

Organic Food Consumption Among Households in Hanoi: Importance of Situational Factors

Questionnaires

QUESTIONNAIRE SURVEY

ABOUT ORGANIC FOOD PURCHASE AMONG HOUSEHOLDS IN HANOI

Dear Sir/Madam!

The current practice about green consumption provides us a high motivation to determine factors affecting the green consumption gap by using the holistic approach in an attempt to give recommendations which allow to promote organic food consumption in this city. We would greatly appreciate if you kindly give us some feedback on answering the below questions. All information on this survey will be used only for research but not for any other purposes.

1. Respondent's Name:
2. Gender:
 - ☐ Man
 - ☐ Woman
 - ☐ Others
3. Age
 - ☐ 15–20
 - ☐ 21–34
 - ☐ 35–49
 - ☐ 50–64
 - ☐ Above 64
4. Education status
 - ☐ Less than high school
 - ☐ High school
 - ☐ Bachelor's Degree
 - ☐ Postgraduate
5. Current employment status
 - ☐ Employed
 - ☐ Self Employed
 - ☐ Unemployed
 - ☐ Retired
6. Relationship status
 - ☐ Be single or divorced, live alone
 - ☐ Be single or divorced, live with parents, children, siblings, friends
 - ☐ Get married, no children
 - ☐ Get married, with children
7. Household incomes
 - ☐ Less than 10 million dong
 - ☐ From 10 million dong to 20 million dong
 - ☐ From 20 million dong to 40 million dong
 - ☐ From 40 million dong to 60 million dong
 - ☐ More than 60 million dong
8. How many people do you live with?
 - ☐ No one
 - ☐ One person
 - ☐ Two people
 - ☐ Three people
 - ☐ Four people
 - ☐ More than 4 people
9. Where are you living?
 - ☐ Hanoi
 - ☐ Hồ Chí Minh City
 - ☐ Others
10. Are you mainly in charge of buying food for family?
 - ☐ Yes
 - ☐ No

Figure S1. Respondents' profile.

SURVEY CONTENT

1. Your opinions about organic food.

Opinions	1	2	3	4	5
Organic food is clean, fresh (no conservative), healthy and close to nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organic food tastes better than non-green products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organic food doesn't cause any allergy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Frequency level of your family's organic food consumption

- ☐ Everyday or almost everyday
☐ 4-5 times a week
☐ 2-3 times a week
☐ Once a week
☐ Several times a month
☐ Less frequently
☐ We don't consume organic food

3. Importance of factors leading to organic food consumption.

Factors	1	2	3	4	5
Attitude	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Subjective Norms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Perceived behavior control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Income	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Norms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Your attitude about organic food consumption.

Opinions	1	2	3	4	5
I consider myself to be knowledgeable about the positive impact of organic food consumption on the human health (For instance: safe for health, good taste, freshness, no allergy, etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
With the consumption of organic food, I can make a small contribution to environment protection.					
I have a favorable attitude toward organic food consumption.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Subjective norms.

Opinions	1	2	3	4	5
Most people who are important to me think I should consume organic food.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People whose opinions I value would prefer that I to consume organic food.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Perceived behavior control.

Opinions	1	2	3	4	5
I can afford organic food consumption.					
I have control over my ability to consume organic food.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Price of organic food.

Opinions	1	2	3	4	5
Organic food is quite expensive.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am willing to pay extra for organic food.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Availability of organic food.

Opinions	1	2	3	4	5
There are a variety of kinds of organic food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I easily find organic food which I want to consume in trusting food shopping places.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I trust food shopping places because food origin is transparent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I trust food shopping places because those places have good reputation or they are recommended by friends and I already used the products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Social norms.

Opinions	1	2	3	4	5
Organic food consumption is strongly encouraged or supported.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are regulations or laws which punish people who sell unhealthy food.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are regulations or laws which encourage producers to deliver organic food or support them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regulations related to organic food are efficient.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Cronbach' Alpha

Table S1 KNL.

Reliability Statistics				
Cronbach's Alpha	N of Items			
0.766	3			
Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KNL1	4.73	2.969	0.538	0.751
KNL2	6.54	2.723	0.624	0.657
KNL3	6.55	2.575	0.637	0.641

Table S2. PRI.

