumption goals similarly with both options. They strive for the fulfilment of those goals and despite a lack of knowledge or in contrast because of a very specific knowledge they decide for the one or the other option (Berlin et al., 2009). If the model is thus able to provide a high level of objectivity in the evaluation of producers, it can cope with a lack of knowledge on the consumer side and save the user the costs of an immense research effort (cf. chapter 2.4).

As another result of the integrated research review it turns out that not only ethical consumption goals are drivers for the purchasing of organic and local products but social factors are apparently relevant goals too. In accordance with Hinrichs (2000) and Winter (2003) the term social embeddedness covers various forms of social ties, relationship structures, as well as issues of trust and responsibility which are all depicted in the Framework of Social Consumption Goals (cf. chapter 4.1.4, Table 6). Similar to the Framework of Ethical Consumption Goals a hierarchical structure is applied where respondents' statements according to their level of differentiation fit in. Even though both consumer groups describe themselves as driven by social motives, local production with shorter supply chains where the number of middlemen and agents is minimized, creates a level of personal trust that is quite different from buying in the supermarket guided by organic labels. In accordance with the theory of the principal-agent problem, which describes the issue of uneven distribution of information in economic transactions, the alleged transparency of directly being in

contact with the producer (principal) is much higher for the consumer (agent) if the supply chain is shorter. A case where other agents, such as retailers, middlemen or the salesperson in the supermarket influence the situation in turn increases the problem. Due to different levels of power and conflicting goals of the different agents in a supply chain the amount of problems increases with the number of agents. Hence, issues such as threats to food safety or quality deficits are expected to be more likely to occur the more agents are involved. In turn a shorter supply chain creates trust for consumers (Ciliberti et al., 2011; Feldmann & Hamm, 2015). Zepeda and Deal (2009) summarize this attitude of the respondents as a way of viewing local farmers as parental figures who behave responsibly, take care of their customers and only produce and sell safe and nutritious food items.

While social factors are often associated with schemes of purchasing locally, such as shopping at farmers' markets or participating in community-supported agriculture (e.g. Hinrichs, 2000), the results of this study show that also consumer of organic products consider social criteria as consumption goals. Social factors are thus not only relevant in the setting of purchasing products directly at the producer. Instead, issues such as for example personal interaction with the farmer, taking care of one's own family or the creation of new social networks are also driving forces when purchasing organically labelled goods. Anyhow, in these cases trust is not necessarily created through a shortened supply chain but through the organic label which stands for constant monitoring and the surveillance of the entire supply chain for compliance with organic standards.

The previous examples show that social consumption goals play a crucial role for purchasing decisions which is additionally emphasized in the following chapter under the perspective of relationships between target criteria. The subsequent technical relevance of social target criteria for the modified scoring model will be discussed in section 5.3.

5.2 Relationships between consumption goals

According to Bechmann (1978) the modified scoring model generally holds the option to incorporate perceived and technical relationships between target criteria of a framework. Research Question 3 therefore focuses on the identification of potential

linkages between target criteria and their evaluation with regard to the applicability for the model. In accordance with the methodological approach of exploring consumers' attitudes and motives, the technical linkages between target criteria are excluded from this research and only perceived relationships on the value level are considered.

In order to assess the perceived relationships between target criteria the concept of Bechmann (1978) is used, which implies that there are four different types of relationships. But out of these four, just two types are identified in the integrated research review: Competition and Complementarity (cf. chapter 2.5 and 4.2.2). Indifferent relationships presumably do not find consideration by consumers due to their characteristic of irrelevance in the assessed research works. Relationships where one criterion is perceived to have the equal value for the consumer as another criterion are also not described by respondents. Instead, it appears that single target criteria are either negatively (competition) or positively (complementarity) related. Furthermore, it is observed that in several cases respondents describe relationships that are characterized by exclusion: There is no interdependence perceived since only one target criteria is desired and exclusively preferred. The concept of Bechmann (1978) is thus not necessarily complete or does always fit the actual perceived relationships.

So, while it can be noticed that the ethical consumption goals for consumers of organic and local products often overlap there are also cases where the respondent refers to an exclusive compliance with just one of the purchasing concepts. This is true for the linkages between the two purchasing concepts and non-ethical consumption goals such as Price, Sensory Appeal, Convenience etc. The consumer's limit of budget for example leads to the exclusion of the possibility to purchase organic food products. This observation indicates that ethical consumption goals are justifiably regarded as added value in contrast to basic value as Schleenbecker and Hamm (2013) suggest. The basic value of a product refers to its quality which in turn incorporates health and nutrition. Ethical values on the contrary are additional benefits, positive circumstances or even enabling factors for the achievement of the basic goals.

In line with this theory, Table 13 illustrates that certain non-ethical FCMs are competing with the perceived positive value of purchasing an organic or locally produced product. This can be for example the case if a consumer prefers organic products but often perceives them as less tasty compared to conventional products. Then these motives can turn out to be excluding at a certain point, which means that the basic value weighs out the added value when it comes to a purchase decision. As for the example the consumer has made the experience that a certain organic product never matches his expectations in terms of taste and therefore excludes the product from the shopping list. Still, as the results reveal, not only quality plays a crucial role but also other factors such as budget, time or convenience can outweigh ethical concerns. They are thus in line with several previous studies (e.g. Bingen et al., 2011; Chambers et al., 2007; Chang & Zepeda, 2005; etc.) that identify non-ethical FCMs such as Price, Health or Convenience as limiting factors with regard to ethical food choice (cf. chapter 4.2.3, Table 13)

In line with this, the issue of time and convenience rules out the option of purchasing organic products as this interviewee describes: “[...] you don’t want to go running around to a hundred different places, so I tend not to shop very much, and when I do, I just run around Coles and get as much as I can.” (Chang & Zepeda, 2005: 162). Even though the consumption of organic is perceived as beneficial, there are factors that make it impossible for consumers to always achieve this consumption goal. In the study of Bingen et al. (2011) this strategy is described as an avoidance strategy in contrast to confrontative strategies. While confrontative strategies aim on mastering the competition between the consumption goals through finding substitutes for example, avoidance strategies result in the abandonment or neglect of a certain consumption goal, which is described as exclusion in this study. Overall avoidance strategies are not mentioned by respondents with reference to any constellation of relationship components. Only the perceived linkages between the purchasing concepts and non-ethical FCMs are partly characterized by avoidance mechanisms (cf. chapter 4.2.3, Table 13). This finding is consistent with the result of Bingen et al. (2011) that consumers with a preference for an ethical purchasing concept are willing to solve conflicts with other consumption goals through the substitution with products that share as many similar characteristics as possible. The neglect or exclusion is thus foremost an option if the conflict cannot be solved through a substitute because

for example the budget is limited. Due to the overlap and similarities between ethical consumption goals related to organic and local purchasing as described before, it can be assumed that both options might substitute each other, even though none of the respondents in the assessed studies explicitly makes such a statement.

