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Pick The Chick Right;

a study on how morally conflicting tradeoffs affect choice difficulty and purchase intention

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Executive summary

Animal welfare in the poultry industry has in recent times been much debated in media in Norway. However, the debate typically overlooks how animal welfare may be negatively correlated with environmental concerns. In this thesis we study how morally conflicting tradeoffs impacts consumer choice difficulty and purchase intention.

We conduct an experiment through an online questionnaire, where we check for between group differences using a One-Way Analysis of Variance and Fisher's Least Significant Difference post hoc test. By using a prime, the questionnaire aims to measure; purchase intention, level of concern after being primed, ranking of important attributes, experienced choice difficulty and demographics.

The results show that priming has a positive effect on how subjects rank their level of concern and importance of the topic. When it comes to purchase intention and choice difficulty, however, there were no significant effects.

This thesis suggests an analysis, which is aimed at closing a gap in previous literature, while also contributing to the field of consumer behavior. Finally, we present managerial implications.

1.0 Introduction

What do you do when one moral principle is in conflict with another? Every day, consumers are exposed to information, either as news, commercials or word-of-mouth. The information varies in form, but more importantly it varies in its intention to affect. For this paper, negative and contradicting information in an ethical context, and the effect this has on consumer behavior, will be tested in the light of priming and morally conflicting tradeoffs, and the choice difficulty that follows.

For the purpose of this study, we define negative information as information providing incriminating and/or unethical evidence regarding a product or service, eg. poor life quality for chickens. Priming is used as a means to influence the implicit memory through stimulus, as a way to affect choices (Berger and Fitzsimmons, 2008). Imagine you see a commercial for grilled chicken, and after, you want to make chicken for dinner. Olson (2013) defines tradeoffs to be when two or more attributes are negatively correlated with each other. An example is how chicken meat cannot have both high quality and low price at the same time. We consider a morally conflicting tradeoff to be when two or more different moral principles leads a product to be seen as both morally right and wrong at the same time. Our main contribution and focus is oriented around what happens when a consumer is faced with a difficult decision, where both choices have clear moral codes.

During the first half of the last century, chicken was considered a luxury meat, not a part of the everyday consumption. There was no mass production of chickens, and their breeding was equivalent to what we consider as free-range bred chickens today (dyrevennlig.org, 2017). However, in the 1960-ies producers began to experiment on how to make chicken production more efficient, and when Norway joined the EU through EØS, it opened the market up for import of special designed chicken breeds. Scottish Ross 308 was the result of such experiments, and is today the most commonly used breed in Norway, due to its fast growth rate.

In the quest of making chicken production more efficient and profitable, the chicken welfare suffered, and the line between efficient production and justifiable livestock production has been thrown off balance (Aftenposten, 2013). Further, public policy continues to support the use of Ross 308, only restricting the number of chickens per square meter to maximum 20. This does little for the welfare of the chickens. With today's mass production, it is at any given time approximately 12 million chickens in circulation at the chicken farms in Norway, and chicken meat has become an everyday product. It is this focus on efficiency, consequently lowering the chicken life quality, that makes for a relevant topic for our master thesis. We will use the poultry production in Norway as an example industry.

The breeding and slaughtering of chickens have received much media attention in Norway, due to the low levels of animal welfare, despite strict laws (Aftenposten, 2016). Another aspect of food production and consumption that has received an increasing amount of attention is environmental concern, mainly CO₂ emission. A moral tradeoff arise when better space requirements and longer breeding time comes at the expense of higher use of energy per chicken. A consumer who cares about both animal welfare and the environment should therefore face a difficult tradeoff.

The presence of tradeoffs has been established to have an evident impact on product preference and intention to purchase (Olson 2013; Chang and Wildt 1994; Wood and Scheer 1996). Further, there is a general agreement that green products elicit more tradeoffs, consequently increasing choice difficulty (Luce et al. 1997). Chatterjee and Heath (1996) debated in their paper how choice difficulty tend to increase by the size or number of tradeoffs. Consumers who face such choices are likely to resolve them by either: 1) ignoring the unwanted information, 2) distorting the unwanted information or 3) buying something else (van Osselaer et al. 2000). Within the topic of consumer behavior, research shows how consumers have learned to block negative or unwanted information out, or how they only remember the information for a brief period of time (Mather and Carstensen 2005; Collins and Loftus, 1975).

The authors Hauser, Urban and Weinberg (1993) state that the presence of negative information presents a value for consumers in terms of how a decision or choice is made. Further, they point out in their research that consumers perceive the appearance of negative information as beneficial in situations where they do not wish to make an erroneous decision they might regret. Results obtained from a study conducted by Carrigan and Attalla (2001) propose that in order for consumers to make more ethically correct choices in terms of purchase intention, it is necessary to expose them to both good and bad ethical behavior conducted by brands and companies, but it does not take into account how or how much exposure is needed.

To conclude this section, we are left with the following main topics of interest: choice difficulty, tradeoffs, consumer purchase intention, priming, environmental concern and animal welfare. Based on these topics, this thesis will study how conflicting information affect tradeoffs, when neither of the alternatives can be fully justified ethically (eg. animal welfare versus environmental impact). Further, we will look at how this may influence consumer purchase intention. This led us to the following research question:

To what extent does priming consumers with morally conflicting tradeoffs increase choice difficulty, and does this affect their purchase intention?

As part of the analysis we will analyze whether priming and morally conflicting tradeoffs influence how the respondents rank their level of concern for animal welfare and the environment. Second, we analyze how priming affects the respondents perception of the importance of these moral principles. Further, we want to know whether the moral conflict affects the level of choice difficulty, and finally if this has an impact on purchase intention.

We believe that the insight found by looking at how contradicting tradeoffs affect consumers when they face a difficult choice can help companies in developing more accurate and effective communication. We also believe that this thesis can give important production implications in terms of balancing animal welfare and

efficiency. Further, we hope to induce public policy implications to include stricter regulations regarding livestock production.

To the extent of our knowledge, none have examined the tradeoffs among multiple moral attitude attributes on consumer choices. In this thesis we aim to close this gap.

2.0 Literature review

The notion of tradeoffs has been widely discussed in literature (Luce, Payne and Bettman 1999; Baron 1986; Olson 2013), and is usually used as a factor to predict or understand human behavior in decision-making, and the level of choice difficulty present. A typical tradeoff is the choice between products that is either low in price or has high quality.

Luce et al. (1999) executed four experiments related to tradeoffs, and among the results the authors found that an important factor within tradeoffs is the emotional difficulty when faced with a choice. That is, how the tradeoff is perceived as a threat to their satisfaction in a decision-making situation. This is further confirmed by Drolet and Luce (2004), who discuss the impact of conflicting objectives in consumer choice. They show how the negative emotions that arise may push consumers to avoid choices with strong tradeoff difficulty.

Baron (1986) introduces lexical rules and moral codes as a way to decide when facing difficult tradeoffs, but what happens when both choices have clear moral codes (eg. animal welfare vs. pro-environmental behavior)? Olson (2013) finds that green tradeoffs reduces preference for a product. However, this can be reversed again if compensatory advantages, such as lower use of gasoline when buying a hybrid car, are offered. Considering literature on animal welfare, Broom (2010) found that consumers tend to show more concern for animals, and thereby choosing alternatives known to put the life quality of animals first. For our study,

environmental friendly attributes and animal welfare are conflicting opposites, where the environmental friendly option has the compensatory advantage of a lower price.

When making a decision, consumers evaluate the different attributes of the product to make the best choice. Bettman and Payne (1997) show that products that are bought on a regular basis do not receive a high level of involvement in terms of importance. The average Norwegian consumes up to two kilos of chicken each month, leaving little doubt that chicken is a low involvement product (dyrevennlig.org, 2017).

In recent years, animal welfare in food production is an issue given more attention. Previous research conducted by Harper and Makatouni (2002) uncovered that the concern regarding animal welfare serves both a physiological and symbolic value for consumers, and can therefore override the concern for the environment. Further, Broom (2010) found that consumers feel an obligation to the animals that they eat and that it is necessary for them to show some degree of empathy towards the animals. The reasoning behind this finding is that today's consumers use the degree of animal welfare as indicators to measure the quality and healthiness of animalistic products in relation to the ethics of production (Harper and Makatouni, 2002; Broom, 2010).

McGlone (2001) finds that consumers stipulate animal welfare and safety before environmental protection in food production. He claims that this is due to difficulty for consumers to authorize that the food they purchase has any environmental protection, while they on the other hand believe that they have the necessary information regarding animal welfare and safety of the food. Passillé and Rushen (2005) further strengthens this claim, by discussing the link between animal welfare and good animal health, which further implicates better quality food.

In 1996, Wandel and Bugge (1996) conducted a study in Norway discovering 30% of Norwegians are willing to pay a higher price for meat produced in

accordance with ethical animal care principles. A later study, also conducted in Norway, revealed that over 60% of Norwegians felt that the important aspect for quality of foods is reflected in the level of animal welfare present in the production (Torjusen et al., 2001). This supports Harper and Makatouni's (2002) assertion that the well-being of animals motivates consumers to purchase animal-friendly products. On the other side, many Norwegians go to Sweden to buy cheaper food, where chicken and other meats often are cheap imports from countries that probably do not provide much animal protection, compared to Norway who restricts all meat imports. This shows how the population is divided with regards to what attributes we emphasize when purchasing meat.

Based on the literature reviewed above we have uncovered a gap concerning the lack of information about how animal welfare in the meat industry relates to the environmental impact of its production. This gap is interesting, as a more efficient poultry production is worse for the animals, but better for the environment. With the high focus on global warming, environmental impact can be seen as a moral attribute to be considered. This suggests that literature written about animal welfare overlooks the negative sides of animal welfare, such as its high environmental impact.

We gather from this research that from an ethical perspective, consumer purchase intention is affected both by emotions and a company's behavior. In addition, the purchase frequency of products reduces the effort and engagement invested in making such decisions, while decisions involving a difficult choice are highly affected by guilt or the pressure of acting responsible (Olshavsky and Granbois, 1979; Hoyer, 1984; Kyner, 1973).

3.0 Methodology

3.1 Questionnaire

In order to answer our research question, we have conducted an experiment through an online questionnaire. The experiment was conducted in Norway,

where the discussion of animal welfare and poultry production has been a recent topic in the media (Aftenposten, 2016). Chicken is a popular type of protein in Norway, with more than 96.000 tons sold in 2014. A report conducted in 2015, by the non-governmental organization The future in our hands, estimated that a Norwegian on average will eat 1287 chickens during their life. In 2014, the Norwegian population ate more than 77 million chickens (Thoring, 2015). As previously stated, it is due to this popularity, and the conflicting moral principles between animal welfare and environmental impact, that we believe the poultry industry will make a good example case for this study. Further, Norway also ranks high in country rankings of environmental concern, making this thesis a relevant topic in today's society (UChicagoNews.edu, 2013).

