Table 1 Respondent representation by region

|  |  |  |
| --- | --- | --- |
| **Region** | **number of respondents** | **% of respondents** |
| Zagreb and surroundings | 249 | 24.9 |
| Northern Croatia | 180 | 18.0 |
| Slavonia | 174 | 17.4 |
| Lika, Kordun and Banovina | 88 | 8.8 |
| Istra, Primorje and Gorski Kotar | 119 | 11.9 |
| Dalmatia | 190 | 19.0 |
| **TOTAL** | **1 000** | **100.0** |

Table 2 Respondent representation by settlement size

|  |  |  |
| --- | --- | --- |
| **Settlement size** | **number of respondents** | **% of respondents** |
| up to 2.000 inhabitants | 400 | 40.0 |
| from 2.001 to  10.000 inhabitants | 153 | 15.3 |
| from 10.001 to 100.000 inhabitants | 212 | 21.2 |
| more than 100.001 inhabitants | 235 | 23.5 |
| **TOTAL** | **1 000** | **100.0** |

Table 3 Respondent characteristics

|  |  |  |
| --- | --- | --- |
|  | ***n*** | ***%*** |
| ***Age*** |  |  |
| 15-17 | 28 | 2.8 |
| 18-24 | 136 | 13.6 |
| 25-34 | 158 | 15.8 |
| 35-44 | 178 | 17.8 |
| 45-54 | 170 | 17.0 |
| 55-64 | 135 | 13.5 |
| more than 65 | 195 | 19.5 |
| ***Education level*** |  |  |
| no elementary school | 63 | 6.3 |
| elementary school | 163 | 16.3 |
| high school (3 years) | 196 | 19.6 |
| high school (4 years) | 442 | 44.2 |
| college or higher education | 136 | 13.6 |
| ***Employment status*** |  |  |
| full-time employment | 384 | 38.4 |
| temporary employment | 53 | 5.3 |
| part-time employment | 25 | 2.5 |
| not-registered | 9 | 0.9 |
| self-employment | 16 | 1.6 |
| ***Number of household members*** |  |  |
| 1 member | 192 | 19.2 |
| 2 members | 278 | 27.8 |
| 3 members | 224 | 22.4 |
| 4 members | 195 | 19.5 |
| 5 members and more | 111 | 11.1 |
| ***Number of children under the age of 18*** |  |  |
| children under the age of 6 | 127 | 12.7 |
| children between 7 and 14 | 156 | 15.6 |
| children between 15 and 18 | 102 | 10.2 |
| no children under the age of 18 | 615 | 61.5 |
| ***Personal monthly income*** |  |  |
| less than 150 € | 73 | 7.3 |
| from 151 to 250 € | 142 | 14.2 |
| from 251 to 450 € | 215 | 21.5 |
| from 451 to 750 € | 197 | 19.7 |
| from 751 to 1,000 € | 51 | 5.1 |
| from 1,000 to 1,200 € | 15 | 1.5 |
| more than 1,200 € | 15 | 1.5 |
| no monthly personal income | 173 | 17.3 |
| no answer | 119 | 11.9 |
| ***Monthly household income*** |  |  |
| less than 250 € | 78 | 7.8 |
| from 251 to 500 € | 169 | 16.9 |
| from 501 to 750 € | 137 | 13.7 |
| from 751 to 1,100 € | 171 | 17.1 |
| from 1,100 to 1,500 € | 135 | 13.5 |
| more than 1,500 € | 89 | 8.9 |
| no answer | 221 | 22.1 |

Table 4 Descriptive indicators of research results for the variables related to the perception of organic food

|  |  |  |
| --- | --- | --- |
| **Statement** | **M** | **sd** |
| Conventional food is the food without the 'organic origin' label. | 3.44 | 1.145 |
| Organic food is tastier than conventional food. | 3.26 | 1.177 |
| Organic food is more expensive than conventional food. | 4.24 | 0.939 |
| Organic food is healthier for me and my family than conventional food. | 3.94 | 0.992 |
| Organic food with the eco-label is safer for consumption than the food without it. | 3.58 | 1.027 |
| Certification, monitoring and control of producers of organic food protects my consumer rights. | 3.49 | 1.007 |
| Organic food is food of strictly controlled origin, unlike conventional food. | 3.47 | 1.030 |

*Note: M – mean, sd – standard deviation*

Figure 1 Willingness to pay an extra price for organic food



Table 5 Results of hierarchical regression analysis for prediction of willingness to pay higher price for organic food compared to conventional food

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Willingness to pay higher price for organic food compared to conventional food** | | | | |
| **PREDICTORS** | **β** | **t** | **β** | **t** | **r** |
| gender | 0.001 | 0.016 | -0.002 | -0.045 | -0.017 |
| age | 0.159 | 2.727\*\* | 0.107 | 1.970\* | 0.039 |
| education | 0.063 | 1.031 | 0.076 | 1.346 | 0.080 |
| personal monthly income | -0.023 | -0.308 | -0.029 | -0.423 | 0.102\* |
| household monthly income | 0.182 | 2.277\* | 0.204 | 2.723\*\* | 0.151\*\* |
| number of household members | -0.005 | -0.062 | 0.018 | 0.262 | 0.087\* |
| children up to 18 years of age | 0.076 | 1.152 | 0.041 | 0.677 | 0.071 |
| Conventional food is the food without the 'organic origin' label. |  | | 0.077 | 1.606 | 0.135\*\* |
| Organic food is tastier than conventional food. | 0.168 | 3.111\*\* | 0.292\*\* |
| Organic food is more expensive than conventional food. | 0.009 | 0.193 | 0.092\* |
| Organic food is healthier for me and my family than conventional food. | 0.259 | 4.478\*\* | 0.368\*\* |
| Organic food with the eco-label is safer for consumption than the food without it. | -0.015 | -0.232 | 0.252\*\* |
| Certification, inspection  implementation and control of  organic food producers protect  my consumers’ rights. | 0.010 | 0.165 | 0.201\*\* |
| The origin of organic food is  strictly controlled, unlike the  origin of conventional food. | 0.043 | 0.730 | 0.210\*\* |
| ∆R2 | ∆R2=0.025\* | | ∆R2=0.144\*\* | | |
| Total R  Total R2 | R=0.453  R2=0.205\*\* | | | | |

*Legend:\*\* p<0.01, \* p<0.05*

*note: r – correlation coefficient, β – standardized partial regression coefficient, R – multiple correlation coefficient, R2 – coefficient of determination, ∆R2 – change of coefficient of determination*