While relationships between single ethical consumption goals are rarely described by respondents, a majority of statements relates specific ethical target criteria with non-ethical criteria (cf. chapter 4.2.3, Table 9). Respondents claim that they care about e.g. Animal welfare and Environmental protection whereas their predominant purchasing motives are identified as concerns of Health and product quality, thus basic values of the product. In these cases consumers describe ethical target criteria as their consumption goals but they moreover indicate that this is not primarily due to ethical concern. More specifically the respective ethical consumption goals are named, but regarded as conditions or circumstances that facilitate the achievement of certain non-ethical consumption goals. Hence, ethical target criteria such as Animal welfare and Environmental protection and the non-ethical FCMs Health and quality (e.g. Sensory appeal, Natural Content) can be a positive reinforcement for each other and are thus positively related.

This can be demonstrated with several examples of statements of organic consumers who often regard animal welfare as a highly relevant consumption goal as the first part of the research had already shown. Thus, Stolz et al. (2009) for example refer to cases where less antibiotics and better feed for (organic) chicken are not only preferred for altruistic motives such as more humane rearing conditions for the animals. Instead the primary concern is that these eggs are perceived as having a better taste and as being healthier. Also, in the study of Harper & Makatouni (2002) the connection between the FCMs Animal welfare and Sensory Appeal (i.e. taste) is emphasized by different organic consumers who express that appropriate living conditions of animals positively affect the overall quality of the food products (i.e. meat and eggs). One of the respondents made this point very clear: “You are what you eat...happy animals produce healthy products” (Harper & Makatouni, 2002: 295).

In other cases the consumers’ alignment with ethical values appears to be a technical side effect of the consumers’ primary intention to achieve a certain non-ethical consumption goal (i.e. Health). For example, Chang & Zepeda (2005)

describe that all consumers in their study are concerned about “[...] the level of concentration of chemicals in the food” (Chang & Zepeda, 2005: 162) but only one respondent connects this issue also to the goal of Environmental protection. Also, a preference for a better quality of meat products can have the side effect of improved animal welfare as this consumer describes: “[...] organic meat tastes better, it has a different quality. The animals have had another life, more exercise, no antibiotics, not pumped with water.” (Hjelmar, 2011: 338). Even though the consumers in these cases do not present ethical consumption goals as primary reasons for their purchasing decisions, ethical target criteria are despite not clearly valued but technically fulfilled.

While these examples support the conclusion that especially the ethical FCM Animal welfare needs to be seen as a “[...] multi-level construct, which has both a nutritional (physiological) and social (or symbolic) component” (Harper & Makatouni, 2002: 297), the results of the integrated research review show that also other ethical consumption goals fulfil these criteria. The assessment of the relationships between ethical target criteria and non-ethical target criteria shows that also the avoidance of pesticides and the conservation of the environment are perceived as valuable in relation to health concerns (cf. chapter 4.2.3, Table 9). Furthermore, a shorter supply chain is declared as an indicator for better product quality. At the same time, social motives are perceived to be positively linked to the same ethical target criteria. Avoiding pesticides is a means of protecting the family and knowing the origin of a product comes along with a high level of trust in its quality and safety (cf. chapter 4.2.3, Table 10).

Apart from this the consumption goal Health needs to be further examined in its definition according to Steptoe et al. (1995). The researchers describe it as a purely egoistic concern with example items such as “Keeps me healthy” or “Is good for my skin/teeth/hair/nails/etc.” (Steptoe et al., 2009: 272). In contrast, the results of this study show that also altruistic motives can be connected with health concerns. These find representation through social consumption goals such as taking care of the family, the children or even future generations. These are in turn connected to the avoidance of pesticides and a preference for ecological production systems which creates the idea that the respective products are then beneficial for the health.

Similar findings are described by Hill and Lynchhaun (2002) who mention that “(c)oncerns about health problems such as eczema in children or GM foods, have caused some families to convert to an organic diet [...]” (Hill & Lynchhaun, 2002: 533). Despite this tendency of consumers to link health and social target criteria, there is no evidence found that health is a motive of ethical concern in a way that consumers are motivated to protect mankind in general of physical harm. Concerns are always related to the own family and in the broadest sense related to the own descendants.

Looking at the relationships between local and organic as purchasing concepts it turns out that in several cases consumers regard labels as less trustworthy than direct contact with the producer (e.g. Berlin et al., 2009; Chang & Zepeda, 2005; Naspetti & Bondini, 2008; etc.). The results of this study with regard to ethical motives that are associated with social target criteria underline this finding. Respondents declare on the one hand that organic products are in competition, and often in the inferior position, with conventional or local products when it comes to the question of trustworthiness. Moreover, the perceived characteristics of local purchasing such as knowing the product origin and small-scale farming are seen as complementary with an increased level of trust (cf. chapter 4.2.3, Table 10). Consumers are thus willing to make purchasing decisions that are based on relationships rather than on facts as they are provided by labelling standards which corresponds with the findings of Chen and Scott (2014) and Holloway and Kneafsey (2000). This indicates that while the consumption goals related to organic and local are similar, the social component and explicitly the level of trust are a key factor in the decision-making process of consumers with a preference for local purchasing.

Ethical consumption goals are clearly embedded in complex relationships with ethical, social and non-ethical FCMs. It is difficult to capture the network of linkages because the goals of consumption are not only subject to individual preferences but they are also numerous and multi-faceted. The results of the assessment of relationships between target criteria clearly demonstrate that consumer statements underlie the risk of social bias. Consumers with a preference for organic or locally purchased products tend to integrate the ethical issue into their self-identity. This in turn creates a win-win situation, where ethical motives merge with social goals and

both aims of consumption can be achieved through the purchase of an organic or local product. Ethical consumption can thus be regarded as a form of identity (Berlin et al., 2009).

5.3 Technical applicability for a modified scoring model

In the study of Fetzner (2014) the modified scoring model is assessed as a proper tool to match ethical preferences of consumers with the ethical performance of regional and local producers. In order to be able to compare and evaluate the alignment of both aspects a questionnaire for the producers, which is based on the framework of target criteria, is used. The author moreover assumes that the criteria regarded as relevant by consumers on the lowest and most differentiated level are measurable with an ordinal scale. Furthermore, the criteria are assumed to be equally measurable during an assessment of ethical criteria at any agricultural enterprise.