As we wish to examine what happens when consumers are faced with contradicting information and choices with clear moral codes, the experiment was designed as an online questionnaire, divided into three different groups: one control group, and two test groups. The groups were made so that we could test for between group differences. All three groups were presented with the same questionnaire, but before conducting the survey each group was asked to read an article, where the content of the articles varied between the groups. The articles functioned as a prime, where the exposure to the information worked as a stimulus to affect the participants' implicit memories, as in Schacter (1994). The first test group was exposed to negative information regarding the poultry industry in Norway, with a focus on poor animal welfare. The second test group was faced with an article discussing both the poor animal welfare for chickens and the environmental impact of poultry production, where the tradeoffs between the choices were made clear. The control group was presented a short, neutral article regarding the poultry industry. See appendix 1 for all three articles in Norwegian.

After reading the different articles, all three groups were presented with the same questionnaire (appendix 2). The questions cover the topics; purchase intention, level of concern after being primed, ranking of important attributes and experienced choice difficulty. The last section of the questionnaire covered simple demographic variables of the respondents.

3.2 Pre-test

Before launching the experiment we conducted a pretest on all three groups to ensure that the surveys were clear and easily understood. Total number of respondents was 13 people, where 11 only did one of the three surveys and two people took all three tests, so that we could get their view on how the articles differed from each other.

3.3 Sample and Data Collection

Ideally, we would have a sample of all types of Norwegian households, but a master thesis has its limitations. Our sample of respondents consists of students only. Students as a group are often more aware and engaged in matters concerning both the environment and animal welfare, but they are also price sensitive. Further, students are a homogenous group, which is necessary as we are testing for between group differences. For the sake of convenience we used social media channels and personal networks to distribute the survey. Thus, perfect random sampling was not possible to achieve.

In order to ensure large enough groups, a minimum of 150 respondents was preferred, approximately 50 respondents per group. Totally we collected 167 answers divided over the three surveys. After removing extremes and missing values we ended up with 141 respondents. We also removed any respondents who reported that they were not a student, as this was our target group.

4.0 Data Analysis and Results

Between group differences: One-Way ANOVA

In order to check for between group differences a One-Way Analysis Of Variance (ANOVA) test was conducted on the questions regarding purchase intention, importance, concern and choice difficulty. Before we ran the analysis we checked to see that our dataset met the underlying assumptions for a one-way ANOVA in

order to gather valid results. Further, a one-way ANOVA is not sufficient, as it does not measure between which groups the difference lies and how big the difference is. We used Fisher's Least Significant Difference (LSD) post hoc test to account for this problem. This test does not take multiple comparisons into consideration. Hence, the numbers reported in this section have no mathematical corrections in terms of multiple comparisons. This is further supported by Rothman (1990), who argued that by not making adjustments for multiple comparisons, the results will lead to fewer errors of interpretation as the data is real observations/numbers and not random.

Note that in the following sections the groups are mentioned as numbers, where group 1 = control group, group 2 = tradeoff and group 3 = chicken welfare. The significance testing in the results are based on one-tail probabilities.

Table 1: Table 1: Purchase intention: Group means when planning next ten meals, after being primed.

Group	Group means			P-value	P > 0.05
	1	2	3	ANOVA	LSD
Chicken	2.98	2.78	2.97	0.255	-
Turkey	0.08	0.13	0.36	0.050	13, 12, 23
Steak	3.32	2.88	2.91	0.204	-
Other Meats	0.09	0.43	0.02	0.130	-
Fish	2.19	2.33	1.97	0.098	-
Meat Free	1.37	1.52	1.78	0.241	-

* The table presents group means, p-values (ANOVA) and between group differences (LSD) for purchase intention. The LSD values indicate between which groups there are differences (eg. 13 = sig. difference between group 1 and 3). Group 1 = control group, group 2 = tradeoff and group 3 = chicken welfare. See appendix 3 for full SPSS outputs.

We performed the one-way ANOVA for all subquestions in question 1, to plan your next ten meals. This gave us the results: *chicken* ($p = 0,255$), *turkey* ($p = 0,050^*$), *steak* ($p = 0,204$), *other meats* ($p = 0,130$), fish ($0,098$) and *meat free* ($0,241$). The LSD post hoc test revealed that for *turkey*, there was significant differences between group 1 and 3 ($p = 0,021^*$) and a marginal significance between both group 1 and 2 ($p=0,063$) and group 2 and 3 ($p=0,059$). Overall, there are no significant differences when exposed to tradeoffs, with the exception of *turkey*. The tradeoffs did not influence purchase intention for *chicken*.

Table 2: Measuring importance factors after being primed, using Likert scale from 1 (not at all important) to 7 (extremely important)

Group	Group means			P-value	P > 0.05
	1	2	3	ANOVA	LSD
Environmental Impact	3.47	3.95	3.16	0.018	12, 23
Taste	5.74	5.39	5.78	0.068	12, 23
Healthiness	4.79	4.50	4.98	0.119	23
Easy Preparation	4.62	4.55	4.60	0.487	-
Price	5.59	5.48	5.78	0.246	-
Religion	1.45	1.13	1.34	0.190	-
Animal Welfare	3.87	4.02	3.84	0.424	-

* The table presents group means, p-values (ANOVA) and between group differences (LSD) for the importance factors. The LSD values indicate between which groups there are differences (eg. 13 = sig. difference between group 1 and 3). Group 1 = control group, group 2 = tradeoff and group 3 = chicken welfare. See appendix 4 for full SPSS outputs.

For question 2, what factors are important when you purchase meat, the ANOVA output was interesting in terms of the following results: *environmental impact* ($p = 0,018^*$), *taste* ($p = 0,068$) and *healthiness* ($p = 0,119$). With the LSD post hoc test we found that, for *environmental impact* there were significant differences

between group 2 and 3 ($p = 0,005^*$) and a marginal significance between group 1 and 2 ($p = 0,059$). The group means indicate that the exposure to tradeoffs made the respondents rate this factor as indifferent, where the other groups rated it less important.

For *taste*, the LSD test gave ($p = 0,034^*$) between group 2 and 3, and there was a marginal difference between group 1 and 2 ($p = 0,051$). The group mean for the tradeoff group implies that taste is not as important as a factor, whereas the chicken welfare group finds this factor to be more important.

The LSD test also gave a significant result for *healthiness* with ($p = 0,046^*$) between group 2 and 3. The group mean here indicate that exposure to chicken welfare makes the factor *healthiness* a little important, but with tradeoffs present we get more indifferent tendencies.

When it comes to important factors to consider when buying meat, we have not found any significant results to support that there are significant differences when exposed to tradeoffs for the factors *environmental impact*, *taste*, *price*, *religion* and *easy preparation*.

Table 3: Measuring concern factors after being primed, using Likert scale from 1 (not at all concerned) to 7 (extremely concerned)

Group	Group means			P-value	P > 0.05
	1	2	3	ANOVA	LSD
Animal Welfare	4.55	5.16	4.94	0.047	12, 13
Amount of Meat	4.11	4.57	4.34	0.122	12
Type of Meat	4.29	4.75	4.34	0.120	12, 23
Type of Chicken	4.59	5.02	4.52	0.100	23
Price	4.00	3.64	3.98	0.155	-

Environmental Impact	4.49	4.68	4.36	0.245	-
Efficiency	4.13	4.02	4.12	0.459	-

* The table presents group means, p-values (ANOVA) and between group differences (LSD) for the concern factors. The LSD values indicate between which groups there are differences (eg. 13 = sig. difference between group 1 and 3). Group 1 = control group, group 2 = tradeoff and group 3 = chicken welfare. See appendix 5 for full SPSS outputs.

Question 3 asked how concerned the respondent felt after reading their assigned articles, with regards to different factors. *Animal welfare* scored ($p = 0,047^*$) in the one-way ANOVA, and an LSD test confirmed that there was a significant difference between group 1 and 2 ($p = 0,047^*$). Further, there was a marginal difference between group 1 and 3 ($p = 0,079$). The group means shows an incline towards more concern for the chicken welfare group, compared to the control group. The tradeoff group was slightly more concerned than the chicken welfare group again.

Amount of meat did not show any significant differences in the one-way ANOVA ($p = 0,122$). However, in the output of the LSD post hoc test we found that there was significant differences between group 1 and 2 ($p = 0,047^*$). The group means shows how tradeoffs results in a higher concern for amount of meat consumed, relative to the control group.

For *type of meat* the one-way ANOVA gave no significant results for between group differences ($p = 0,102$), but with the LSD test there was evidence for a marginally significant difference between both group 1 and 2 ($p = 0,054$) and group 2 and 3 ($p = 0,069$). Here, the group means indicates that the tradeoff group is a little concerned when it comes to type of meat, while the chicken welfare group is more indifferent.

The one-way ANOVA gave a non-significant result for differences between groups regarding the factor *type of chicken* ($p = 0,100$). Nonetheless, the LSD test still gave significant results when looking at the differences between groups 2 and 3 ($p = 0,031$). Considering the group means, exposure to tradeoffs results in

concern for what type of chicken to eat, whereas chicken welfare is closer to being indifferent.

Overall, the tradeoff does influence the level of concern for the attributes *animal welfare*, *type of meat* and *type of chicken*.

Table 4: Measuring the level of choice difficulty after being primed, using Likert scale 1 (much easier to make a choice) to 7 (much harder to make a choice)

Group	Group means			P-value	P > 0.05
	1	2	3	ANOVA	LSD
Type of Chicken	3.89	3.59	3.76	0.279	-
Amount of Chicken	3.87	3.70	3.76	0.417	-

* The table presents group means, p-values (ANOVA) and between group differences (LSD) for choice difficulty. The LSD values indicate between which groups there are differences (eg. 13 = sig. difference between group 1 and 3). Group 1 = control group, group 2 = tradeoff and group 3 = chicken welfare. See appendix 6 for full SPSS outputs.

The questions regarding choice difficulty did not receive any significant results in the one-way ANOVA or the LSD post hoc test. This shows that there are no significant differences when exposed to tradeoffs in terms of choice difficulty. Hence, the acquisition of new/more information does not increase choice difficulty differently between the groups.

In the last part of our questionnaire we asked the respondents for general demographics, including age, gender, income and student status. When distributing the survey, random assignment towards students was used to ensure that there are no demographic differences between the groups. After reviewing the data collected, we see that our random sampling was successful and the groups are not significantly different from each other ($p > .05$).

5.0 Discussion

5.1 Purpose

Despite chicken meat being a popular protein in Norway, the poultry industry has received much media coverage, revealing negative and hidden sides of the breeding and slaughtering conditions in Norway. Many activist groups have called for a new standard in the poultry industry to improve the welfare for chickens, but little attention has been given to how this will negatively impact the environment. This conflict is what lead us to use the poultry industry as an example for our thesis. Our objective was to study how consumers process and evaluate information that contains morally conflicting tradeoffs, while also testing their purchase intention in light of this information. A secondary objective has also been to enlighten consumers and industry players on the situation. Based on these objectives we formulated the previously mentioned research question:

To what extent does priming consumers with morally conflicting tradeoffs increase choice difficulty, and does this affect their purchase intention?