Reliability Statistics				
Cronbach's Alpha	N of Items			
0.812	2			
Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PRI1	3.35	1.032	0.684	
PRI2	3.36	0.936	0.684	

Table S3. AVA.

Reliability Statistics				
Cronbach's Alpha	N of Items			
0.798	2			
Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
AVA1	3.41	0.778	0.664	
AVA2	3.41	0.783	0.664	

Table S4. ATT.

Reliability Statistics				
Cronbach's Alpha	N of Items			
0.847	3			
Item-Total Statistics				
Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	
ATT1	7.71	2.556	0.726	0.776
ATT2	7.75	2.595	0.704	0.797
ATT3	7.78	2.506	0.714	0.788

Table S5. SUN.

Reliability Statistics			
Cronbach's Alpha	N of Items		
0.760	2		
Item-Total Statistics			
Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SUN1	3.20	0.859	0.613
SUN2	3.22	0.865	0.613

Table S6. PBC.

Reliability Statistics			
Cronbach's Alpha	N of Items		
0.785	2		
Item-Total Statistics			
Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PBC1	3.47	0.643	0.647
PBC2	3.41	0.725	0.647

Table S7. SON.

Reliability Statistics				
Cronbach's Alpha	N of Items			
0.841	4			
Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SON1	10.47	4.752	0.594	0.838
SON2	11.23	4.604	0.732	0.774
SON3	11.20	4.803	0.695	0.791
SON4	11.17	4.854	0.692	0.793

Exploratory Factor Analysis (EFA)

Table S8. KMO and Bartlett's test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.805
Bartlett's Test of Sphericity	Approx. Chi-Square	3002.424
	df	0153
	Sig.	0

Table S9. Total variance explained.

Factor	Initial Eigenvalues	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings ^a
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	Total	% of Vari- ance	Cumulative %	Total	% of Vari- ance	Cumulative %	Total
1	5.207	28.928	28.928	4.834	26.856	26.856	3.548
2	1.985	11.026	39.953	1.589	8.827	35.682	3.337
3	1.806	10.035	49.989	1.449	8.051	43.734	2.757
4	1.453	8.072	58.061	1.129	6.273	50.007	2.025
5	1.181	6.562	64.623	0.797	4.429	54.436	2.523
6	1.111	6.170	70.793	0.750	4.168	58.604	1.599
7	1.033	5.741	76.534	0.672	3.733	62.337	2.402
8	0.578	3.209	79.743				
9	0.520	2.889	82.632				
10	0.458	2.543	85.175				
11	0.411	2.282	87.457				
12	0.374	2.080	89.536				
13	0.354	1.967	91.504				
14	0.349	1.938	93.442				
15	0.317	1.759	95.201				
16	0.302	1.677	96.878				
17	0.293	1.630	98.508				
18	0.269	1.492	100.000				

Extraction Method: Principal Axis Factoring. ^a When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Table S10. Pattern matrix.

	Factor						
	1	2	3	4	5	6	7
SON2	0.830						
SON3	0.802						
SON4	0.788						
SON1	0.592						
ATT1		0.832					
ATT2		0.811					
ATT3		0.747					
KNL2			0.808				
KNL3			0.738				
KNL1			0.610				
AVA1				0.824			
AVA2				0.807			
PRI2					0.832		
PRI1					0.818		
PBC1						0.804	
PBC2						0.802	
SUN2							0.785
SUN1							0.760

Extraction Method: Principal Axis Factoring.
Rotation Method: Promax with Kaiser Normalization.

^a. Rotation converged in 6 iterations.