But according to the results of the integrated research review the consumers often do not differentiate their consumption goals into specific units that are unambiguously. So, for example consumers in eight out of nine studies referring to organic consumption describe Animal welfare as important FCM. They refer to living conditions and also the living space of the animals but none of the respondents makes more detailed specifications. This in turn creates a vague picture of the actual meaning of many consumption goals, which corresponds with the imprecise knowledge about organic or local production schemes as described earlier. It is therefore necessary that during the set-up of the model the target criteria as formulated by consumers are translated into measurable criteria that can actually be assessed at the place of production. Fetzner (2014) suggests that criteria are measured in an ordinal scale which allows consumers to rank ethical consumption goals according to their relevance when a purchasing decision is made. The rank is then translated into a numerical value that represents the weight of each criteria in the consumers' perception. Moreover, it is assumed that producers can also be assessed in a similar way through volunteers or self-reporting by producers, which reveals a crucial issue: The evaluation of the producers' compliance with ethical standards needs to be based on facts and measurable criteria for organic and also local producers in order to provide a reliable result for consumers.

This leads to further practical issues regarding the applicability of the model such as the question if local producers would undergo an intensive assessment, similar to a certification process for a label without being accredited afterwards. Additionally, producers might not perceive an assessment oriented on e.g. organic standards as necessary, since the consumers still purchase their products based on the effects of social-embeddedness. Lastly, it might be difficult to recruit volunteers who are willing to perform an assessment as intensive as a certification process without any compensation.

For the technical applicability of the scoring model it therefore needs to be reconsidered how the producers can be evaluated in order to provide consumers with trustworthy and objective results. Consumers seem not to demand precise information on e.g. rearing conditions or feed types as the results of this research reveal because they are very concerned with ethical issues in a broader way. They express a general desire for the fulfilment of ethical production schemes and value many different ethical criteria positively. Still, the decision-making process relies strongly on factors that create trust such as a label or personal contact with the producer instead of gathering information and deepening knowledge. As a result, the modified scoring model needs to close this gap between actual information demand and assessment procedure of producers. During the use of the scoring model the consumer will not be able to assess the products, the label, or the producer by himself but entirely relies on a proper assessment through the provider of the tool. Hence, the model needs to establish a certain trustworthiness itself especially if the low level of knowledge on the consumer side is considered (cf. chapter 5.1).

An approach to cope with this problem might be a higher level of transparency. The future users of the scoring model need to be informed about the way that information is gathered (e.g. consumer volunteers, food activists, self-reporting through farmers etc.) and the exact factors that are assessed. Especially important for the credibility of the scoring model is that consumers are provided with an insight into the scaling procedures and the corresponding level of assessment. The model should disclose in detail which values are behind the different ranks that the user of the model can chose.

Besides this issue the modified scoring model appears as suitable for the evaluation of ethical criteria as related to organic and local products. While per definition both purchasing concepts are quite different, this study shows that the underlying ethical consumption goals of consumer of both product groups are very similar and characterized by much overlap. The ethical consumption goals as linked to the respective purchasing options are not contradicting or excluding each other at any point. Even though preferences for different target criteria are prominent in both groups the single ethical consumption goals as presented in the hierarchical framework do not pose barriers to each other. Although, it can be observed that consumers choose one purchasing option over the other, for example if social consumption goals are compromised, the single ethical values are not perceived to be competing, contradicting or excluding each other. As the assessment of the relationships between the ethical target criteria demonstrates, all perceived ethical target criteria are positively related. Technically, it is thus reasonable to create a scoring model that incorporates both purchasing options.

In line with this, it is also feasible to regard the FCM Local/regional production as single consumption goal despite previous research which characterizes local consumption as “[...] multi-facetted” (Hinrichs, 2003: 33) and therefore incorporating several other ethical consumption goals. This study shows that consumers with a preference for organic products often express that local production is relevant for their purchase decision in the same way as they refer to e.g. Animal welfare or Political values. Consumers with a preference for local purchasing associate certain values with local production but distinguish these clearly from other target criteria. As statements of several consumers reveal, they clearly differentiate between e.g. Environmental protection and Local/regional production (cf. chapter 4.1.3). The FCM Local/regional production is thus associated with the idea of supporting the local community, which does not include other values such as Animal welfare etc. at all. Accordingly, the consumers with a preference for local purchasing clearly name Animal welfare as a driver for their purchasing decisions and associate this motive respectively with sub-categories that are not linked to those of Local/regional production. Hence, the FCM Local/regional production, as suggested in this study, can be considered an independent criteria in the hierarchical Framework of Ethical Consumption Goals that does not necessarily incorporate other ethical FCMs.

Despite their relevance for food choice in general, social consumption goals cannot be included into the modified scoring model. The reasoning behind this assumption is that the purchasing preferences of consumers are strongly related to social factors. This is certainly true for respondents who declare a strong preference for local products and associate the personal contact with the farmer with a positive feeling and eventually trust (e.g. Berlin et al., 2009; cf. chapter 5.2). Under these circumstances, the ethical motives are not assessed independently of the social context anymore but either neglected or considered as automatically fulfilled (cf. chapter 4.2.2). For the modified scoring model this interdependence between social and ethical factors could overrule the basic idea that the tool holds the potential to represent consumers exclusively in the context of their ethical preferences. Contradicting this idea, the inclusion of social components into the model would imply a choice for local purchasing since most forms of direct interaction with producers or other consumers are strongly related to it (cf. chapter 4.1.4, Table 6).

The modified scoring model does not need to incorporate the relationships between the ethical target criteria according to the results of this research. The perceived relationships are exclusively positive and only few are mentioned at all. This matches once more the result that the majority of consumers is not entirely aware of the actual meanings of organic labels or the concept of local purchasing. Instead, both purchasing options are not only merged and mixed up but also foremost regarded as holistic approach that enables the consumer to do the right thing. Moreover, it appears that consumers are more concerned about linkages with non-ethical and social criteria than that they perceive any relationship between single ethical target criteria.

Fetzer (2014) suggests to treat the single criteria as independent of each other. Technically of course independence is not given, but as this research shows consumers do not perceive linkages between ethical consumption goals as of much relevance. While in theory the independence of target criteria implies that they are substitutable for each other, the results shows that this requirement is not fulfilled. Consumers do not describe target criteria as substitutable with each other in a single case. This in turn leads to the conclusion that consumers do not arbitrarily choose a target criterion that they want to achieve but rather rank the different motives

according to their personal preferences. Consequently, target criteria cannot be exchanged for each other. Anyhow, the assumption that the target criteria are independent from each other can be applied if substitutability is not implied at the same time.