5.2 Predictions and findings

Our expectations and hopes for this study where to find distinctive differences between the two test groups. In this section we will discuss our findings, and deliberate on why some of our expectations were not met.

See appendix 7 - 10 for graphs presenting the distribution of responses for the questions discussed in the following section.

5.2.1 Importance and concern factors

The questions regarding importance and concern tried to uncover which factors consumers consider imperative when purchasing meat. Our prediction was that the factors *animal welfare* and *environmental impact* would stand out the most for our two test groups, with regards to the content of the articles.

In accordance with our estimation, our results show that consumers are affected by the information they are exposed to. The Tradeoff group rated the factor *environmental impact* slightly higher than the other groups, suggesting that the exposure to tradeoffs had an impact on the perceived importance. When it comes to concern however, the overall results are similar, but there are no significant differences here. These results are somewhat contradicting, but still fairly close, and generally it would seem that *environmental impact* is not a strong factor when predicting importance and concern.

This can further be seen in relation to the results for concern for the factor *animal welfare*, where the test group articles resulted in higher concern for this factor. These findings are not surprising, and also in accordance with Harper and Makatouni (2002) findings. They claim that consumers will give animal welfare more concern than environmental impact, and our findings suggest that the Tradeoff group consider concern for *animal welfare* higher than concern for *environmental impact*. Overall, we see some tendencies towards evidence that the tradeoffs do impact the respondent's mindset, when evaluating *environmental impact* and *animal welfare*.

Other factors of significance were *healthiness* and *taste*. Group 3, Chicken Welfare, conveyed that they found the factor *healthiness* more important than the other two groups when purchasing meat. This result does not come as a surprise, as the chicken welfare group were exposed to the information that most chickens in Norway are injected with the antibiotic substance nazarin, which can explain that they would not want to buy meat containing a lot of additives, as such substances are usually negatively associated in terms of nutritional content in a product. Further, it was evident that *taste* was perceived as very important for this group, which again can be related to the amount of additives added, as it can be believed to impact the *taste* of the meat. The exposure to tradeoffs, however, seems to have influenced the importance of *taste* to be perceived as only a little important. This seems to be justifiable, considering the exposure to the information about the environmental impact, making taste a less important factor.

When it comes to *Type of chicken*, Tradeoff is the group that is the most concerned. This indicates that there is a higher level of conflict for the tradeoff group when choosing a type of chicken to purchase. The presence of morally conflicting information about what type of chicken to purchase, could be why the concern is higher; maybe they simply do not find it easy to regard one option as more morally right. We believe that the Chicken Welfare group does not show as high a concern on which type of chicken to buy, as they have received more information regarding the chicken industry and now are more aware of which type of chicken they should buy. Therefore, their level of concern is lower.

To summarize the discussion so far, we can start to see some distinctive differences between the three groups. The Control group has for the most part been neutral to mildly concerned for the different factors, as well as weighing the importance of other factors lower than the two test groups. For the Tradeoff group, we see evidence that they have a higher level of concern for animal welfare, as well as an increased conflict of what type of chicken to purchase. As a group they stated that the environmental impact of meat is mostly neutral, both in terms of importance and concern. The last group, Chicken Welfare, scores all over the specter when it comes to the importance of animal welfare when purchasing chicken, but their level of concern after reading the article is much higher. By looking at the results regarding the *Type of chicken* to purchase, this group scored lower than expected, possibly meaning that the priming from the article influenced them to believe what the “right” type of chicken to purchase was. They also value healthiness and taste higher than the Tradeoff group.

5.2.2 Purchase intention and choice difficulty

Contrary to our prediction, there was no change in purchase intention for the two test groups after being primed. These results were disappointing as it was not what we anticipated. This can indicate that the prime was not sufficient enough to change their purchase intention. This tendency of caring less for the chickens’ welfare when planning a purchase was further confirmed in question 2, where the results for *animal welfare* had an incline towards being not important. Although animal welfare got higher levels of concern in question 3, it is evident that the

concern itself was not enough to give a change in purchase intention. For the Tradeoff group, the notion of environmental impact, did not elicit a lower average with regards to purchase intention either.

When measuring choice difficulty, we assumed that the results would show an increase in choice difficulty for both factors for the Tradeoff group, and for the *amount of chicken* to purchase for the Chicken Welfare group. When pretesting the questionnaire, we received results indicating this. However, when launching the surveys, we got comments from other respondents, who said that question 4 could be confusing in terms of how it should be interpreted. It could either be that the choice difficulty was higher with the presence of information, but also that the choice difficulty would be lower, seeing as the information provided made the choice easier.

The results from question 4 revealed that the respondents in the two test groups were mostly neutral, but with a slope towards the choice being easier to make. This confirms our suspicion that the question has been interpreted differently than intended. However, most of the respondents were in fact just neutral, indicating that there must be other factors contributing to disappointing results. It could be that as a prime the articles were not sufficient in terms of acquiring the desired effect.

Another possibility is that unwanted information has been ignored or distorted, or that there simply was an overload of information, resulting in a disregarding of the given information, as discussed in Grether and Wilde (1983). Both test groups received a lot of information at once, and it could be that it simply was too much to process. Further, students as a group are price sensitive. Combining this with the common belief that environmentally friendly or chicken welfare products are more expensive, this could have had a negative effect on our results. A similar study on the general population could result in more distinctive differences.

6.0 Conclusion

Our study shows that consumers evaluate information that contains morally conflicting tradeoffs in a way that for factors such as *animal welfare* and *environmental impact*, receives some level of concern. By priming respondents with certain information, we have to some extent managed to increase their level of concern, and their level of conflict regarding the amount of chicken to purchase. However, the priming did not significantly increase the choice difficulty, and the purchase intention was not affected, regardless of the prime. All in all, we have found that morally confliction tradeoffs have an effect when we consider how the priming affects importance and concern, but not when it comes to choice difficulty and purchase intention.

Contemplating on the fact that we did not get significant results for all of the factors we had hoped for, we also consider the possibility that our results accurately reflect the fact that most people just do not care that much about animal welfare and/or environmental impact. This weakens our belief that morally conflicting tradeoffs has an impact on purchase intention and choice difficulty. Further, the media coverage of this issue reflects the concerns of journalists or animal rights and environmental activists, but may not necessarily be representative for the general population. The difference between an engaged journalist/activist and the average consumer can simply be too large, consequently not reflecting the concern of the average consumer.

7.0 Limitations and Future Research

As we only have students in our sample, these results might not be generalizable for the entire population. Further, the respondents were chosen through a convenience sampling, asking friends and friends of friends to answer our survey. A similar study on the general population could result in more distinctive differences, or none at all.

Due to these limitations, we have not been able to ensure high external validity. A field experiment, where a test group would first be shown a movieclip from the chicken industry (and its environmental impact) and then asked to go into a grocery store to purchase next week's dinners, could potentially give different and possibly stronger results. Further, we have only tested our research question on a single example industry. It would be interesting to do similar studies on other types of ethically and morally conflicting tradeoffs.

Another limitation to our study is that we did not manage to uncover that the question regarding choice difficulty was not well formulated, creating confusion amongst the respondents. If this question had been formulated differently from the beginning or discovered during the pretest, the outcome might have been more satisfactory.

Lastly, topics such as animal welfare and environmental impact are hot topics and have been widely discussed in media in recent time. This could potentially mean that respondents already had their own (strong) opinion on the subjects, hence affecting the results.

8.0 Managerial Implications

Our thesis has primarily tested for how negative and contradicting information affects respondents. It is in light of this aspect, that we will present our managerial implications.

Although concern for both animal welfare and environmental impact have been affected by the information given, it is important to notice that the overall concern for animal welfare is higher than the concern for environmental impact. Though our results did not elicit any change in purchase intention, it could be that knowing which chicken manufactures actually puts animal welfare in high priority can have an effect in the long run.

As our thesis aims to put two morally correct choices up against each other, there is consequently no right recommendation to give that can apply to the whole industry. So, if a company that breeds chickens with a focus on animal welfare, the focus of treating the chickens well should naturally be a large and evident part of the company's communication. However, one should then also be meticulous about communication and taking a stand for pro-environmental behavior, as it can blow back on the company.

If a company produces chicken that is better for the environment (consequently, not better for the chickens), pro-environmental communication could be applied. Still, we suspect that there is a pitfall of boasting too much about environmentally friendly chicken, as this is at the expense of the welfare of living chickens.

The managerial implications discussed here have focused on the poultry industry. However, we believe that the subject at hand can be applied to other industries that face similar contradicting tradeoffs.

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10.0 Appendices

10.1 Appendix 1 – Priming articles in Norwegian

Group 1: Control Group

Norsk kyllingindustri



Ross 308 er kyllingen som havner på de fleste middagsbord i Norge, men tenker du noensinne på prosessen kyllingen har vært gjennom før den blir servert til middag? Majoriteten av norske kyllingprodusenter avler opp kyllingrasen Ross 308, som er den mest effektive kyllingen å avle frem. De blir typisk avlet frem i store produksjonshaller, der kyllingen lever i ca. 31 dager før de slaktes. Slaktekylling har en langt høyere förfaktor (hvor mange kilo för en kylling trenger for å vokse én kilo) enn andre populære kjøttyper som okse, svin eller lam. Dette betyr at å avle en kilo kyllingkjött krever mindre mat, vann, energi og andre ressurser enn de fleste andre kjøttyper. Hvor mange kilo för en kylling trenger for å vokse en kilo har blitt halvert de siste 50 årene. Grunlaget for dette er hovedsakelig gjennom avl av mer effektive kyllingraser og mer industrialisering av produksjonsprosesser. Som et resultat av dette har kyllingkjött et lavere klimaavtrykk, og er mindre kostbar å fremstille enn de fleste andre kjøttyper, noe som igjen har gjort det stadig mer populært rundt om i verden.

Group 2: Tradeoff

Hva er den egentlige prisen på glade kyllinger?



Ross 308 er kyllingen som havner på de fleste middagsbord i Norge, men tenker du noensinne på prosessen kyllingen har vært gjennom før den blir servert til middag? Majoriteten av norske kyllingprodusenter avler opp kyllingrasen Ross 308, som er den mest effektive kyllingen å avle frem. De blir typisk avlet frem i store produksjonshaller, der kyllingen lever i ca. 31 dager før de slaktes. Slaktekylling har en langt høyere førfaktor (hvor mange kilo før en kylling trenger for å vokse én kilo) enn andre populære kjøttyper som okse, svin eller lam. Dette betyr at å avle en kilo kyllingkjøtt krever mindre mat, vann, energi og andre ressurser enn de fleste andre kjøttyper. Hvor mange kilo før en kylling trenger for å vokse en kilo har blitt halvert de siste 50 årene. Grunnet dette er hovedsakelig gjennom avl av mer effektive kyllingraser og mer industrialisering av produksjonsprosesser. Som et resultat av dette har kyllingkjøtt et lavere klimaavtrykk, og er mindre kostbar å fremstille enn de fleste andre kjøttyper, noe som igjen har gjort det stadig mer populært rundt om i verden.