Confirmatory Factor Analysis (CFA)

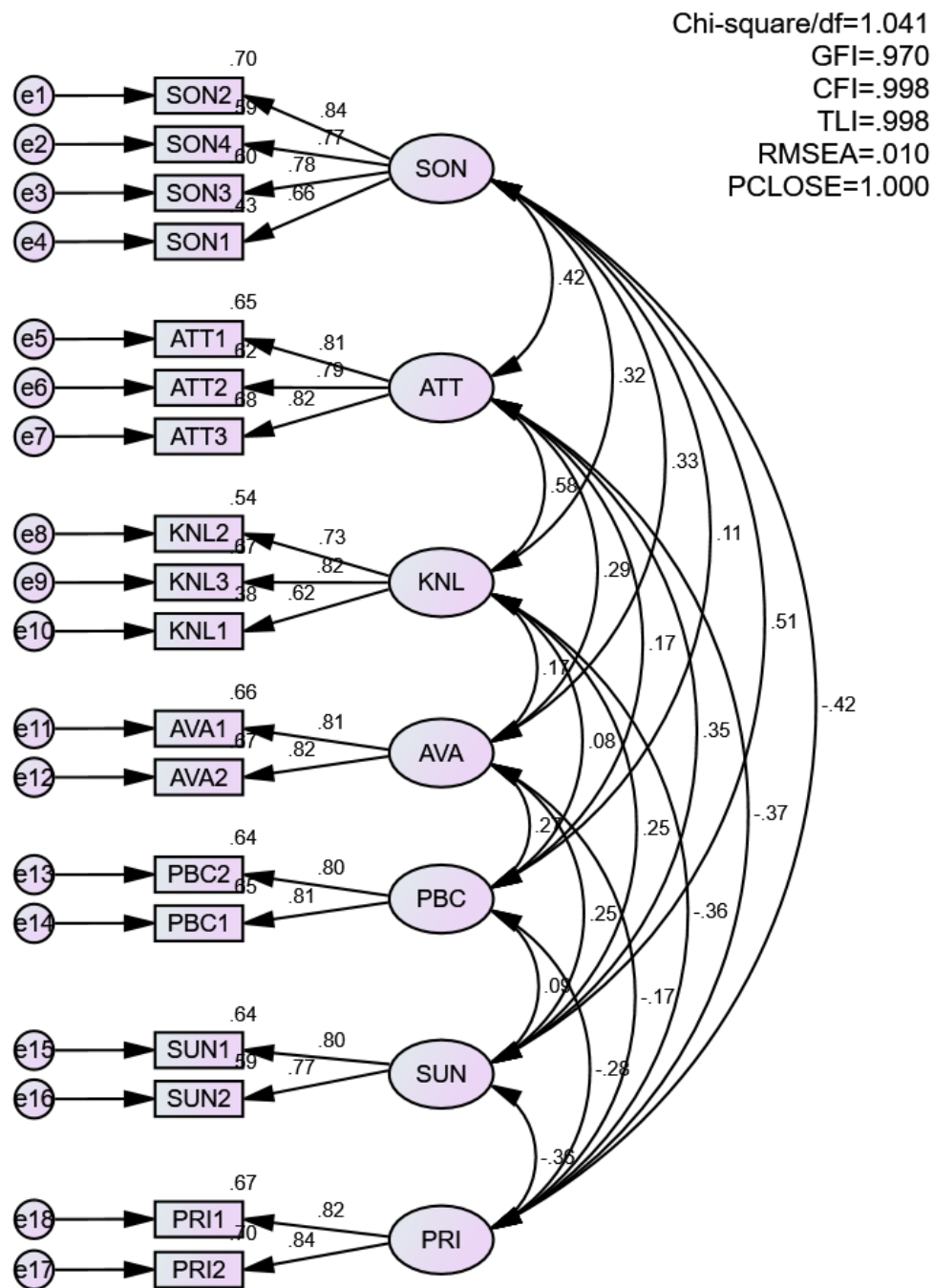


Figure S2. Results of CFA.

Table S11. CMIN.

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	57	118.652	114	0.364	1.041
Saturated model	171	0.000	0.000		
Independence model	18	3051.841	153	0	19.947

Table S12. RMR, GFI.

9	RMR	GFI	AGFI	PGFI
Default model	0.020	0.970	0.955	0.647
Saturated model	0.000	1.000		
Independence model	0.214	0.430	0.363	0.385

Table S13. Baseline comparisons.

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	0.961	0.948	0.998	0.998	0.998
Saturated model	1.000		1.000		1.000
Independence model	0.000	0.000	0.000	0.000	0.000

Table S14. RMSEA.