6. Conclusions and Future Research

This study aimed on the identification of ethical consumption goals as related to organic and local purchasing in order to develop a suitable set of target criteria for a modified scoring model. In this context differences and commonalities between the ethical goals of the respective shopping options were assessed and the data was integrated in a structural framework. Moreover, it was intended to analyse the relationships between the relevant target criteria as perceived by consumers, so to conclude on their significance for the model.

The following chapters provide a brief summary of the results and the discussion of this research project referring to each of the three research questions. Then, recommendations for further research work related to the field of study are presented.

6.1 Conclusions

In order to develop a suitable framework three research questions were asked and answered. Question 1 and Question 2 targeted the development of a hierarchical Framework of Ethical Consumption Goals while Question 3 focused on the assessment of perceived linkages between the respective target criteria.

Question 1: Which ethical consumption goals matter to ethically motivated consumers when they decide for either labelled or local food products?

Question 2: In how far do the ethical consumption goals of both purchasing options match or differ?

The integrated research review showed that the scientific literature provides plenty of research projects and data with regard to ethical consumption goals (cf. Appendix I). Anyhow, organic and local purchasing are mostly treated independently from each other and the related goals of consumption are thus assessed for each shopping option independently too.

This study points out that the ethical consumption goals that underlie both purchasing options are very similar, since in both cases the same five ethical FCMs are mentioned frequently. Animal welfare, Environmental protection, Political values, Local/regional production and Fairness are important for both groups of consumers.

It appears, that even though organic is quite clearly related to Animal welfare and local purchasing to Environmental protection and Local production, the preferences of the individual person are the crucial factor for the purchasing-decision.

Beside the ethical consumption goals also several social consumption goals were revealed to drive consumers' purchasing preferences. Local purchasing is often perceived as inherently positive because it is embedded in a context of social interaction. Even though, the knowledge on how local is defined is limited and dominated by beliefs and feelings related to social embeddedness, in many cases people rely on it as the preferred way of consumption. Organic in contrast is also linked to social consumption goals but trust is foremost created through certification and not through interaction with farmers or other consumers.

In this context it needs to be considered that consumers of local and organic products seem likewise to be driven by a general interest in doing something good for the planet and themselves, regardless of explicit knowledge on the mentioned concepts. In addition, the ethical consumer is not as well informed as it was assumed. The concepts behind the purchasing options are often unclear and characterized by a perceived overlap of values that are assumed to be inherent to both purchasing options.

This study did not focus on an assessment on how these ethical factors are ranked by the majority of consumers but it was intended to capture a wide array of consumption goals to represent an equally broad group of ethical consumers at the same time. Ethical criteria are differentiated individually and prioritized through each consumer individually which then results in individual preferences for a certain purchasing option. Anyhow, ethical motives are relevant for all ethically-motivated consumers and for many of them the results of this study could be helpful to clarify which products to choose if a certain ethical goal of consumption is desired.

According to the findings of this study, the modified scoring model is regarded as a suitable tool for consumers to achieve their individual ethical consumption goals, if it provides a system of target criteria that reflects all possible ethical goals and an objective and transparent evaluation also on the producers' side.

Question 3: How are the relationships between ethical consumption goals and other Food Choice Motives characterized?

The modified scoring model holds the potential to consider also relationships between target criteria representing the consumers' perceptions and valuations. In this integrated research review it was thus assessed if respondents refer to such linkages.

In this context, the results of the analysis revealed that these linkages appear not to be very important for consumers in a way that they influence the decision-making process and thus are not of relevance for the model. It is therefore reasonable to treat the ethical target criteria as independent factors in the scoring model.

Additionally, it turned out that the ideas behind local and organic purchasing are strongly overlapping in the consumers' perception. Purchasing-decisions are foremost based on the perceived relationships between each concept and ethical, social and non-ethical criteria. In contrast to this low level of valuation of relationships between single ethical target criteria, consumers have a strong focus on linkages between local or organic and non-ethical FCMs such as Price, Convenience or Sensory Appeal. These linkages are often characterized through competitiveness and can moreover lead to the exclusion of either organic or local as purchasing options.

Positive linkages are common for example with regard to the motives Health and Sensory Appeal (i.e. taste and freshness). In line with this, the motives for certain purchasing-decisions are claimed to be ethical but in several cases the underlying reasons are compelled by self-centred motives. Especially health concerns prove to be drivers of ethical consumption patterns, with consumers assuming for example that organic is generally beneficial for the health because animals are treated better or that local producers truly care for their customers and therefore only sell safe products. Also social criteria are observed to be strongly linked with ethical consumption goals. Particularly for local purchasing, social factors can be supporting the perceived rightfulness of the shopping option.

Despite the clear relevance of relationships between organic and local purchasing with non-ethical Food Choice Motives and social target criteria, both are not

supposed to be represented in the modified scoring model. In any way, they would create a bias in the model for one of the two purchasing options and thus compromise the sole focus on ethical consumption goals.

6.2 Future Research

The results of this study are based on research projects which did not exactly aim on answering the research questions that are of interest here. Consequently, theoretical frameworks were applied (FCQ, Relationship Types) in order to be able to assess the papers in a standardized manner. Anyhow, in many research papers the statements of respondents did not reveal unambiguous consumption goals. Instead, plenty consumer statements are open to interpretation and are hence associated with all possible Food Choice Motives (e.g. transportation distances – Animal welfare/Environmental protection/Price/Quality/etc.). For further research it is therefore recommended to avoid ambiguous results through immediate clarification during the conducted interview or focus group session.

Generally, an adjustment of the ethical dimensions of the Food Choice Questionnaire of Lindman and Väänänen (2000) is recommended based on the findings of this study. Ethical consumption is a growing trend that is still evolving and which incorporates many different issues, hence the current version of the FCQ leaves out relevant motives and thus does not reflect the full range of ethical FCMs. In the same way the relationship types of Bechmann (1978) appear not to be sufficient to describe all kind of linkages that are found. The linkages in his theory are strictly defined and restrictive in a way that always only two components are reflected. Since the connections between the consumption goals appear to be more complex and interlinked in various ways it should be considered that the concept of Bechmann (1978) is not sufficient to describe all prevalent consumption goals.

A scoring model is an applicable option to provide ethically motivated consumers with a tool that offers purchasing recommendations in line with individual ethical priorities independent of public perception or personal shopping habits. Additionally, it offers the chance to enable consumers to shop in accordance with ethical goals without spending time and money on an effortful search for information about purchasing opportunities. Therefore, the crucial question if there are appropriate ways to gather the relevant information from producers needs to be solved. Only then, the scoring

model for ethical consumption goals as related to organic and local can be a viable tool for consumers.

