Codebuch

MAXQDA Analysis

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1 Aspects when buying vegetables

This category records which aspects generally play a role when buying vegetables (as a reference point) The category "Aspects when buying vegetables" is coded if the following aspects are named (ex.):

- Price
- Appearance
- Shelf life
- taste
- regional origin

This category only records what is said in general about buying vegetables.

Aspects related to old varieties are recorded in the category "Motives for buying heirloom vegetable varieties".

1.1 Process characteristics

e.g. cultivation method, origin, seasonality, special characteristics, variety

1.2 Sensory characteristics

Appearance, freshness, taste, use

1.3 Market characteristics

Place of purchase (weekly market, supermarket, organic farm..., price, packaging)

2 Knowledge/ Associations "Varieties“

This category collects general descriptions of varieties (both old and new) that cannot be clearly attributed to purchase motives. The category "Description of varieties" is coded if the following aspects are named:

- General description and associations of (old) varieties.

- Associations with new varieties

2.1 Product characteristics

Variety name, origin

2.2 Sensory properties

Colour, taste

3 Motive für den Kauf alter Gemüsesorten

According to the Value Belief Norm Theory (Stern/ extended by Steg et al.), different value orientations can be identified for environmentally sound behaviour. These include:

- Egoistic orientation: buying sustainable products for one's own benefit.

- Altruistic orientation: Buying sustainable products because this protects the environment for other people.

- Biospheric orientation: Buying sustainable products for the sake of protecting the environment for oneself.

- Hedonistic motives: behaving in an environmentally friendly way because it is fun.

In this category, all motives are initially collected.

The category "Motives for buying old vegetables" is coded if the following aspects are named in relation to old vegetables (ex.):

- self-transcendence values (altruistic, biospheric) (regionality, genetic diversity...)

- Self enhancement values (egoistic/ hedonistic) (quality, appearance, taste, childhood memories, social recognition).

If price is raised as a concern, the contribution is placed in the category concerns about old varieties

4 Perception of existing means of communication

In this category, reactions to existing labels are recorded.

For this purpose, the reactions to the individual means of communication presented are recorded in subcategories, each subdivided into positive/ negative with regard to the suitability for marketing old varieties. The category "perception of existing means of communication" is coded if the following aspects are named (ex.):

- Statements about existing means of communication shown.

Motives named in this category (such as taste etc.) are coded twice.

5 Additional information requests

This category records which additional labelling ideas and desired information were described and named by the consumers. The category "Additional information on old varieties" is coded if the following aspects are named (example):

- Desired information on old varieties

- Tips on the use of old varieties

- Ideas/ wishes for

- Ideas for labelling in the market,

- market introduction

5.1 Product presentation

- Desired product presentation (How?)

(Ex: product tests, label, own boxes for old varieties)

5.2 Information

Desired information (What?)

E.g.: taste, information on seeds, recipe suggestions, criticism towards heirloom varieties

5 Concerns about heirloom varieties

This category records what concerns consumers have about heirloom vegetable varieties.

(Theoretical derivation: e.g. article scepticism towards large chains + results of Katharina etc.) The category "concerns about old varieties" is coded if the following aspects are named (ex.):

- Concerns about organic supermarkets

- Concerns about necessary behavioural changes

- Packaging

- Price

- Other concerns