Likevel er dyrerettighetsaktivister misfornøyde med masseproduksjonsprosessene som i stadig større grad blir brukt for å effektivisere kyllingavlingen, da dette har gått utover kyllingenes velferd og livskvalitet. Eksempler på dette er at det er tillatt ca. 20 kyllinger per kvadratmeter, hvilket gir lite rom for mosjon. Kyllingene blir også gitt antibiotika, for å forhindre infeksjoner i sår de kan få på ben og mage fra de trange forholdene, da de må tilbringe all sin tid i egen avføring. Den intensive føringen og de genetiske karakteristikkene til moderne kyllingraser, slik som Ross 308, gjør også at kyllingenes indre organer ikke får utviklet seg ordentlig, og bena deres sliter med å bære den stadig økende kroppsvekten.

Dyretterighetsaktivster ønsker derfor at forbrukere skal se etter “frittgående kylling” eller andre kyllingkjøtttyper som sikrer at kyllingene blir avlet opp i mindre intense miljøer, der de kan leve lenger, med bedre plass, og ha et bedre liv. Mer naturlige forhold for kyllingene, uten bruk av antibiotika og mindre intensiv føring, kan i stor grad eliminere problemene knyttet til utviklingen av indre organer og andre helseproblemer assosiert med den intensive masseproduksjonen.

Dessverre, vil det å gi kyllinger et lenger og bedre liv også øke hvor mange kilo før en kylling trenger for å vokse, og vil dermed vesentlig øke deres negative påvirkning på miljøet. Dette vil bli kostbart, og prisen på kylling vil dermed gå opp. Videre vil økt velferd for kyllingene, kreve økt bruk av andre ressurser. Flere produksjonshaller vil bli nødvendig for å fordele kyllingene på flere kvadratmeter, hvilket vil beslaglegge større landområder, som igjen vil trenge mer oppvarming.

Group 3: Chicken Welfare

Hva vet du om forhistorien til kyllingen du spiser?



Ross 308 er kyllingen som havner på de fleste middagsbord i Norge, men tenker du noensinne på prosessen kyllingen har vært gjennom før den blir servert til middag? Majoriteten av norske kyllingprodusenter avler opp kyllingrasen Ross 308, som er den mest effektive kyllingen å avle frem. De blir typisk avlet frem i store produksjonshaller, der kyllingen lever i ca. 31 dager før de slaktes.

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10.2 Appendix 2 - questionnaire

I forbindelse med vår masteroppgave, trenger vi din hjelp til å svare på denne korte undersøkelsen. Alle svar vil være anonyme, og undersøkelsen vil ta ca. 4-5 minutter. Undersøkelsen vil bli gjennomført på norsk, og vi ønsker kun studenter i alder 18-34 år, som er borteboende (bor ikke hjemme hos foreldrene).

Studien handler om norsk kyllingindustri, og vi ønsker derfor at veganere/vegetarianere ikke svarer på denne undersøkelsen. Du vil først bli bedt om å lese en kort artikkel, før du deretter skal svare på noen spørsmål.

På forhånd, tusen takk!

Question 1

Tenk deg at du skal planlegge dine neste 10 måltider, hvor du vanligvis kan forvente å spise noen former for kjøtt. Hvor mange av disse måltidene vil inneholde følgende proteinkilder:

Kylling	<input type="text" value="0"/>
Kalkun, gås, and	<input type="text" value="0"/>
Biff, svin, lam	<input type="text" value="0"/>
Andre kjøttyper (kanin, geit etc.)	<input type="text" value="0"/>
Fisk, annen sjømat	<input type="text" value="0"/>
Kjøttfrie proteinkilder (soya, bønner egg)	<input type="text" value="0"/>
Totalt	<input type="text" value="0"/>

Question 2

Når du velger hvilke type kjøtt du skal kjøpe, hvor viktig er følgende:

	1 Ikke viktig i det hele tatt	2	3	4	5	6	7 Ekstremt viktig
Enkel tilbredning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Miljøpåvirkning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sunnhet (fett, kalorier etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pris	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religiøse eller andre kostholdsrestriksjoner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smak	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dyrevelferd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 3

Hvordan påvirket artikkelen du leste i begynnelsen av undersøkelsen deg, med tanke på følgende faktorer:

	1 Mye mer bekymret	2	3	4	5	6	7 Mye mindre bekymret
Bekymret for dyrenes velferd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bekymret for kjøttets miljøpåvirkning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bekymret for prisen på kjøtt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bekymret for effektiviteten av kjøttproduksjon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bekymret for hvor mye kjøtt du burde kjøpe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bekymret for hva slags type kjøtt du skal kjøpe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bekymret for hva slags type kylling du skal kjøpe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 4

Hvordan har artikkelen du leste påvirket hvor enkelt/vanskelig du føler det er å velge...

	1 Veldig mye enklere	2	3	4	5	6	7 Veldig mye vanskeligere
Type kylling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mengde kylling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 5

Er du medlem av en eller flere miljøorganisasjoner?

Ja

Nei

Question 6

Er du medlem av en eller flere organisasjoner for dyrerettigheter?

Ja

Nei

Question 7

Er du involvert i matindustri eller oppdrett/landbruk?

Ja

Nei

Question 8

Er du student?

Heltid

Deltid

Er ikke student

Question 9

Hvor langt i ditt studieløp har du kommet pr i dag?

1-3 år ved universitet/høyskole

4-5 år ved universitet/høyskole

6 år eller høyere ved universitet/høyskole

Question 10

Er du borteboende?

Ja

Nei

Question 11

Jobber du ved siden av studiene?

Heltid

Deltid

Jobber ikke

Question 12

Inntekt (ekskludert stipend) pr. år

0-50.000kr

50.000-150.000kr

150.000-300.000kr

300.000-450.000kr

450.000-600.000

600.000kr eller mer

Question 13

Hvor stort er stedet du kommer fra (i antall personer)?

Liten bygd (mindre enn 1.000)

Medium bygd (1.001-10.000)

Liten by (10.001-50.000)

Medium by (50.001-100.000)

Stor by (fler enn 100.000)

Question 14

Kjønn

Mann

Kvinne

Question 15

Alder

Under 18

18 - 24

25-29

30-34

35 og eldre

10.3 Appendix 3 - Purchase intention SPSS ANOVA, descriptives and LSD

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Q1_Chicken	Between Groups	2,852	2	1,426	,678	,509
	Within Groups	290,396	138	2,104		
	Total	293,248	140			
Q1_Turkey_etc	Between Groups	1,484	2	,742	2,342	,100
	Within Groups	43,721	138	,317		
	Total	45,206	140			
Q1_Steak_etc	Between Groups	5,976	2	2,988	,900	,409
	Within Groups	458,208	138	3,320		
	Total	464,184	140			
Q1_OtherMeats	Between Groups	1,009	2	,505	1,360	,260
	Within Groups	51,175	138	,371		
	Total	52,184	140			
Q1_Fish_etc	Between Groups	6,069	2	3,035	1,646	,197
	Within Groups	254,370	138	1,843		
	Total	260,440	140			
Q1_MeatFree	Between Groups	3,818	2	1,909	,733	,482
	Within Groups	359,501	138	2,605		
	Total	363,319	140			

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Q1_Chicken	Control	47	2,8723	1,56895	,22886	2,4117	3,3330	,00	7,00
	Tradeoff	44	2,6364	1,31345	,19801	2,2370	3,0357	,00	5,00
	HappyChick	50	2,9800	1,44970	,20502	2,5680	3,3920	,00	8,00
	Total	141	2,8369	1,44728	,12188	2,5959	3,0778	,00	8,00
Q1_Turkey_etc	Control	47	,0851	,28206	,04114	,0023	,1679	,00	1,00
	Tradeoff	44	,1364	,50994	,07688	-,0187	,2914	,00	2,00
	HappyChick	50	,3200	,76772	,10857	,1018	,5382	,00	4,00
	Total	141	,1844	,56824	,04785	,0898	,2790	,00	4,00
Q1_Steak_etc	Control	47	3,4043	1,90719	,27819	2,8443	3,9642	,00	8,00
	Tradeoff	44	2,9545	2,02260	,30492	2,3396	3,5695	,00	9,00
	HappyChick	50	2,9800	1,53184	,21663	2,5447	3,4153	,00	7,00
	Total	141	3,1135	1,82088	,15335	2,8103	3,4166	,00	9,00
Q1_OtherMeats	Control	47	,1064	,37498	,05470	-,0037	,2165	,00	2,00
	Tradeoff	44	,2273	1,00842	,15203	-,0793	,5339	,00	6,00
	HappyChick	50	,0200	,14142	,02000	-,0202	,0602	,00	1,00
	Total	141	,1135	,61053	,05142	,0118	,2151	,00	6,00
Q1_Fish_etc	Control	47	2,1277	1,40831	,20542	1,7142	2,5412	,00	5,00
	Tradeoff	44	2,4091	1,46776	,22127	1,9628	2,8553	,00	6,00
	HappyChick	50	1,9000	1,19949	,16963	1,5591	2,2409	,00	5,00
	Total	141	2,1348	1,36392	,11486	1,9077	2,3618	,00	6,00
Q1_MeatFree	Control	47	1,4043	1,39346	,20326	,9951	1,8134	,00	6,00
	Tradeoff	44	1,6364	1,93007	,29097	1,0496	2,2232	,00	8,00
	HappyChick	50	1,8000	1,49830	,21189	1,3742	2,2258	,00	6,00
	Total	141	1,6170	1,61094	,13567	1,3488	1,8852	,00	8,00

Multiple Comparisons							
LSD							
Dependent Variable	(I) Group	(J) Group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Q1_Chicken	1,00	2,00	,23598	,30430	,439	-,3657	,8377
		3,00	-,10766	,29472	,715	-,6904	,4751
	2,00	1,00	-,23598	,30430	,439	-,8377	,3657
		3,00	-,34364	,29985	,254	-,9365	,2493
	3,00	1,00	,10766	,29472	,715	-,4751	,6904
		2,00	,34364	,29985	,254	-,2493	,9365
Q1_Turkey_etc	1,00	2,00	-,05126	,11807	,665	-,2847	,1822
		3,00	-,23489	,11436	,042	-,4610	-,0088
	2,00	1,00	,05126	,11807	,665	-,1822	,2847
		3,00	-,18364	,11635	,117	-,4137	,0464
	3,00	1,00	,23489	,11436	,042	,0088	,4610
		2,00	,18364	,11635	,117	-,0464	,4137
Q1_Steak_etc	1,00	2,00	,44971	,38224	,241	-,3061	1,2055
		3,00	,42426	,37021	,254	-,3078	1,1563
	2,00	1,00	-,44971	,38224	,241	-1,2055	,3061
		3,00	-,02545	,37666	,946	-,7702	,7193
	3,00	1,00	-,42426	,37021	,254	-1,1563	,3078
		2,00	,02545	,37666	,946	-,7193	,7702
Q1_OtherMeats	1,00	2,00	-,12089	,12774	,346	-,3735	,1317
		3,00	,08638	,12372	,486	-,1583	,3310
	2,00	1,00	,12089	,12774	,346	-,1317	,3735
		3,00	,20727	,12588	,102	-,0416	,4562
	3,00	1,00	-,08638	,12372	,486	-,3310	,1583
		2,00	-,20727	,12588	,102	-,4562	,0416
Q1_Fish_etc	1,00	2,00	-,28143	,28480	,325	-,8446	,2817
		3,00	,22766	,27583	,411	-,3177	,7731
	2,00	1,00	,28143	,28480	,325	-,2817	,8446
		3,00	,50909	,28064	,072	-,0458	1,0640
	3,00	1,00	-,22766	,27583	,411	-,7731	,3177
		2,00	-,50909	,28064	,072	-1,0640	,0458
Q1_MeatFree	1,00	2,00	-,23211	,33858	,494	-,9016	,4374
		3,00	-,39574	,32792	,230	-1,0441	,2526
	2,00	1,00	,23211	,33858	,494	-,4374	,9016
		3,00	-,16364	,33363	,625	-,8233	,4960
	3,00	1,00	,39574	,32792	,230	-,2526	1,0441
		2,00	,16364	,33363	,625	-,4960	,8233

*. The mean difference is significant at the 0.05 level.