Due to the exploratory character of this study only qualitative studies are included where consumers freely express their opinions and concerns. By that means it is intended to gather only those consumption goals which are brought up directly by the respondents. It is assumed that these motives truly matter for the respondents and are thus indeed relevant for their purchase decisions.

Concerning, the necessary conditions for a well-functioning model all prevalent ethical target criteria are supposed to be represented in the Framework of Ethical Consumption Goals. Although, the outcome of this research is representing the target criteria as presented in the assessed research papers, it needs to be considered that further ethical consumption goals might exist. These could be for example issues of biodiversity loss, climate change or the avoidance of plastic packaging etc. which do not find consideration in the Framework of Ethical Consumption Goals yet. In order to develop a valid scoring model it would thus be necessary to conduct further research in order to gather more target criteria and to verify the results of this study. Alternatively the tool itself could be conceptualized as an adaptive model where consumers could for example also contribute with new inputs while running the model. An extended research on the feasibility of an adaptive version of the modified scoring model is therefore recommended.

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Appendix I: Assessed studies in the integrated research review

Study & Country	Research subject	Method	Consumer type	Ethical Motives	Non-Ethical Motives	Others
STUDIES WITH A FOCUS ON ORGANIC PURCHASING						
Chang & Zepeda, 2005 (Australia)	Identification of issues that hinder or promote demand for organic food	Focus group discussions	Organic shoppers (But in the results section the authors did not differentiate because results are not different from the conventional shoppers)	<ul style="list-style-type: none"> • Environmental concerns (p.158) • Animal welfare (p.158) • Protecting small farms and rural communities (p.158) • No GMOs (p.159) • Help poor farmers (p.162) • Political statement (against multinationals) (p.162) • Better for the environment if more farms were organic (p.162) • Sustainability (p.160) 	<ul style="list-style-type: none"> • Personal health (p.158) • Avoid chemicals (p.161) • Taste and flavor (p.161) • Avoid growth hormones and antibiotics in meat (p.162) • Avoid allergic reactions to chemicals (p.162) 	<ul style="list-style-type: none"> • Alternative lifestyles (p.159)
Harper & Makatouni, 2002 (UK)	Identification of main beliefs and attitudes towards organic food of organic and non-organic food buyers	Focus group discussions	Organic buyers	<ul style="list-style-type: none"> • Animal welfare (p.293) • Fair trade (p.294) • Environmental concerns (p.294) • Support of small scale farmers (p.294) • Animal treatment and living conditions (p.294) • Caring about a happy life for the animals (p.294) • Trading conditions (p.297) 	<ul style="list-style-type: none"> • Concern about immunity to antibiotics (p.294) • Health concerns related to pesticides, additives, excess amounts of fat, salt, sugar (p.294) • Food safety (p.297) 	

Study & Country	Research subject	Method	Consumer type	Ethical Motives	Non-Ethical Motives	Others
Hill & Lynchhaun, 2002 (UK)	Revealing consumer attitudes towards organic food	Secondary data, focus group discussions, observation	Organic consumers	<ul style="list-style-type: none"> • Better for the environment (p.533) • Concerns about GM foods (unclear in which sense) (p.533) • Animal welfare (p.533) 	<ul style="list-style-type: none"> • Health (p.532) • Taste (p.533) • Concerns about GM foods (unclear in which sense) (p.533) • Food safety (p.533) • Nutritious food (p.533) • Availability (p.536) • Out of routine (p.538) 	<ul style="list-style-type: none"> • Care for the family (p.533)
Hjelmar, 2011 (Denmark)	Exploration of the main drivers for organic purchasing	In-depth interviews with open questions	Organic minded consumers	<ul style="list-style-type: none"> • Origin (shorter transportation, lesser pesticide use in Denmark) (p.338) • Acting responsible as a consumer (p.339) • Better for the world (p.339) • Animal welfare (living conditions, less/no antibiotics, slaughtering procedures etc.) (p.339) • Seasonality (p.339) 	<ul style="list-style-type: none"> • Efficiency (p.338) • Convenience (p.338) • Availability, visibility and supply (p.338) • Taste (p.338) • Quality (p.338) • Origin (freshness, quality) (p.338) • Health (p.339) • Avoid pesticides (health) (p.339) 	<ul style="list-style-type: none"> • Preserving traditional values in the countryside (p.339) • Leaving a better world for future generations (p.339) • Lifestyle (Vegetarian) (p.339) • Care for the family/raising children (p.339/340)
Makatouni, 2002 (UK)	Understand the motives behind purchasing organic food	Laddering interviews	Regular organic shoppers	<ul style="list-style-type: none"> • No pesticides (for environmental balance) (p.349) • Respect the environment (p.349) • Space of animals (p.349) • Happier animals (p.349) • Less cruelty to animals (p.349) 	<ul style="list-style-type: none"> • Taste and texture (p.349) • No pesticides (for health reasons) (p.349) • Health (p.349) • No antibiotics/hormones (human health) (p.349) • GM free (for health reasons) (p.349) 	<ul style="list-style-type: none"> • Being a good mother (p.349)

Study & Country	Research subject	Method	Consumer type	Ethical Motives	Non-Ethical Motives	Others
				<ul style="list-style-type: none"> Responsibility for animals and their rights (p.349) No antibiotics/hormones (animal health) (p.349) 		
Stolz et al., 2009 (Germany & Switzerland)	Assessment of consumer attitude towards organic food	Focus group discussions	Occasional organic shoppers	<ul style="list-style-type: none"> Animal welfare (living space, feed without GMOs etc.) (p.164, p.166, p.167) No pesticides (p.166) Seasonality (p.166) Avoiding GMOs (p.167) Avoiding antibiotics (p.167) Short transportation distances (p.169) Support local agriculture (p.169) Regional origin of e.g. eggs, yoghurt (related to trust issues) (p.169) Ecofriendly production (p.173) 	<ul style="list-style-type: none"> Taste (p.160) No artificial flavors and food additives (health) (p.161) Origin (related to taste) (p.163) Seasonality (related to taste) (p.163) Avoidance of chemical pesticides (for health reasons) (p.165) Less antibiotics and better food for organic chicken (health) (p.167) No GM technologies (health) (p.167) No industrial farming (quality) (p.173) 	
Zanoli & Naspetti, 2002 (Italy)	Consumer motivations in the purchase of organic food	Semi-qualitative interviews (laddering approach)	Regular organic consumers	<ul style="list-style-type: none"> Ecology (p.649) Sustainable future (p.649) Lower environmental impact (p.649) 	<ul style="list-style-type: none"> Health (p.649) No pesticides (health) (p.649) Taste/texture and odor (p.649) Wholesomeness and physical well-being (p.649) Happiness and inner harmony (p.649) 	<ul style="list-style-type: none"> Hedonism and achievement, get the most of life (p.649) Altruism and relationship with others (p.649)