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	0.010	0.000	0.027	1.000
Independence model	0.212	0.205	0.218	0.000

Table S15. Standardized regression weights: (Group – Default model).

				Estimate
SON2	<---	SON		0.835
SON4	<---	SON		0.770
SON3	<---	SON		0.777
SON1	<---	SON		0.657
ATT1	<---	ATT		0.808
ATT2	<---	ATT		0.785
ATT3	<---	ATT		0.823
KNL2	<---	KNL		0.734
KNL3	<---	KNL		0.818
KNL1	<---	KNL		0.617
AVA1	<---	AVA		0.809
AVA2	<---	AVA		0.821
PBC2	<---	PBC		0.802
PBC1	<---	PBC		0.807
SUN1	<---	SUN		0.797
SUN2	<---	SUN		0.768
PRI1	<---	PRI		0.817
PRI2	<---	PRI		0.838

Table S16. Standardized regression weights.

	CR	AVE	MSV	SON	ATT	KNL	AVA	PBC	SUN	PRI
SON	0.847	0.581	0.263	0.763						
ATT	0.847	0.649	0.340	0.416** *	0.805					
KNL	0.769	0.530	0.340	0.323** *	0.583** *	0.728				
AV A	0.798	0.665	0.109	0.329** *	0.294** *	0.174**	0.815			
PBC	0.786	0.647	0.078	0.115†	0.170**	0.083	0.273** *	0.804		
SUN	0.760	0.613	0.263	0.513** *	0.351** *	0.248** *	0.254** *	0.090	0.783	
PRI	0.813	0.684	0.176	-0.420* **	-0.371* **	-0.361* **	-0.168* *	-0.280** *	-0.360** *	0.827

Education

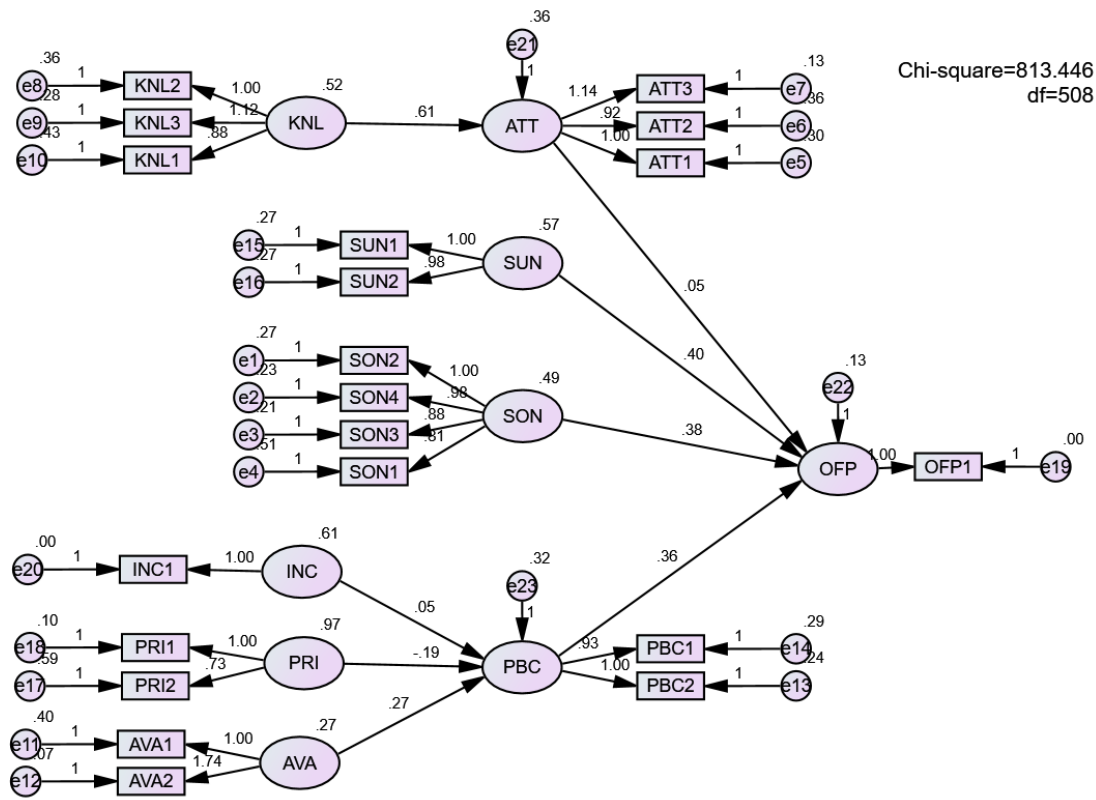


Figure S3. Invariance.