10.4 Appendix 4 - Importance SPSS ANOVA, descriptives and LSD

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Q2_EasyPreperation	Between Groups	,126	2	,063	,025	,975
	Within Groups	342,015	138	2,478		
	Total	342,142	140			
Q2_Environmentallmpact	Between Groups	14,903	2	7,451	3,401	,036
	Within Groups	302,331	138	2,191		
	Total	317,234	140			
Q2_Healthiness	Between Groups	5,424	2	2,712	1,452	,238
	Within Groups	257,852	138	1,868		
	Total	263,277	140			
Q2_Price	Between Groups	2,202	2	1,101	,714	,492
	Within Groups	212,876	138	1,543		
	Total	215,078	140			
Q2_Religion	Between Groups	2,251	2	1,125	,970	,381
	Within Groups	160,019	138	1,160		
	Total	162,270	140			
Q2_Taste	Between Groups	4,322	2	2,161	2,015	,137
	Within Groups	147,948	138	1,072		
	Total	152,270	140			
Q2_AnimalWelfare	Between Groups	,870	2	,435	,165	,848
	Within Groups	364,931	138	2,644		
	Total	365,801	140			

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Q2_EasyPreperation	Control	47	4,6170	1,48255	,21625	4,1817	5,0523	1,00	7,00
	Tradeoff	44	4,5455	1,45402	,21920	4,1034	4,9875	1,00	7,00
	HappyChick	50	4,6000	1,74964	,24744	4,1028	5,0972	1,00	7,00
	Total	141	4,5887	1,56329	,13165	4,3284	4,8489	1,00	7,00
Q2_Environmentallmpact	Control	47	3,4681	1,50146	,21901	3,0272	3,9089	1,00	7,00
	Tradeoff	44	3,9545	1,36321	,20551	3,5401	4,3690	1,00	7,00
	HappyChick	50	3,1600	1,55655	,22013	2,7176	3,6024	1,00	7,00
	Total	141	3,5106	1,50531	,12677	3,2600	3,7613	1,00	7,00
Q2_Healthiness	Control	47	4,7872	1,26725	,18485	4,4152	5,1593	1,00	7,00
	Tradeoff	44	4,5000	1,47064	,22171	4,0529	4,9471	1,00	7,00
	HappyChick	50	4,9800	1,36262	,19270	4,5927	5,3673	1,00	7,00
	Total	141	4,7660	1,37133	,11549	4,5376	4,9943	1,00	7,00
Q2_Price	Control	47	5,5957	1,32959	,19394	5,2054	5,9861	3,00	7,00
	Tradeoff	44	5,4773	1,33797	,20171	5,0705	5,8841	2,00	7,00
	HappyChick	50	5,7800	1,05540	,14926	5,4801	6,0799	2,00	7,00
	Total	141	5,6241	1,23946	,10438	5,4177	5,8305	2,00	7,00
Q2_Religion	Control	47	1,4468	1,42659	,20809	1,0279	1,8657	1,00	7,00
	Tradeoff	44	1,1364	,46209	,06966	,9959	1,2769	1,00	3,00
	HappyChick	50	1,3400	1,08063	,15282	1,0329	1,6471	1,00	6,00
	Total	141	1,3121	1,07660	,09067	1,1328	1,4913	1,00	7,00
Q2_Taste	Control	47	5,7447	,82008	,11962	5,5039	5,9855	4,00	7,00
	Tradeoff	44	5,3864	1,20495	,18165	5,0200	5,7527	1,00	7,00
	HappyChick	50	5,7800	1,05540	,14926	5,4801	6,0799	3,00	7,00
	Total	141	5,6454	1,04290	,08783	5,4717	5,8190	1,00	7,00
Q2_AnimalWelfare	Control	47	3,8723	1,45389	,21207	3,4455	4,2992	1,00	7,00
	Tradeoff	44	4,0227	1,87379	,28248	3,4530	4,5924	1,00	7,00
	HappyChick	50	3,8400	1,54339	,21827	3,4014	4,2786	1,00	7,00
	Total	141	3,9078	1,61644	,13613	3,6387	4,1769	1,00	7,00

Multiple Comparisons							
LSD							
Dependent Variable	(I) Group	(J) Group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Q2_EasyPreperation	1,00	2,00	,07157	,33024	,829	-,5814	,7246
		3,00	,01702	,31984	,958	-,6154	,6494
	2,00	1,00	-,07157	,33024	,829	-,7246	,5814
		3,00	-,05455	,32541	,867	-,6980	,5889
	3,00	1,00	-,01702	,31984	,958	-,6494	,6154
		2,00	,05455	,32541	,867	-,5889	,6980
Q2_Environmental npact	1,00	2,00	-,48646	,31049	,119	-,1004	,1275
		3,00	,30809	,30071	,307	-,2865	,9027
	2,00	1,00	,48646	,31049	,119	-,1275	1,1004
		3,00	,79455	,30595	,010	,1896	1,3995
	3,00	1,00	-,30809	,30071	,307	-,9027	,2865
		2,00	-,79455	,30595	,010	-1,3995	-,1896
Q2_Healthiness	1,00	2,00	,28723	,28674	,318	-,2797	,8542
		3,00	-,19277	,27771	,489	-,7419	,3564
	2,00	1,00	-,28723	,28674	,318	-,8542	,2797
		3,00	-,48000	,28255	,092	-1,0387	,0787
	3,00	1,00	,19277	,27771	,489	-,3564	,7419
		2,00	,48000	,28255	,092	-,0787	1,0387
Q2_Price	1,00	2,00	,11847	,26054	,650	-,3967	,6336
		3,00	-,18426	,25233	,467	-,6832	,3147
	2,00	1,00	-,11847	,26054	,650	-,6336	,3967
		3,00	-,30273	,25673	,240	-,8104	,2049
	3,00	1,00	,18426	,25233	,467	-,3147	,6832
		2,00	,30273	,25673	,240	-,2049	,8104
Q2_Religion	1,00	2,00	,31044	,22589	,172	-,1362	,7571
		3,00	,10681	,21878	,626	-,3258	,5394
	2,00	1,00	-,31044	,22589	,172	-,7571	,1362
		3,00	-,20364	,22259	,362	-,6438	,2365
	3,00	1,00	-,10681	,21878	,626	-,5394	,3258
		2,00	,20364	,22259	,362	-,2365	,6438
Q2_Taste	1,00	2,00	,35832	,21720	,101	-,0712	,7878
		3,00	-,03532	,21036	,867	-,4513	,3806
	2,00	1,00	-,35832	,21720	,101	-,7878	,0712
		3,00	-,39364	,21403	,068	-,8168	,0296
	3,00	1,00	,03532	,21036	,867	-,3806	,4513
		2,00	,39364	,21403	,068	-,0296	,8168
Q2_AnimalWelfare	1,00	2,00	-,15039	,34112	,660	-,8249	,5241
		3,00	,03234	,33038	,922	-,6209	,6856
	2,00	1,00	,15039	,34112	,660	-,5241	,8249
		3,00	,18273	,33614	,588	-,4819	,8474
	3,00	1,00	-,03234	,33038	,922	-,6856	,6209
		2,00	-,18273	,33614	,588	-,8474	,4819

*. The mean difference is significant at the 0.05 level.

10.5 Appendix 5 - Concern SPSS ANOVA, descriptives and LSD

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Q3_AnimalWelfare	Between Groups	8,627	2	4,313	2,397	,095
	Within Groups	248,323	138	1,799		
	Total	256,950	140			
Q3_Environmentallmpact	Between Groups	2,438	2	1,219	,716	,490
	Within Groups	234,810	138	1,702		
	Total	237,248	140			
Q3_Price	Between Groups	3,789	2	1,894	1,182	,310
	Within Groups	221,162	138	1,603		
	Total	224,950	140			
Q3_Efficiency	Between Groups	,310	2	,155	,086	,918
	Within Groups	249,491	138	1,808		
	Total	249,801	140			
Q3_MengdeKjøtt	Between Groups	4,850	2	2,425	1,427	,244
	Within Groups	234,484	138	1,699		
	Total	239,333	140			
Q3_TypeMeat	Between Groups	5,651	2	2,825	1,603	,205
	Within Groups	243,300	138	1,763		
	Total	248,950	140			
Q3_TypeChicken	Between Groups	6,713	2	3,356	1,627	,200
	Within Groups	284,776	138	2,064		
	Total	291,489	140			

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Q3_AnimalWelfare	Control	47	4,5532	1,19434	,17421	4,2025	4,9039	2,00	7,00
	Tradeoff	44	5,1591	1,42964	,21553	4,7244	5,5937	1,00	7,00
	HappyChick	50	4,9400	1,39108	,19673	4,5447	5,3353	2,00	7,00
	Total	141	4,8794	1,35475	,11409	4,6539	5,1050	1,00	7,00
Q3_Environmentallmpact	Control	47	4,4894	1,23134	,17961	4,1278	4,8509	2,00	7,00
	Tradeoff	44	4,6818	1,37710	,20761	4,2631	5,1005	1,00	7,00
	HappyChick	50	4,3600	1,30556	,18463	3,9890	4,7310	1,00	7,00
	Total	141	4,5035	1,30178	,10963	4,2868	4,7203	1,00	7,00
Q3_Price	Control	47	4,0000	1,00000	,14586	3,7064	4,2936	1,00	7,00
	Tradeoff	44	3,6364	1,46416	,22073	3,1912	4,0815	1,00	7,00
	HappyChick	50	3,9800	1,30133	,18404	3,6102	4,3498	1,00	7,00
	Total	141	3,8794	1,26759	,10675	3,6684	4,0905	1,00	7,00
Q3_Efficiency	Control	47	4,1277	1,31243	,19144	3,7423	4,5130	1,00	7,00
	Tradeoff	44	4,0227	1,32048	,19907	3,6213	4,4242	1,00	7,00
	HappyChick	50	4,1200	1,39445	,19720	3,7237	4,5163	1,00	7,00
	Total	141	4,0922	1,33578	,11249	3,8698	4,3146	1,00	7,00
Q3_MengdeKjøtt	Control	47	4,1064	1,08816	,15872	3,7869	4,4259	1,00	7,00
	Tradeoff	44	4,5682	1,43701	,21664	4,1313	5,0051	1,00	7,00
	HappyChick	50	4,3400	1,36442	,19296	3,9522	4,7278	1,00	7,00
	Total	141	4,3333	1,30749	,11011	4,1156	4,5510	1,00	7,00
Q3_TypeMeat	Control	47	4,2979	1,12124	,16355	3,9687	4,6271	1,00	7,00
	Tradeoff	44	4,7500	1,38304	,20850	4,3295	5,1705	1,00	7,00
	HappyChick	50	4,3400	1,45139	,20526	3,9275	4,7525	1,00	7,00
	Total	141	4,4539	1,33350	,11230	4,2319	4,6759	1,00	7,00
Q3_TypeChicken	Control	47	4,5957	1,22757	,17906	4,2353	4,9562	2,00	7,00
	Tradeoff	44	5,0227	1,45456	,21928	4,5805	5,4650	1,00	7,00
	HappyChick	50	4,5200	1,59387	,22541	4,0670	4,9730	1,00	7,00
	Total	141	4,7021	1,44294	,12152	4,4619	4,9424	1,00	7,00

