**KAUNAS UNIVERSITY OF TECHNOLOGY**

**SCHOOL OF ECONOMICS AND BUSINESS**

**Aistė Sadauskaitė**

# EXPRESSION OF CONSUMER RESISTANCE BARRIERS IN LITHUANIAN ORGANIC FOOD MARKET

Final Degree Project

**Supervisor**
Assoc. prof. dr. Rimgailė Vaitkienė

**KAUNAS, 2019**

**KAUNAS UNIVERSITY OF TECHNOLOGY**
**SCHOOL OF ECONOMICS AND BUSINESS**

# EXPRESSION OF CONSUMER RESISTANCE BARRIERS IN LITHUANIAN ORGANIC FOOD MARKET

**International Business (code 6211LX029)**

Final Master's Degree Project

**Supervisor**
(Signature) Assoc. prof. dr. Rimgailė Vaitkienė
(date)

**Reviewer**
(Signature) Dr. Vestina Vainauskienė
(date)

**Student**
(Signature) Aistė Sadauskaitė, V MTVen-7
(date)

**KAUNAS, 2019**

KAUNAS UNIVERSITY OF TECHNOLOGY

School of Economics and Business

(Faculty)

Aistė Sadauskaitė

(Student name and surname)

International Business 6211LX029

(Title and code of study programme)

"Expression of Consumer Resistance Barriers
in Lithuanian Organic Food Market" of final master's degree project

**DECLARATION OF ACADEMIC INTEGRITY**

16 May 2019
Kaunas

I, **Aistė Sadauskaitė**, hereby confirm that Master's Degree Project entitled "Expression of Consumer Resistance Barriers in Lithuanian Organic Food Market" is solely my own work and all the data and research findings presented are true and obtained fairly. None of the project parts contain plagiarised material from printed or internet sources, all direct or indirect quotes of other sources are fully and properly acknowledged. I have not made illegal payments for this work to anyone.

I understand that in case of dishonesty I will be subject to penalties in accordance with the procedure established by Kaunas University of Technology.

*(Write your name and surname by hand)* *(Signature)*

Aistė, Sadauskaitė. Expression of Consumer Resistance Barriers in Lithuanian Organic Food Market. Master's Final Degree Project/ supervisor Prof. Rimgailė Vaitkienė; School of Economics and Business, Kaunas University of Technology.

Study field and area (study field group): Business and Public Management, Business

Keywords: *Consumer Resistance; Resistance Barriers; Organic Food.*

Kaunas, 2019. 67 pages.

## SUMMARY

*Organic food products are the latest trend in the market worldwide. They are very healthy and not harmful for the environment at all. The popularity of such goods is increasing every year all over the world, but the rate of growth differs depending on the country. Comparing with other European Union countries the growth of organic food retail sales in Lithuania are lower than in other countries. If organic food products are so beneficial, what could be the reasons why consumers in Lithuania resist to buy them? The literature review had shown that there are two forms of resistance: passive and active and there are three types (levels) of consumer resistance: rejection, postponement and opposition. Many authors had categorized the reasons of resistance into two main groups: functional barriers and psychological barriers. These barriers can be divided into smaller groups: functional barriers are: the value barrier, the usage barrier and risk barrier. While psychological barriers are: the image barrier and tradition barrier. Typically, this barrier classification is applicable in active resistance cases. Some of factors that could be causing the resistance barriers to happen are ethnocentrism and conservatism.*

***Aim** of the paper – to find out which consumer resistance barriers are existent in organic food market in Lithuania*

***The research method: quantitative analysis method - survey.** In total 421 respondents had participated in the survey. After data preparation, the respondents who had provided not full answers to the main questions were eliminated. Also, the respondents with the age from 0 to 14 years old were excluded, because it was assumed that individuals at that age cannot make a decision of purchase/or consumption by themselves. Therefore, the analysis was made with the answers gotten from 388 respondents. The gathered data was analysed via Microsoft Excel ir SPSS Statistics, with the use of descriptive statistics, such as mean, median, std. deviation; other statistical methods: principal component analysis (PCA) method with varimax rotation, explained variance, Cronbach's alpha, Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO), Spearman correlation coefficient. In total 11 hypotheses were formulated, 6 of them were confirmed and 5 were denied.*