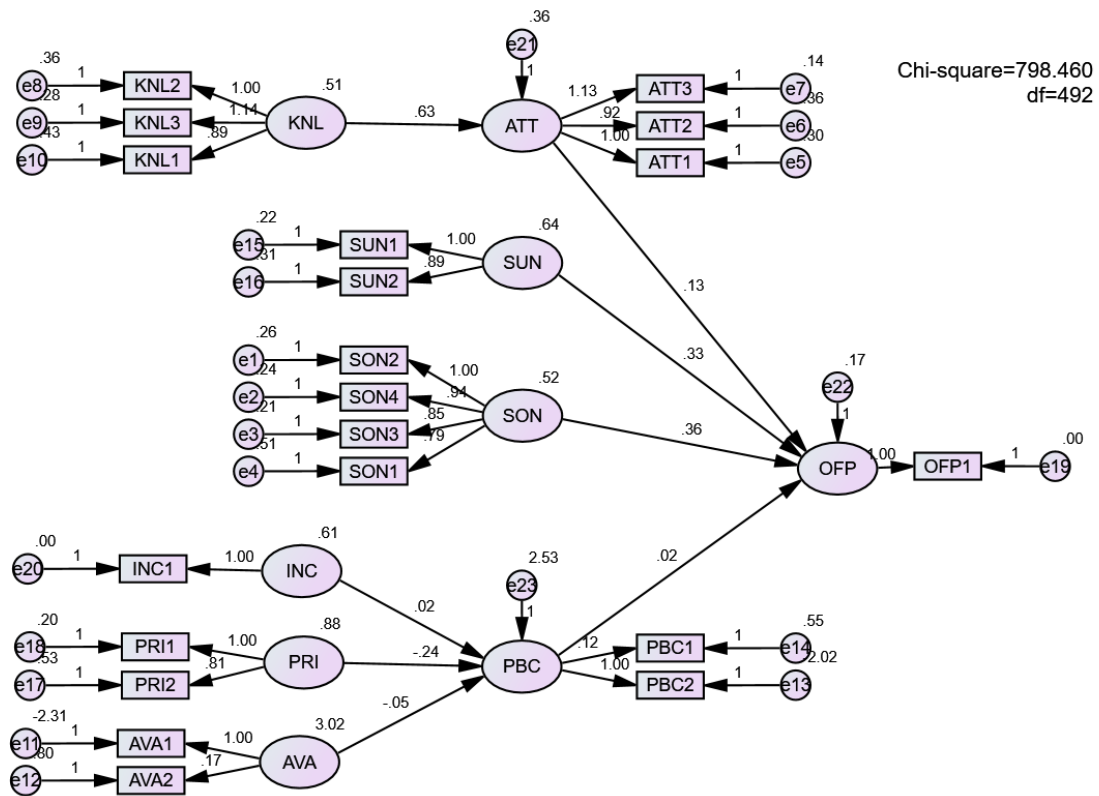


Figure S4. Mutability.