Multiple Comparisons							
LSD							
Dependent Variable	(I) Group	(J) Group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Q3_AnimalWelfare	1,00	2,00	-.60590 ^a	,28139	,033	-1,1623	-.0495
		3,00	-.38681	,27253	,158	-.9257	,1521
	2,00	1,00	,60590	,28139	,033	,0495	1,1623
		3,00	,21909	,27728	,431	-.3292	,7674
	3,00	1,00	,38681	,27253	,158	-.1521	,9257
		2,00	-.21909	,27728	,431	-.7674	,3292
Q3_Environmental Impact	1,00	2,00	-.19246	,27363	,483	-.7335	,3486
		3,00	,12936	,26502	,626	-.3947	,6534
	2,00	1,00	,19246	,27363	,483	-.3486	,7335
		3,00	,32182	,26963	,235	-.2113	,8560
	3,00	1,00	-.12936	,26502	,626	-.6534	,3947
		2,00	-.32182	,26963	,235	-.8560	,2113
Q3_Price	1,00	2,00	,36364	,26556	,173	-.1615	,8887
		3,00	,02000	,25720	,938	-.4886	,5286
	2,00	1,00	-.36364	,26556	,173	-.8887	,1615
		3,00	-.34364	,26168	,191	-.8611	,1738
	3,00	1,00	-.02000	,25720	,938	-.5286	,4886
		2,00	,34364	,26168	,191	-.1738	,8611
Q3_Efficiency	1,00	2,00	,10493	,28205	,710	-.4528	,6626
		3,00	,00766	,27317	,978	-.5325	,5478
	2,00	1,00	-.10493	,28205	,710	-.6626	,4528
		3,00	-.09727	,27793	,727	-.6468	,4523
	3,00	1,00	-.00766	,27317	,978	-.5478	,5325
		2,00	,09727	,27793	,727	-.4523	,6468
Q3_AmountMeat	1,00	2,00	-.46180	,27344	,094	-1,0025	,0789
		3,00	-.23362	,26483	,379	-.7573	,2900
	2,00	1,00	,46180	,27344	,094	-.0789	1,0025
		3,00	,22818	,26944	,399	-.3046	,7610
	3,00	1,00	,23362	,26483	,379	-.2900	,7573
		2,00	-.22818	,26944	,399	-.7610	,3046
Q3_TypeMeat	1,00	2,00	-.45213	,27853	,107	-1,0029	,0986
		3,00	-.04213	,26976	,876	-.5755	,4913
	2,00	1,00	,45213	,27853	,107	-.0986	1,0029
		3,00	,41000	,27446	,138	-.1327	,9527
	3,00	1,00	,04213	,26976	,876	-.4913	,5755
		2,00	-.41000	,27446	,138	-.9527	,1327
Q3_TypeChicken	1,00	2,00	-.42698	,30134	,159	-1,0228	,1689
		3,00	,07574	,29185	,796	-.5013	,6528
	2,00	1,00	,42698	,30134	,159	-.1689	1,0228
		3,00	,50273	,29694	,093	-.0844	1,0899
	3,00	1,00	-.07574	,29185	,796	-.6528	,5013
		2,00	-.50273	,29694	,093	-1,0899	,0844

^a. The mean difference is significant at the 0.05 level.

10.6 Appendix 6 - Choice difficulty SPSS ANOVA, descriptives and LSD

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Q4_TypeChicken	Between Groups	2,088	2	1,044	,585	,558
	Within Groups	246,224	138	1,784		
	Total	248,312	140			
Q4_AmountChicken	Between Groups	,671	2	,336	,181	,834
	Within Groups	255,513	138	1,852		
	Total	256,184	140			

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Q4_TypeChicken	Control	47	3,8936	,84014	,12255	3,6469	4,1403	2,00	6,00
	Tradeoff	44	3,5909	1,46776	,22127	3,1447	4,0372	1,00	7,00
	HappyChick	50	3,7600	1,57221	,22234	3,3132	4,2068	1,00	7,00
	Total	141	3,7518	1,33179	,11216	3,5300	3,9735	1,00	7,00
Q4_AmountChicken	Control	47	3,8723	,96947	,14141	3,5877	4,1570	1,00	6,00
	Tradeoff	44	3,7045	1,45601	,21950	3,2619	4,1472	1,00	7,00
	HappyChick	50	3,7600	1,57221	,22234	3,3132	4,2068	1,00	7,00
	Total	141	3,7801	1,35273	,11392	3,5549	4,0054	1,00	7,00

Multiple Comparisons							
LSD							
Dependent Variable	(I) Group	(J) Group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Q4_TypeChicken	1,00	2,00	,30271	,28020	,282	-,2513	,8568
		3,00	,13362	,27138	,623	-,4030	,6702
	2,00	1,00	-,30271	,28020	,282	-,8568	,2513
		3,00	-,16909	,27611	,541	-,7150	,3769
	3,00	1,00	-,13362	,27138	,623	-,6702	,4030
		2,00	,16909	,27611	,541	-,3769	,7150
Q4_AmountChicken	1,00	2,00	,16779	,28544	,558	-,3966	,7322
		3,00	,11234	,27645	,685	-,4343	,6590
	2,00	1,00	-,16779	,28544	,558	-,7322	,3966
		3,00	-,05545	,28127	,844	-,6116	,5007
	3,00	1,00	-,11234	,27645	,685	-,6590	,4343
		2,00	,05545	,28127	,844	-,5007	,6116

10.7 Appendix 7 - Importance Qualtrics output

Group 1: Control Group

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
Kylling	0.00	7.00	2.98	1.57	2.47	53
Kalkun, gås, and	0.00	1.00	0.08	0.26	0.07	53
Biff, svin, lam	0.00	8.00	3.32	1.88	3.54	53
Andre kjøttyper (kanin, geit etc.)	0.00	2.00	0.09	0.35	0.12	53
Fisk, annen sjømat	0.00	5.00	2.19	1.41	2.00	53
Kjøttfrie proteinkilder (soya, bønner egg)	0.00	6.00	1.37	1.45	2.12	52

Group 2: Tradeoff Group

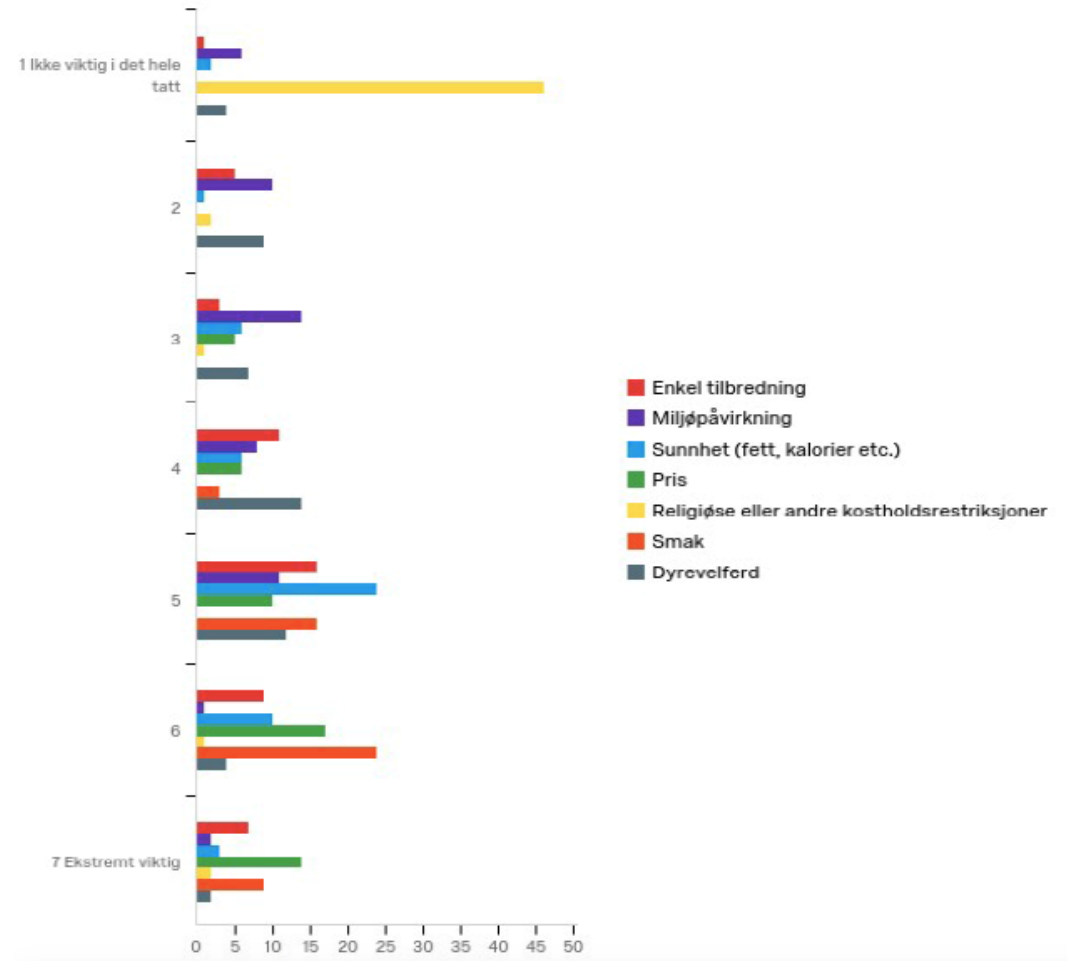
Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
Kylling	0.00	10.00	2.78	1.67	2.79	49
Kalkun, gås, and	0.00	2.00	0.13	0.48	0.23	48
Biff, svin, lam	0.00	9.00	2.88	2.00	3.99	49
Andre kjøttyper (kanin, geit etc.)	0.00	10.00	0.43	1.71	2.93	47
Fisk, annen sjømat	0.00	6.00	2.33	1.46	2.14	49
Kjøttfrie proteinkilder (soya, bønner egg)	0.00	8.00	1.52	1.87	3.50	48