Study & Country	Research subject	Method	Consumer type	Ethical Motives	Non-Ethical Motives	Others
Zepeda et al., 2006 (USA)	Exploration of the attitudes regarding organic purchases	Focus group discussions	Organic food shoppers	<ul style="list-style-type: none"> • Origin (not specified why) (p.389) • No GMOs (p.389) • Labor practices (p.389) • Small farms (p.389) • Animal welfare (p.389) • Impact on the environment (p.389) • No chemicals (p.389) • Locally produced (p.389) • Regenerative production process (p.390) • Less energy (p.390) 	<ul style="list-style-type: none"> • Taste (p.389) • Appearance (p.389) • Health (p.389) • Nutrition (p.389) • No GMOs (p.389) • Freshness and safety (p.389) • Quality (p.390) • Natural (p.390) • Familiarity (p.392) 	<ul style="list-style-type: none"> • Lifestyle (vegan food) (p.389) • Ethnic food (p.389) • Knowing the farmer (p.390) • Certification creates trust (p.390)
Zepeda & Deal, 2009 (USA)	Explaining organic and local food purchase behavior	Semi-structured interviews	Heavy organic buyers/Light organic buyers	<ul style="list-style-type: none"> • Avoid pesticides/ hormones (environmental protection) (p.698) • Avoid soil degradation (p.699) • Better animal treatment (p.699) 	<ul style="list-style-type: none"> • Avoid pesticides/hormones (health) (p.698) • Taste/quality (p.699) • Nutritional value (p.699) • Avoid spread of disease (Health) (p.699) 	<ul style="list-style-type: none"> • Life events such as the birth of a child, someone's death or health issue of family member/friend (p.699) • Fashion trend/lifestyle choice (p.701)
STUDIES WITH A FOCUS ON LOCAL PURCHASING						
Berlin et al., 2009 (USA)	Identification of consumer's views on the food system (local, small-scale and organic)	Focus group discussions and individual interviews	Organic food buyers and people who do not buy organic food	<ul style="list-style-type: none"> • avoid amendments (p.270) • support local production/people/economy (p.271) • avoid worker exploitation (p.271) • farm worker safety (p.271) 	<ul style="list-style-type: none"> • Freshness (p.270) • avoid amendments (p.270) • Safety (p.271) • Familiarity (p.271) • Taste (no preservatives) (p.271) 	<ul style="list-style-type: none"> • Integrity of food (p.271) • Knowing the farmer (p.271)

Study & Country	Research subject	Method	Consumer type	Ethical Motives	Non-Ethical Motives	Others
				<ul style="list-style-type: none"> environmental protection (water and others) (p.271) 		
Bingen et al., 2011 (USA)	Identification of coping strategies related to eating local food	Focus group discussions	Local food activists	<ul style="list-style-type: none"> Concern about industrialized agriculture (loss of farms and rural communities) (p.413) Considering food miles (p.413) Lack of residues and contaminants (environment) (p.413) Energy savings (p.413) Animal welfare (p.413) Economic support to local community (p.413) Support family farms (p.413) 	<ul style="list-style-type: none"> Flavor and comfort (p.413) Freshness (p.413) Lack of residues and contaminants (health) (p.413) Taste (p.413) Nutritious (p.413) Sensual (good smell) (p.413) Seasonality (pleasure) (p.414) 	<ul style="list-style-type: none"> Connection with what you are eating (p.414) Personal experiences (e.g. reading a relevant book) New social connections or networks (p.414) Know farmers (p.414) Know other consumers (p.414) Safe food for the family (incl. pets) (p.414)
Chambers et al., 2007 (UK)	Identification of views and behaviors towards local (national and imported) foods	Focus group discussions	No classification of consumer types	<ul style="list-style-type: none"> Supporting national/local farmers (p.212) Supporting the British economy (p.212) 	<ul style="list-style-type: none"> Lower price (p.210) Familiarity from childhood/past (p.211) Freshness (short transportation) (p.211) Taste (seasonality) (p.211) 	
Naspetti & Bodini, 2008 (Italy)	Identification of important purchase criteria	Focus group discussions	Occasional organic consumers	<ul style="list-style-type: none"> Respect for the land and the people (p.114) Small-scale production as contrast to standardized, globalized food (p.115) 	<ul style="list-style-type: none"> Quality (p.113) Safety (p.113) Freshness (p.113) Naturalness (p.113) Seasonality (p.113) 	

Study & Country	Research subject	Method	Consumer type	Ethical Motives	Non-Ethical Motives	Others
				<ul style="list-style-type: none"> Specific food from specific regions (locational advantage) (p.116) 	<ul style="list-style-type: none"> Taste, texture, smell (p.114) Quality (regional production methods and growing conditions) (p.114) Short supply chains (freshness) (p.115) 	
Roininen et al., 2006 (Finland)	Establish personal values, meanings and benefits that consumers relate to local food products	Qualitative interview techniques (laddering and word association)	No classification	<ul style="list-style-type: none"> Supporting local economy (p.23) Short transportation (p.23) Animal welfare (p.24) Support local production (p.24) Create economic welfare in the area (p.24) Short transportation distance (animal welfare, respect for the environment) (p.24) Clean environment (p.25) Creates no waste (p.25) Avoid diseases (animal health) (p.25) 	<ul style="list-style-type: none"> Freshness (p.23) Health (p.24) Short transportation distance (quality, taste, freshness) (p.24) Short transportation distance (lower price) (p.24) Sense of security due to the Finnish origin (p.24) Avoid diseases (food safety) (p.25) 	<ul style="list-style-type: none"> Trust (the product origin is known) (p.23)
Zepeda & Leviten-Reid, 2004 (USA)	Investigate consumers' interests, attitudes and motivations for buying local food	Focus group discussions	Organic and conventional shoppers	<ul style="list-style-type: none"> Seasonality (p.3) Less burning of fuel (p.3) Supporting the local economy to help local farmers (p.3) Support sustainable land use (p.4) 	<ul style="list-style-type: none"> Seasonality (p.3) Freshness (p.3) Flavor (p.3) Longer lasting produce (p.4) Familiar from the past (p.4) To avoid toxins (p.4) 	<ul style="list-style-type: none"> Entertainment through the visit of a farmers' market (p.4) Experience with family and friends (p.4) Transparency (see where it comes from)