Age

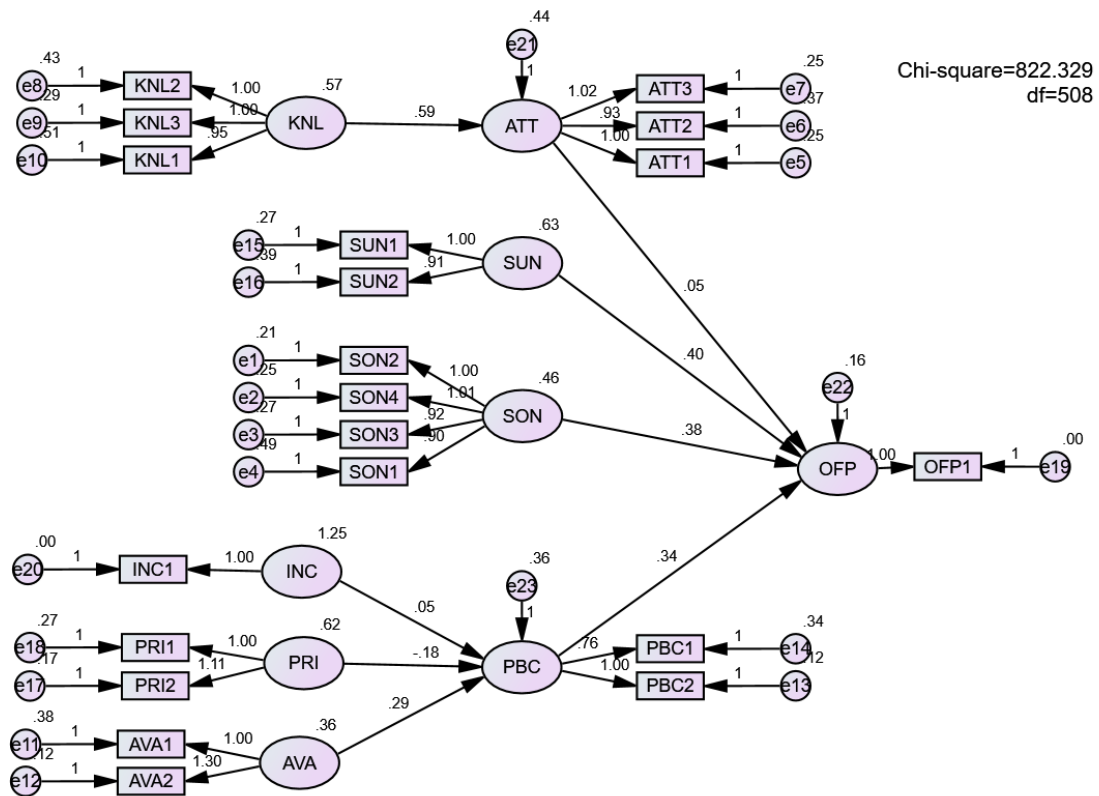


Figure S5. Invariance.