Group 3: Chicken Welfare Group

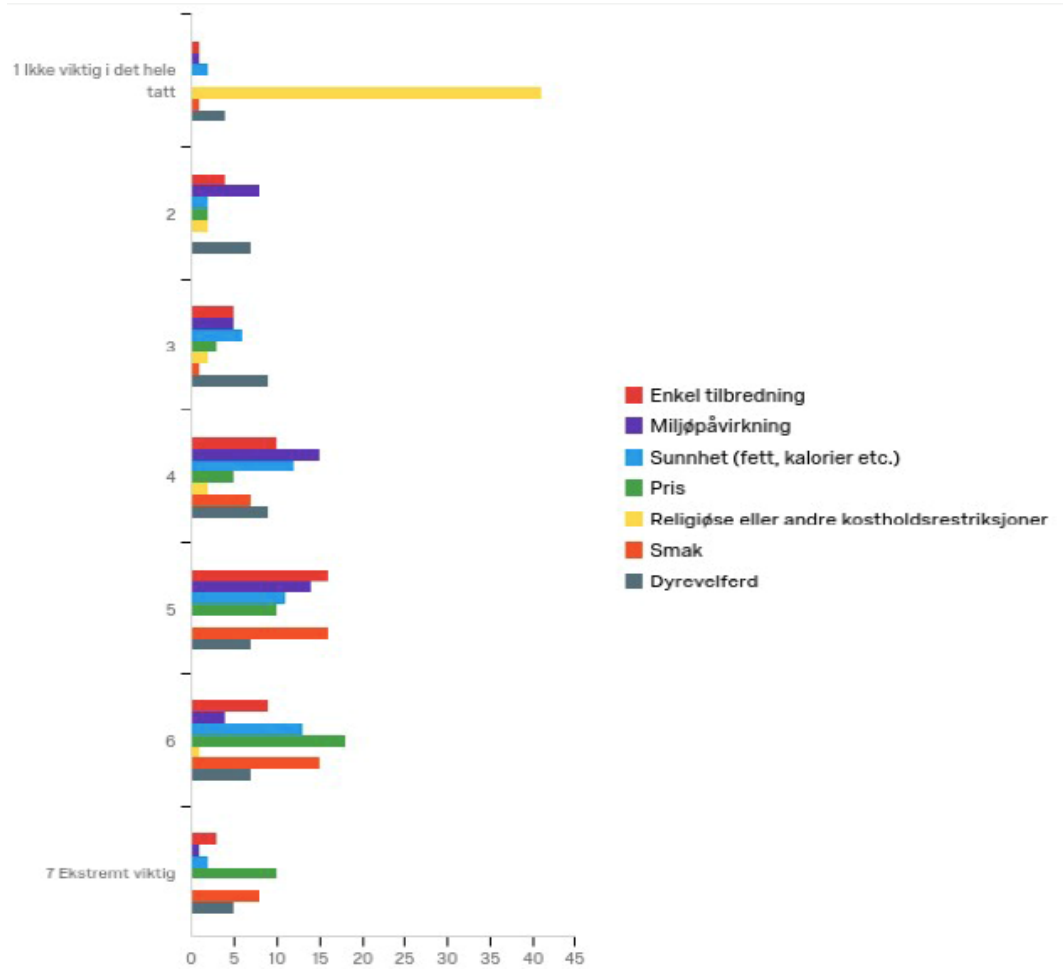
Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
Kylling	0.00	8.00	2.97	1.51	2.27	58
Kalkun, gås, and	0.00	4.00	0.36	0.82	0.68	58
Biff, svin, lam	0.00	7.00	2.91	1.57	2.46	58
Andre kjøttyper (kanin, geit etc.)	0.00	1.00	0.02	0.13	0.02	58
Fisk, annen sjømat	0.00	5.00	1.97	1.16	1.34	58
Kjøttfrie proteinkilder (soya, bønner egg)	0.00	6.00	1.78	1.54	2.38	58