***Results.** The findings support the idea that Lithuanian consumers resist to buy organic food products. Only 24% of the respondents do not resist, while the rest 76% resist to consume organic food products. However, the resistance is existent to such organic food product groups as: organic meat, organic grains culture products and oils, organic milk, while for organic eggs and organic vegetables and fruits there is no resistance if looking at an average. Many of those respondents, who resist, had clarified their intentions about purchasing organic food products in the future: the majority of the respondents who resist are at the postponement stage (73%), the rest of those who resist are at the rejection stage (25%) and a few respondents are at the opposition stage (2%). In total there were 5 different resistance barriers tested if they are functioning in the Lithuanian organic food market. The*

*results show that two barriers are functioning in Lithuanian organic food product industry: value barrier and economic risk barrier, the rest of the barriers are not functioning in Lithuanian organic food market if looking at an average. The findings show what is common between those consumers to whom value and economic risk barrier works: partially the age group, income levels and marital status. The barriers that function (value and economic risk barrier) are related together with price concerns. Therefore, the implications are those that the price is too high compared to average Lithuanian budget for food products and the perceived value does not exceed the price. The solutions to overcome these barriers could be price related or value related.*

*Talking about consumer characteristics, the findings support the hypothesis that Lithuanian organic food market is ethnocentric and that Lithuanians are conservative. However, the relations between these aspects and resistance barriers are not significant.*

Sadauskaitė, Aistė. Vartotojų pasipriešinimo barjerų raiška Lietuvos ekologiškų maisto produktų rinkoje. Magistro baigiamasis projektas / vadovė Prof. Rimgailė Vaitkienė; Kauno technologijos universitetas, Ekonomikos ir verslo fakultetas.

Studijų kryptis ir sritis (studijų krypčių grupė): Verslas ir viešoji vadyba, verslas.

Reikšminiai žodžiai: *Vartotojų pasipriešinimas; Vartotojų pasipriešinimo barjerai; Ekologiški produktai.*

Kaunas, 2019. 67 puslapiai.

## SANTRAUKA


*Visame pasaulyje ekologiški maisto produktai tampa vis populiaresni. Jie yra ne tik labai sveiki žmogaus sveikatai bet ir visiškai nekenkia aplinkai. Susidomėjimas ekologiškais produktais auga kiekvienais metais visame pasaulyje, tačiau ne visose šalyse vienodai. Lyginant su kitomis Europos Sąjungos šalimis, Lietuvoje ekologiškų maisto produktų pardavimai auga, tačiau augimo tempas yra lėtesnis nei kitose ES šalyse. Jei ekologiški maisto produktai yra tokie naudingi, kokios galėtų būti priežastys, kodėl Lietuvos vartotojai priešinasi jų vartojimui? Literatūros analiė atskleidė, kad egzistuoja dvi vartotojų pasipriešinimo formos: aktyvus ir pasyvus pasipriešinimas, ir trys pasipriešinimo lygiai: atmetimas, atidėjimas ir opozicija. Įvairūs autoriai vartotojų pasipriešinimo priežastis skirsto į dvi pagrindines grupes: funkcinius ir psichologinius barjerus. Šie barjerai yra skaidomi į smulkesnius barjerus, funckiniai barjerai yra vertės barjeras, naudojimo barjeras ir rizikos barjeras. Tuo tarpu psichologiniai barjerai yra įvaizdžio barjeras ir tradicijos barjeras. Dažniausiai šis vartojimo pasipriešinimo priežasčių skaidymas į barjerus yra naudojamas aktyvaus pasipriešinimo atveju. Keli iš daugelio galimų faktorių, lemiančių barjerų veikimą, yra vartotojų etnocentrizmas ir konservatyvizmas.*

***Darbo tikslas*** *– išsiaiškinti kurie vartotojų pasipriešinimo barjerai veikia Lietuvos ekologiškų maisto produktų rinkoje.*