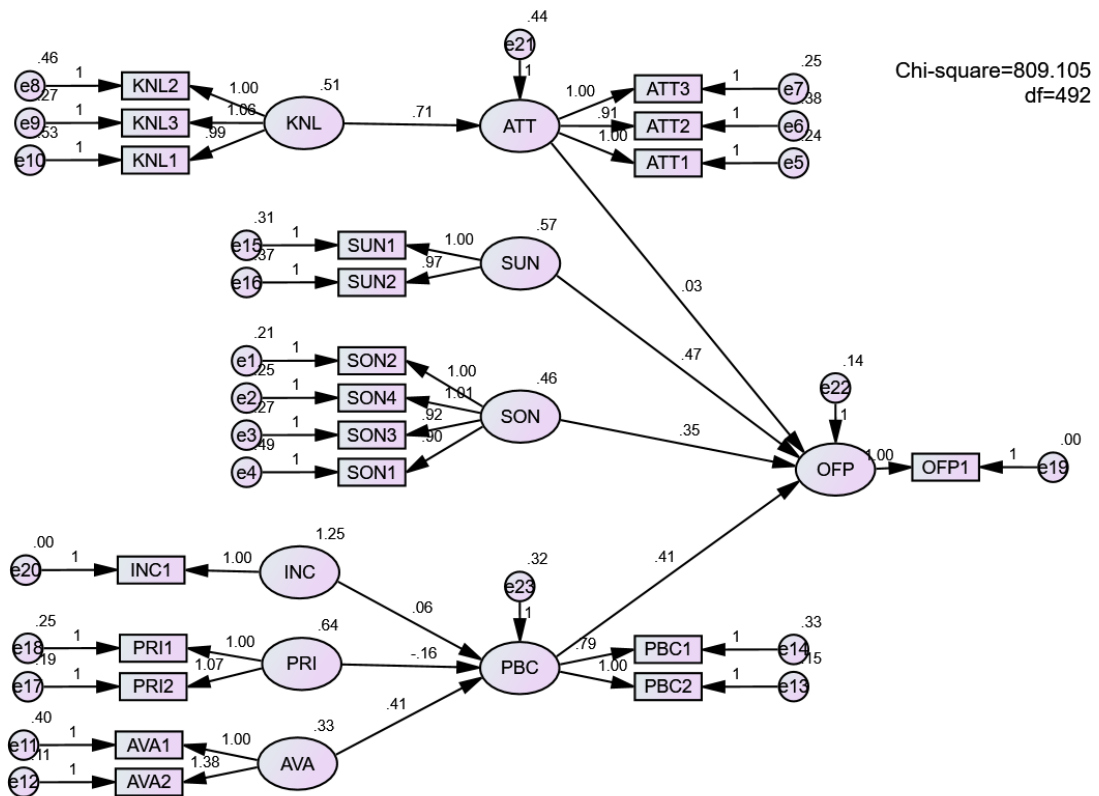


Figure S6. Mutability.

Importance of factors from respondents' perspectives

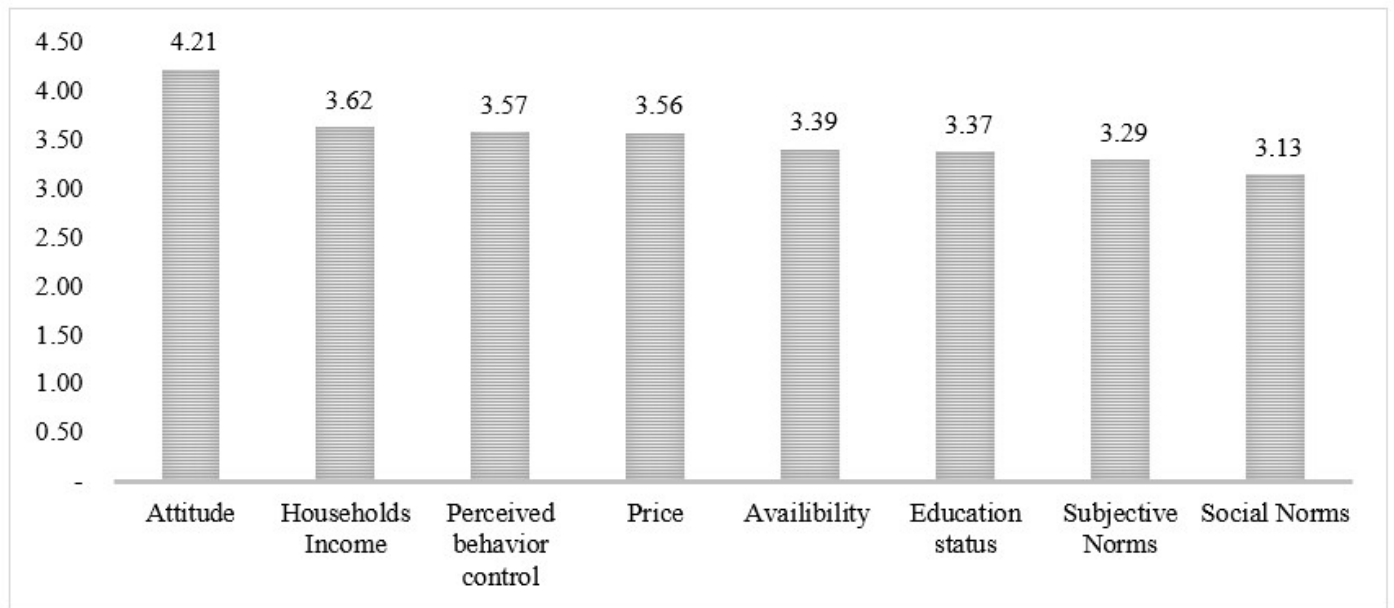


Figure S7. Opinions of respondents about the importance of factors.