

Application of Theory of Planned Behaviour In Belgium and Hungary on emotional food

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Objectives

The purpose of this study is to examine the influence of desire on consumption of filled pralines and to identify the differences between the consumer behaviour in Hungary and Belgium. Therefore, a refined adapted version of Ajzen's Theory of Planned behaviour (TPB) is used.

AIMS:

- ✓ The R² of the model to predict behavioural intention will increase after extending the model with the construct desire.
- ✓ The consumer behaviour is different for Belgian and Hungarian consumers.

Materials & methods

QUESTIONNAIRE:

Elicitation study:

- 20 people
- Both countries
- Results are used to build the extended TPB

Pre-test:

- 20 people

Survey:

Demographics

- Gender, Age, Height, Weight, Education
- Watch weight?
- People and children in the households
- Residence (city or countryside)
- Income
- Nationality

Theory of planned behaviour:

- Direct questions:
 - Attitude (ATT)
 - Subjective norm (SN)
 - Perceived Behavioural control (PBC)
 - Desire (D)
 - Behavioural intention (BI)
 - Behaviour (B)
- Indirect questions
 - Beliefs and outcomes

Behavioural beliefs	Normative beliefs	Control beliefs	Desire beliefs
Gaining weight	Family	Problems with weight	Happy
Unhealthy	Friends	Gift	Guilty
Level of sugar/calories	Partner	Visit	Nice taste
		Money	Worry

RESPONDENTS:

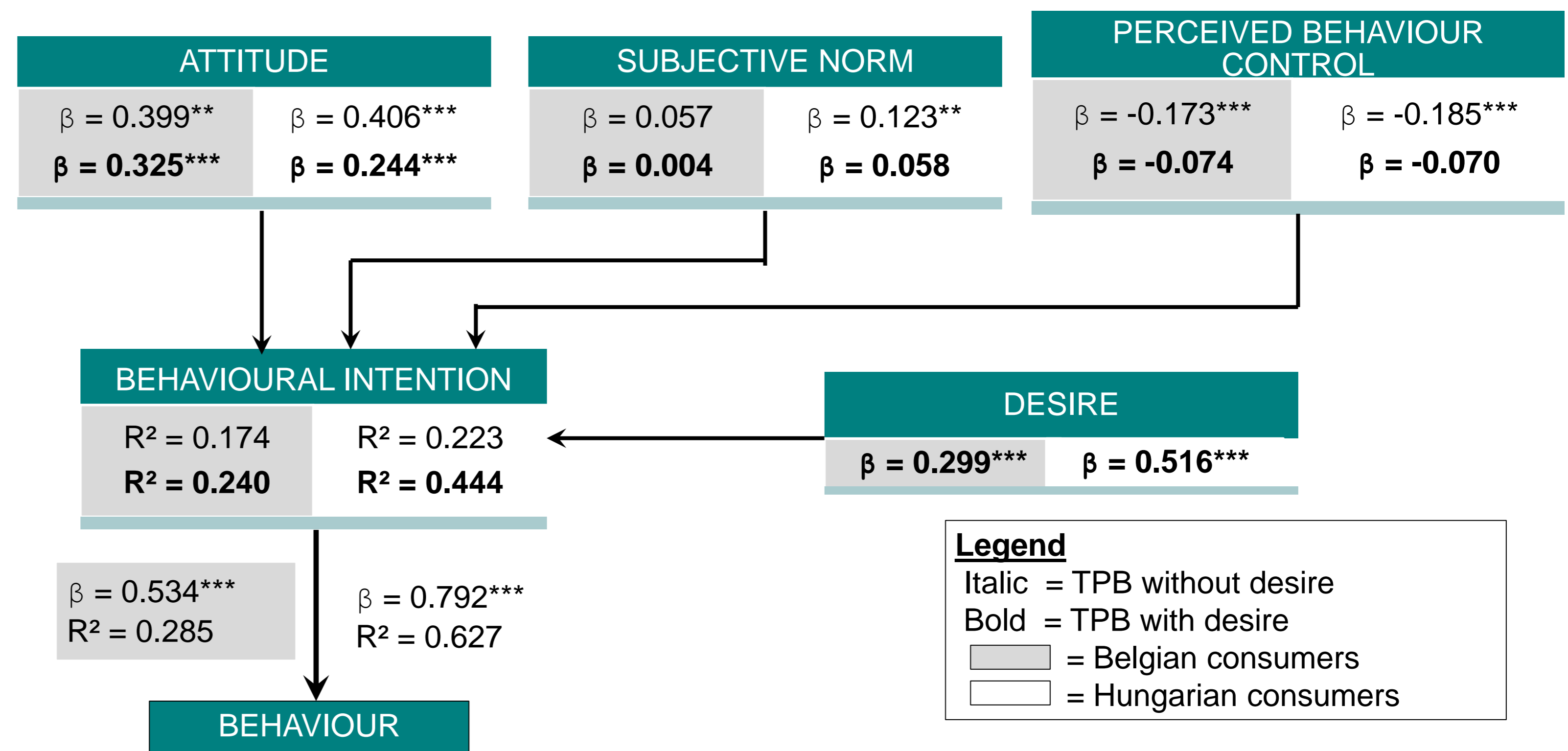
- 459 Belgian respondents (60%F; 40%M)
- 400 Hungarian respondents (62%F; 38%M)