Study & Country	Research subject	Method	Consumer type	Ethical Motives	Non-Ethical Motives	Others
				<ul style="list-style-type: none"> To avoid toxins (p.4) 		<p>(p.4)</p> <ul style="list-style-type: none"> Personal relationships with farmers (helping them out, support them etc.) (p.4)
<p>Zepeda & Deal, 2009 (USA)</p>	<p>Explaining organic and local food purchase behavior</p>	<p>Semi-structured interviews</p>	<p>Heavy organic buyers/Light organic buyers/rare or none organic buyers</p>	<ul style="list-style-type: none"> Wasting fuel (p.699) Supporting local economy (p.699) Anti-corporate (p.699) National food security (p.699) Locational advantages (p.699) Animal treatment (p.699) Treatment of workers (p.699) Adds uniqueness to a region (p.699) Treatment of the land (p.699) Support local culture (p.702) 	<ul style="list-style-type: none"> Avoid spread of disease (health) (p.699) Quality/freshness (p.699) 	<ul style="list-style-type: none"> Trust (p.699) social interaction with farmers (p.699) informational interaction with farmers (p.699) Entertainment/ambiance (p.699) Feeling of membership in a community (p.702)

Appendix II: Consumption goals sorted by ethical Food Choice Motives

Ethical Food Choice Motive	Organic	Local
Animal welfare	Animal welfare Animal treatment Animal living conditions Caring about a happy life for the animal Less/no antibiotics Humane slaughter Living space Less cruelty against animals Respect animal rights Responsibility for animals No hormones Feed without GMOs Short transportation distances	Animal welfare Short transportation distances Animal treatment Avoid diseases
Environmental protection	Environmental concerns No GMOs/Concerns about GMO foods Better for the environment/world Sustainability Seasonality No pesticides Respect for the environment Short transportation distances Regenerative production process Saving energy Avoid soil degradation	Avoid amendments Environmental protection Protecting water and others Consideration of food miles Residues and contaminants Energy savings Short transportation distances Avoid waste Seasonality Support sustainable land use Avoid toxins Treatment of the land
Political values	Political statement (against multinationals) Consumer responsibility	Concern about industrialized agriculture/Anti-corporate Loss of farms and rural communities National food security

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Ethical Food Choice Motive	Organic	Local
<i>Religion</i>	<i>No Statements</i>	<i>No Statements</i>
Local/Regional production	Support/help small scale farmers Protecting rural communities <i>Locational advantages</i>	Support local economy Support family farms Support national/local farmers/people Support small-scale production Locational advantages Adds uniqueness to a region
Social embeddedness	Help poor farmers Regional origin creates trust Care for the family Being a good mother Preserving traditional values in the countryside Leaving a better world for future generations Altruism and relationship with others Knowing the farmer Certification creates trust Lifestyle	Integrity of food Knowing the farmer New social connections/networks Knowing other consumers Safe food for the family Trust because the product origin is known Entertainment through FM Experience with friends and family Transparency (see where it comes from) Personal relationships with farmers (e.g. helping them, support them etc.) Informational interaction with famers Ambiance at the FM Feeling of membership in the community
Fairness	Fair trade Trading conditions Labor practices	Avoid worker exploitation Farm worker safety

Appendix III: Ethical consumption goals sorted by relationship types

Study	Competition	Complementarity	Exclusion
Chang & Zepeda, 2005 (Australia)	<ul style="list-style-type: none"> • Organic – budget, availability, time (p.158 f) • Organic – convenience (p.159) • Organic – food security (p.159) • Organic – distance of transport (p.160) • Organic – large corporate farms (p.160) • Organic – Contamination by neighboring farms (p.160) • Organic – freshness (p.162) • Organic – local (p.162) 	<ul style="list-style-type: none"> • Organic – Healthiness (p.159) • Organic – harmony with nature (p.160) • Organic – sustainable communities (p.160) • Organic – not harmful to the environment (p.160) • Organic – tastefulness (p.161) • Health – no pesticide application (p.162) • Animal welfare – price premium (p.164) • Avoidance of soil/environmental degradation – acceptance of a price premium (p.164) 	<ul style="list-style-type: none"> • Organic – GMOs (p.159) • Organic – local (p.162) • Organic – price (p.162) • Organic – inconvenience/availability (p.162) • Organic – lacking freshness (p.162)
Harper & Makatouni, 2002 (UK)	<ul style="list-style-type: none"> • Organic – trust (p.296) 	<ul style="list-style-type: none"> • Organic – free range (chicken) (p.293) • Organic – Healthiness (p.295) • Appropriate living conditions – Healthiness (p.296) • Animal welfare – food safety (p.297) 	
Hill & Lynchhaun, 2002 (UK)	<ul style="list-style-type: none"> • Organic – lack of improved taste (p.534) • Organic – price (p.534) • Organic – availability (p.536) 	<ul style="list-style-type: none"> • Organic – care for the family (p.533) • Organic – Healthiness (p.533) • Organic – Taste (p.533) • Organic – better for the environment (p.533) • Organic – product safety (p.533) • Care for the environment – Health (avoiding chemicals) (p.535) 	<ul style="list-style-type: none"> • Organic – lack of taste benefits (p.534) • Organic – price (p.534)
Hjelmar, 2011 (Denmark)	<ul style="list-style-type: none"> • Organic – convenience (p.338) • Organic – prices (p.338) • Organic – availability and selection (p.338) • Organic – taste (p.338) • Organic – shelf-life (p.338) • Organic – long transportation ways (p.339) 	<ul style="list-style-type: none"> • Organic – taste (p.338) • Animal well-being – better taste/quality (p.338) • Organic – short distance transportation (p.338) • Organic – less pesticides (p.338) • Avoiding pesticides – Healthiness (p.339) • Organic – preserving traditional values (p.339) • Conservation of the environment – responsibility for future generations (p.339) • Organic – seasonality (p.339) • Organic – animal welfare (p.339) 	