10.8 Appendix 8 - Concern Qualtrics output

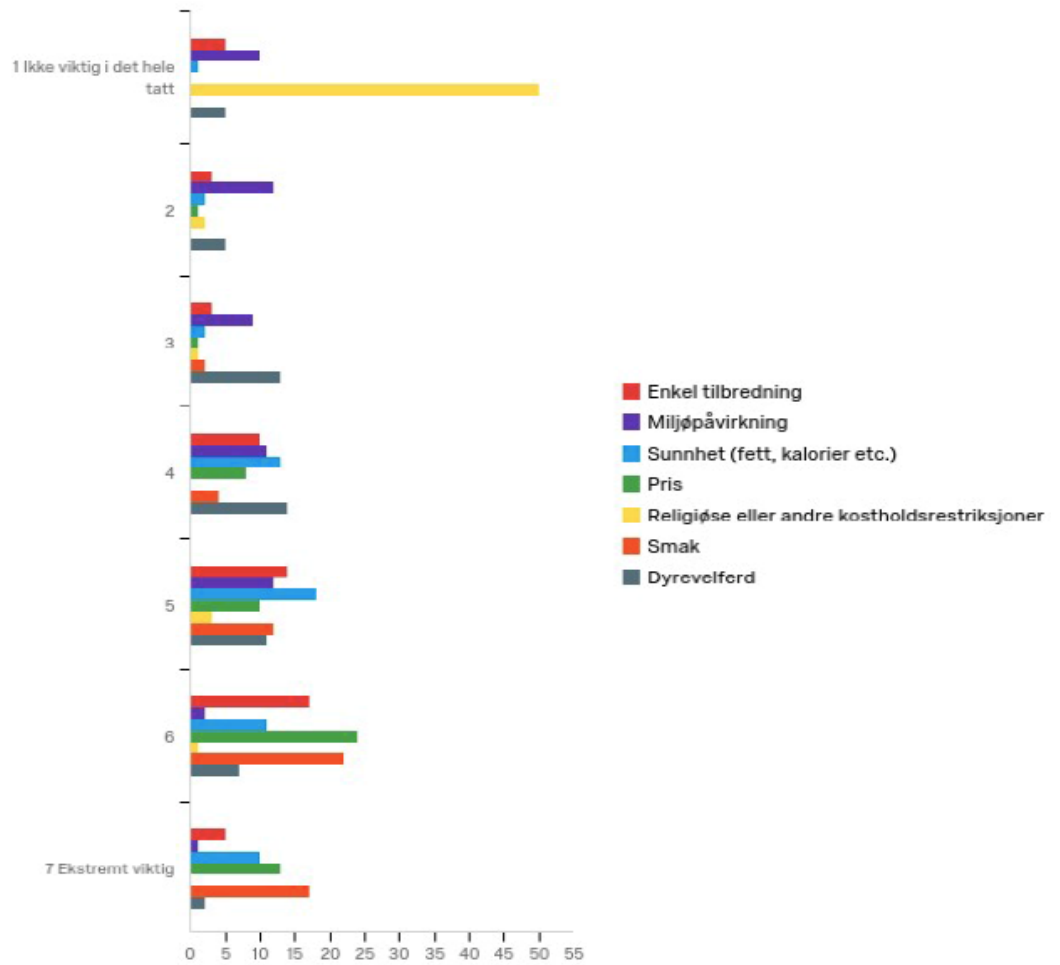
Group 1: Control Group



Group 2: Tradeoff Group

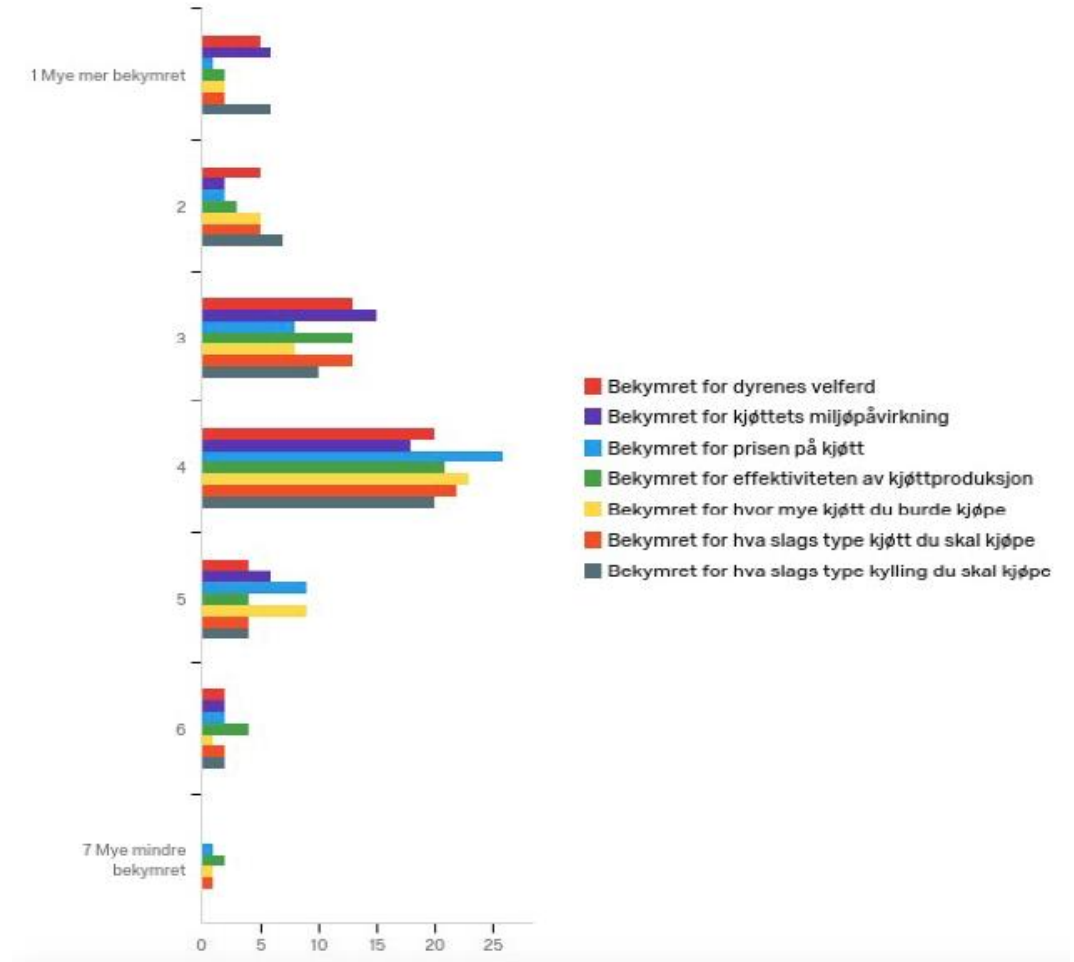


Group 3: Chicken Welfare Group

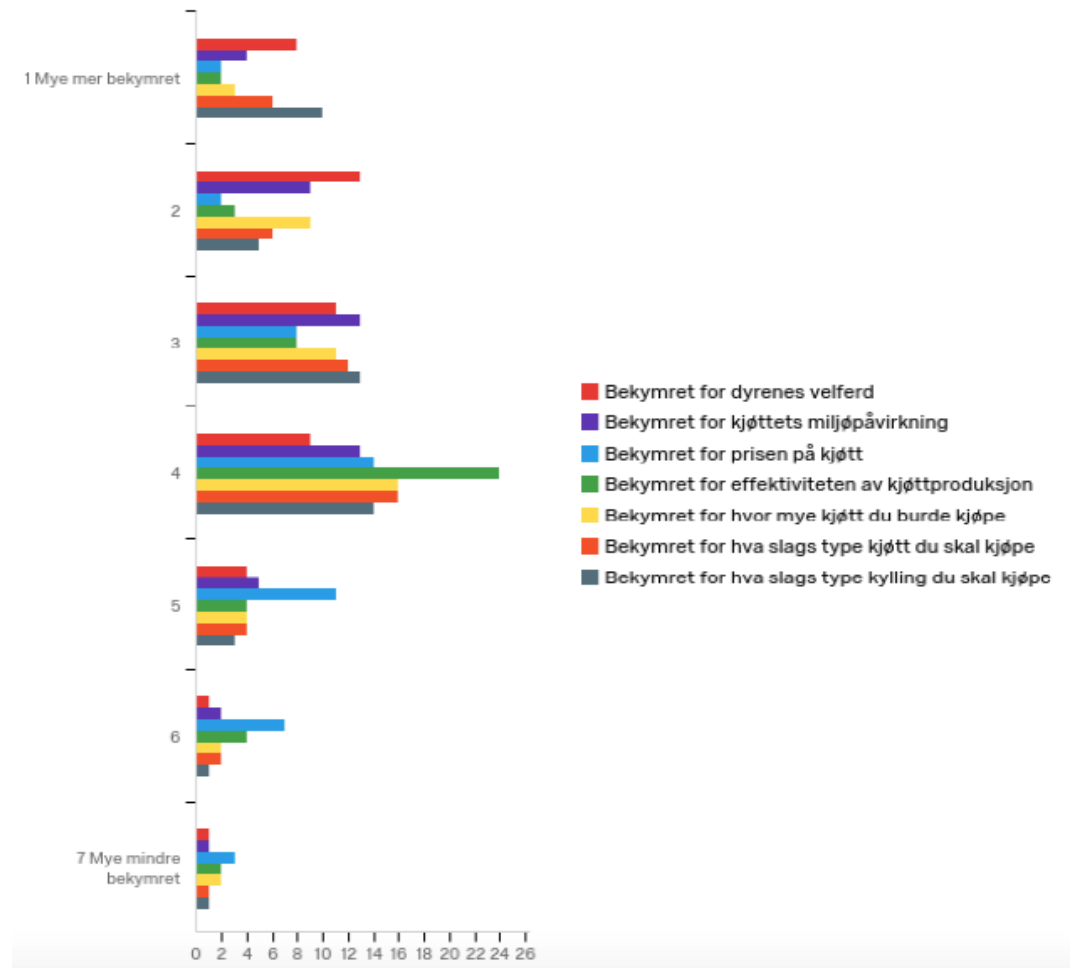


10.9 Appendix 9 - Choice difficulty Qualtrics output

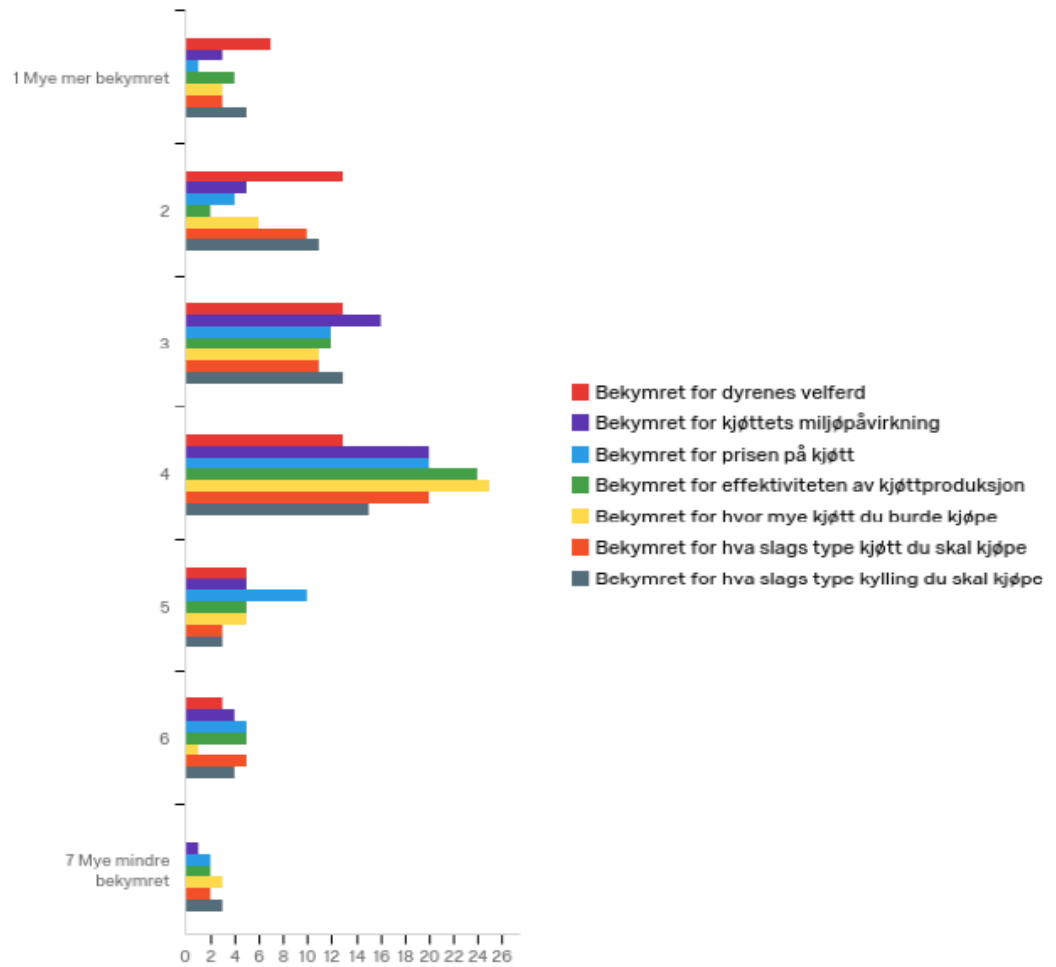
Group 1: Control Group



Group 2: Tradeoff Group

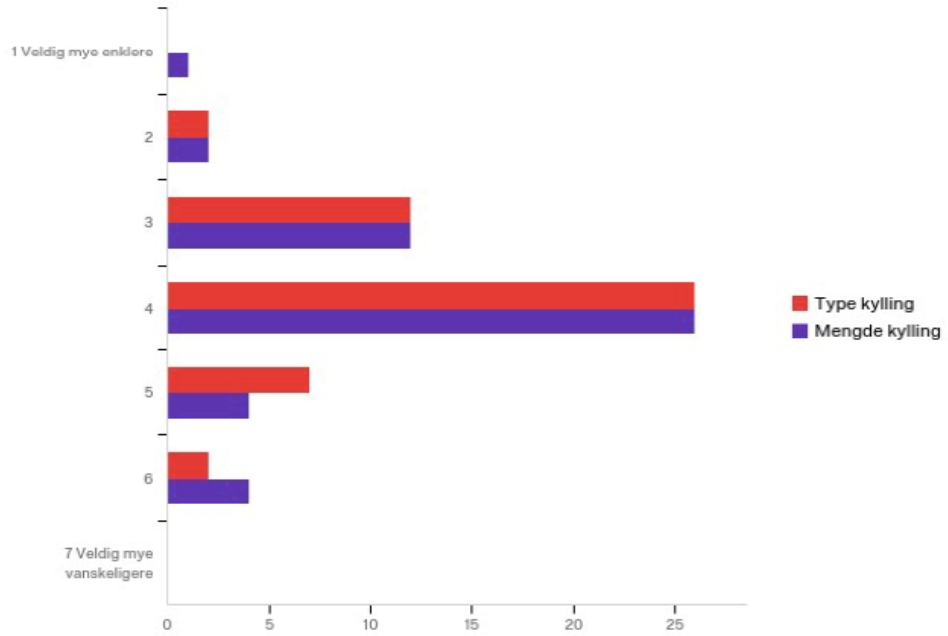


Group 3: Chicken Welfare Group

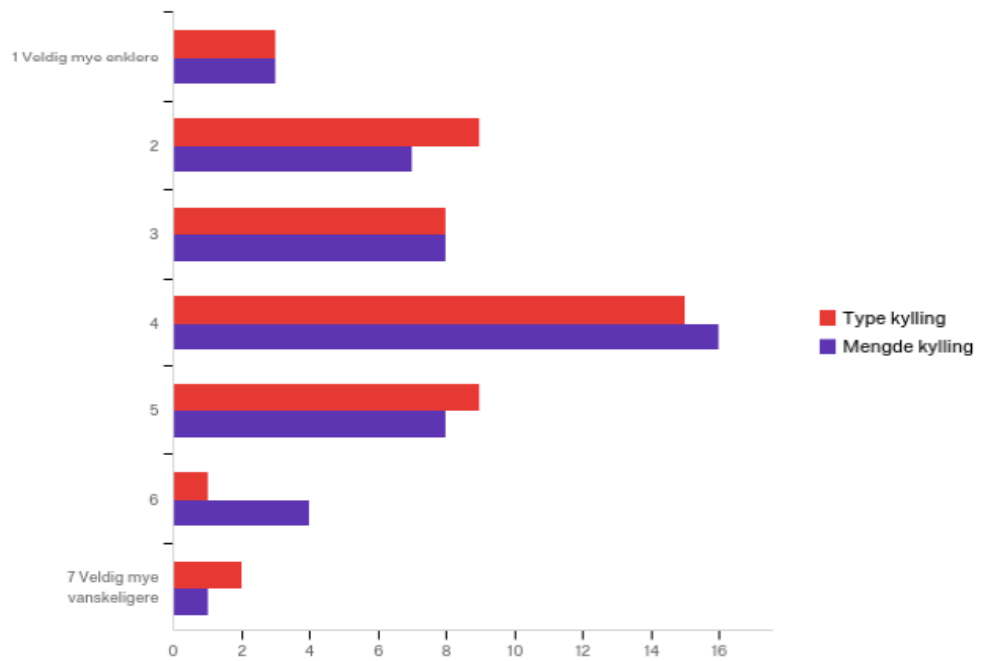


10.10 Appendix 10 - Purchase intention Qualtrics output

Group 1: Control Group



Group 2: Tradeoff Group



Group 3: Chicken Welfare Group