ANALYTICAL STRATEGY:

- Pearson correlations
- Stepwise regression analysis
- Multiple regression analyses

Results

TPB with and without the factor desire for both consumer groups



Multiple regression analysis explaining behaviour of the consumers

Regression analysis with Behavioural intention and one of the four other factors as independent variables.

Dependent variable	Independent variable	Belgium		Hungary	
		Explained variance	Beta	Explained variance	Beta
B	BI	R²=0.287	0.530***	R²=0.633	0.781***
	PBC		-0.041NS		-0.074NS
B	BI	R²=0.286	0.521***	R²=0.628	0.795***
	ATT		0.035NS		-0.008NS
B	BI	R²=0.298	0.519***	R²=0.627	0.786***
	SN		0.113**		0.024NS
B	BI	R²=0.301	0.480***	R²=0.647	0.681***
	D		0.138***		0.180***

Influence of beliefs on behavioural intention and behaviour for the Belgian and Hungarian consumers

Belief	Correlation to BI		Correlation to B		
	Belgium	Hungary	Belgium	Hungary	
Behavioural beliefs	Gaining weight	0.099*	0.209***	0.084NS	0.199***
	Unhealthy	0.003NS	0.072NS	0.029NS	0.147**
	Level of sugar/calories	0.105*	0.010NS	0.058NS	0.039NS
Normative beliefs	Family	0.071NS	0.250***	0.024NS	0.241***
	Friends	0.053NS	0.272***	0.012NS	0.280***
	Partner	0.104*	0.278***	0.045NS	0.266***
Control beliefs	Problems with weight	0.100*	0.312***	0.059NS	0.323***
	Gift	0.463***	0.252***	0.399***	0.286***
	Visit	0.259***	0.351***	0.199***	0.381***
	Money	0.109*	0.303***	0.074NS	0.332***
Desire beliefs	Happy	0.361***	0.169**	0.301***	0.188***
	Guilty	-0.023NS	0.118*	-0.049NS	0.153**
	Nice taste	0.261***	0.018NS	0.154**	0.005NS
	Worry	0.345***	0.432***	0.237***	0.431***

Conclusions

Inclusion of desire increases the predicted variance. Moreover, desire has a **strong positive effect** on the intention to eat and the actual behaviour of the consumers.

The actual behaviour of the respondents is related to the subjective norm and desire for the **Belgian consumers**. For the Hungarian consumers, it is explained by perceived behavioural control and desire.

Further analysis indicated that Belgian and Hungarian consumers were influenced by different beliefs. The Belgian consumers' intention is influenced by gaining weight, level of sugar/calories and nice taste whereas the Hungarian respondents care about gaining weight and feeling guilty.

The current results suggest that this **extended TPB is a useful framework to predict the consumer behaviour toward emotionally laden food products**.