Study	Competition	Complementarity	Exclusion
		<ul style="list-style-type: none"> Organic – trust in the label (p.339) Organic – small-scale production (p.340) 	
Makatouni, 2002 (UK)		<ul style="list-style-type: none"> No pesticides – healthiness (p.349) No pesticides – care for family health (p.349) No pesticides – environmental balance (p.349) Living space of animals – healthiness (p.349) No antibiotics – healthiness (p.349) 	
Stolz et al., 2009 (Germany & Switzerland)	<ul style="list-style-type: none"> Organic – off-season production (p.172) Organic – long transportation distances (p.172) Organic – high fat content (p.172) Organic – high prices (p.174) Local – organic (p.175) 	<ul style="list-style-type: none"> Organic – good taste (p.165) Organic – less pesticides (p.165) Organic - no GMOs (p.167) Organic – healthiness (p.172) No pesticides – healthiness (p.173) Organic – extensive production systems (p.173) Organic – animal welfare (p.175) 	<ul style="list-style-type: none"> Organic – Not knowing the farmer (p.174) Organic – off-season production (p.172) Organic – long transportation distances (p.172)
Zanoli & Naspetti, 2002 (Italy)	<ul style="list-style-type: none"> Organic purchase – expensive (p.649) Organic purchase – lack of availability (p.649) Organic – price (p.649) Organic – convenience (p.649) 	<ul style="list-style-type: none"> No chemicals – healthiness (p.649) No chemicals – ecology (p.649) Lower environmental impact – healthiness (p.649) Organic – relationship with others (p.649) 	
Zepeda et al., 2006 (USA)	<ul style="list-style-type: none"> Small, local producers – organic from corporations (p.390) Organic – long transportation (p.390) Organic – price issue (p.390) Organic – quality (p.390) Organic – lack of familiarity (p.392) 	<ul style="list-style-type: none"> Organic – locally produced (p.390) Organic – knowing the farmer (p.390) Certification – convenience (p.390) Local - less energy for transportation (p.390) Organic certification – trust (p.390) 	
Zepeda & Deal, 2009 (USA)	<ul style="list-style-type: none"> Organic – lack of trust in label (p.699) Organic – convenience (p.699) Organic – stuck in routines (p.699) Organic - knowledge of benefits (p.699) Organic – availability (p.700) Organic – price (p.701) Local – organic (p.702) 	<ul style="list-style-type: none"> Avoidance of pesticides/hormones – healthiness (p.700) Environmental protection – healthiness (p.700) Organic – better quality (p.700) Local – food safety (p.702) 	<ul style="list-style-type: none"> Organic – lack of trust in label (p.699) Local – organic (p.702)

Study	Competition	Complementarity	Exclusion
Berlin et al., 2009 (USA)	<ul style="list-style-type: none"> Organic – produced locally (in Vermont) (p.271) Local – lack of time (p.270) Local – organic (p.271) 	<ul style="list-style-type: none"> Local – less pesticides (p.270) Local – trust/integrity (p.270/271) Local – food safety (p.271) Shorter transportation/closer production – trust (p.271) Local – supporting the community (p.271) Local – lower content of preservatives (p.271) Organic – supporting the local economy (p.271) Organic – local (p.271) Local – environmental conservation (p.272) 	<ul style="list-style-type: none"> Local – organic (p.271)
Bingen et al., 2011 (USA)	<ul style="list-style-type: none"> Local – seasonality (p.414) Local – availability/seasonality (p.414) Local - time/convenience (p.414/415) 	<ul style="list-style-type: none"> Local – taste/freshness/smell (p.413) Local – less contaminants and residues (p.413) Local – animal welfare (p.413) Local – energy concerns (p.413) Local – community/farmer support (p.413/414) Local – seasonality (p.414) Local – connecting with people (p.414) Local – safe food for the family (p.414) 	<ul style="list-style-type: none"> Local – availability/seasonality (p.414)
Chambers et al., 2007 (UK)	<ul style="list-style-type: none"> Local – high price (p.210) Local – choice and convenience (p.211) Local – lack of time and opportunity (p.211) Seasonality – choice of products (p.211) 	<ul style="list-style-type: none"> Local – lower price (p.210) Local – quality (p.211) Freshness – short transportation distances (p.211) Seasonality – improved taste (p.211) Local – support farmers in the area (p.212) 	<ul style="list-style-type: none"> Local – seasonality (p.211)
Naspetti & Bodini, 2008 (Italy)	<ul style="list-style-type: none"> Local – organic (regarding quality concerns) (p.114) Local – availability (p.114) Local - Organic (referring to food safety) (p.114) 	<ul style="list-style-type: none"> Organic – local (p.113) Local – freshness (p.113) Quality – seasonality (p.113/116) Seasonality – geographical origin (p.114) Knowing the farmer – freshness (p.114) Small-scale farming – trust (p.1145) Knowing the farmer – food safety (p.115) Local – better taste (p.115) 	<ul style="list-style-type: none"> Organic – GMOs (p.114)

Study	Competition	Complementarity	Exclusion
Roininen et al., 2006 (Finland)	<ul style="list-style-type: none"> • Local – high price (p.23) • Local – quality (of conventional food) (p.24) 	<ul style="list-style-type: none"> • Short supply chains – quality (p.115) • Short transportation distances – freshness (p.116) • Local – freshness (p.23) • Local – short transport (p.23) • Local – security (p.23) • Local – contribution to local economy (p.23) • Local – trust (transparency) (p.23) • Short transportation – freshness (p.25) • Local – animal welfare (p.25) • Local – Healthiness (p.25) • Local – environmental protection (p.25) • Short transportation – good taste (p.25) • Short transportation – lower price (p.25) • Short transportation – animal welfare (p.25) • Short transportation - respect for nature (p.25) 	
Zepeda & Leviten-Reid, 2004 (USA)		<ul style="list-style-type: none"> • Local – freshness (p.3) • Short transportation – less wasting of fuel (p.3) • Local – supporting local economy (p.3) • Local – knowing the farmer (p.4) • Local – interaction with producers (p.4) 	

Appendix IV: Eidesstaatliche Erklärung

Eidesstaatliche Erklärung

Hiermit erkläre ich,

Dirtje Marie Derksen,

Geboren am **21.05.1983,**

Matrikelnummer: **573540**

an Eides statt gegenüber dem Institut für Agrarpolitik und Landwirtschaftliche Marktlehre (420) der Universität Hohenheim, dass die vorliegende, an diese Erklärung angefügte

Master-Thesis

Selbständig und ausschließlich unter Zuhilfenahme der im Literaturverzeichnis genannten Quellen angefertigt wurde.

Erstgutachter: **Herr Prof. Dr. Harald Grethe**

Zweitgutachter: **Herr Dr. Manoj Potapohn (Chiang Mai University)**

Thema: **Achieving goals of ethical consumption: Assessment of target criteria for the comparison of organic and locally purchased products with a modified scoring model**

Semester: **4**

Studiengang: **Sustainable Agriculture and Integrated Watershed Management**

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