***Tyrimo metodas: kiekybinis metodas - apklausa.*** *Iš viso apklausoje dalyvavo 421 respondentas. Duomenys buvo paruošti ir apdoroti: tie respondentai, kurie pateikė ne pilnus atsakymus į esminius klausimus buvo eliminuoti. Taip pat respondentai, patenkantys į amžiaus grupę nuo 0 iki 14 metų, taip pat buvo eliminuoti, nes yra manoma, kad tokio amžiaus jaunuoliai negali savarankiškai priimti sprendimo vartoti/nevartoti ar pirkti/nepirkti. Po šių modifikacijų analizei tinkamų respodentų skaičius buvo 388. Surinkti duomenys buvo analizuoti su programa Microsoft Excel ir SPSS Statistics, naudotos skaitinės charakteristikos: vidurikis, mediana, standartinis nuokrypis. Kiti statistiniai metodai: pagrindinių komponenčių analizė su „varimax" rotacija, paaiškinama variacija, Cronbach's alfa, Kaiser-Meyer-Olkin imties adekvatumo koeficientas, Spirmeno koreliacijos koeficientas. Iš viso buvo suformuluota 11 hipotezių, iš jų 6 patvirtintos ir 5 paneigtos.*

***Rezultatai.*** *Gauti duomenys patvirtinta hipotezę, kad Lietuvos vartotojai priešinasi ekologiškų maisto produktų vartojimui. Tik 24% respondentų visiškai nesipriešina ekologiškų maisto produktų vartojimui, o 76% priešinasi. Tačiau pasipriešinimas vartojimui vyksta tik tam tikroms ekologiškų maisto produktų grupėms: ekologiškai mėsai, ekologiškoms grūdinės kultūros prekėms ir aliejams, taip pat ekologiškam pienui. Kitoms ekologiškų maisto produktų grupėms: ekologiškiems kiaušiniams ir ekologiškiems vaisiams ir daržovėms pasipriešinimo nėra, jei žiūrime į vidurkį. Didžioji dalis*

*respondentų, kurie priešinasi vartojimui, taip pat identifikavo savo ketinimus ekologiškus maisto produktus vartoti ateityje. Didžioji dalis respondentų, kurie priešinasi vartojimui, teigia, kad ateityje vartos ekologiškus maisto produktus (73%), t.y. atidėjimo lygis, o likusieji ekologiškų maisto produktų vartoti* neketina - *25% respondentai yra atmetimo lygyje, o 2% opozicijos lygyje. Iš viso* buvo *tirtas penkių pasipriešinimo barjerų veikimas Lietuvos ekologiškų maisto produktų rinkoje. Rezultatai rodo, kad du barjerai veikia: vertės ir ekonomikos rizikos barjeras,* tuo tarpu kiti berjerai *neveikia Lietuvos ekologiškų maisto produktų rinkoje. Duomenys rodo kas yra bendro tarp tų respondentų, kuriems veikia vertės ir ekonominės rizikos barjeras: dalinai amžiaus grupė, pajamų lygiai ir šeimyninė padėtis. Šie du veikiantys barjerai yra susiję tarpusavyje tuo, kad vartotojams abejonių kelia ekologiškų maisto produktų kaina. Išvados yra tokios, kad ekologiškų maisto produktų kaina yra per aukšta lygininant su* vidutiniu *lietuvio biudžetu maisto produktams ir kad vartotojo suvokiama ekologiško maisto produkto vertė yra žemesnė nei jo kaina. Pasiūlymai, kaip įveikti šiuos barjerus, turėtų būti susiję su kainos mažinimu arba vartotojo suvokiamos vertės didinimu.*
*Kalbant apie vartotojų charakteristikas, rezultatai patvirtinta* hipotezes, kad Lietuvos vartotojai *yra etnocentriški ir konservatyvūs. Tačiau ryšys tarp šių faktorių ir pasipriešinimo barjerų nėra reikšmingas.*

## Table of Contents

## Table of Tables

**Table of Figures**

## Introduction

Organic food products are the latest trend in the market. People have started to care not only about their own health, but also about the environment that surrounds us. Organic food products are proven to be very healthy for human health and not harmful for the environment. This is why the popularity of organic food products is increasing every year worldwide. Nevertheless, the rate of growth differs depending on the country. Comparing with other European Union countries, the growth of organic food retail sales in Lithuania are lower than in other countries, additionally organic farming in Lithuania is not developed as good as in our neighbour countries. Therefore, the question appears: why? If organic food products are so beneficial, why the pace of growth is relatively slow in Lithuania? Most probably there are some psychological or product-related reasons which stops the consumer from buying an organic food product. However, there could be more answers and opinions why consumers resist to buy organic food products in Lithuania, but in order to make correct assumptions the research has to be done.

Consumer resistance currently is becoming very actual topic for investigations. These days the rate of failures of new products is quite high. Of course, there could be various reasons why the product had failed: poor management of the finances, unfavourable situation in the market, reasons related with product characteristics or with consumer characteristics. Either way, it is crucial for business executives to understand why it happens in order to know how to fight it the next time during new product development. The type of consumer resistance most commonly is classified with the knowledge about consumer's intentions in the future: whether to consume a particular product or not; and if the consumer has evaluated the product as not acceptable at all to himself/herself. Therefore, the type of resistance can be postponement, rejection and opposition. The consumer resistance itself is usually explained to be caused by resistance barriers, which fall into two main groups: functional (due to product characteristics) and psychological barriers (due to consumer characteristics). Consequently these two groups of barriers can be split into smaller barriers: functional barriers mainly are usage, value and risk barriers, psychological barriers are image and tradition barriers.

So, the resistance to organic food products can be caused by various barriers. After the investigation which consumer resistance barriers function in Lithuanian organic food industry, it could be identified: which barriers work and the solutions how to overcome them could be provided, according to the every existent barrier in this industry. It would help to increase the popularity and the sales of organic food products. However, oftentimes scientists choose to study consumer resistance barriers in the context of technological innovations, more precisely smart products or mobile bank services. The consumer resistance barriers in the organic food product industry has not been investigated very deeply, therefore there is a need to do it.

**Problem.** Consumers in Lithuania resist to buy organic food products, while they have many proven benefits for human health and not harmful for the environment

**The Subject of Matter.** Consumer resistance to organic food products in Lithuania

**Aim** – to find out which consumer resistance barriers are existent in Lithuanian organic food market

**Objectives**

1. To explain the actuality of consumer resistance in organic food market in Lithuania;
2. To find out what are the main consumer resistance types and barriers;
3. To provide a research methodology which would help to find out the main types and barriers why consumers tend to resist to buy organic food products in Lithuania;
4. To find out what are the main types and barriers why consumers resist and measure their strength in organic food industry in Lithuania.

**Methods of Research:** Scientific literature review, co-citation analysis, survey, statistical analysis.

# 1. Consumer Resistance and Lithuanian Organic Food Market

## 1.1. Consumer Resistance in Different Industries

Consumer resistance is a problem that nowadays marketing is facing and it had arisen in the last century, but is becoming more and more visible and actual. Many new products or even companies fail: as stated by C. Nobel (2011), senior editor at Harvard Business Review, the rate of failure of new products reaches about 95%. The reasons could be related with the product itself, with the poor management of the finances, with the situation in the market, with the consumer characteristics and etc. The thing is, usually businesses executives, as well as scientists, focus on the adoption of the products. There are many more studies about innovation adoption than about consumer resistance, also the studies about innovation adoption are more advanced but knowing, that consumer resistance topic is at least as important as the adoption of the products, it is easy to see a need to study this field more deeply. In addition, if the real reasons why consumers resist can be identified with the analysis, then businesses would be able fight against consumer resistance and good but currently not accepted products would have a chance to succeed at least in the future. Moreover, the businesses could save money on many operations related with the product, which is not going to succeed due to the consumer resistance.

Consumers are resisting to use/buy products/services due to various reasons. The most common consumer resistance that is visible in the market and has been more widely explored than other industries, is the resistance to innovations, or innovative products. According to Chian-Son Yu and Wachara Chantatub (2016), the main variables that are taken into consideration when deciding not to use the product, are: price, security and ease of use. Despite the fact that different authors analyse different products, or industries (although the most common field for such analysis is innovations), the researches use various methods to find out why consumers resist, but the implications of many researches are similar. Furthermore, reasons why consumers resist fall into two main groups: functional barriers and psychological barriers. The first time this classification was made by Ram and Sheth (1989), and has been used for many years. Actually, the contribution to theoretical aspects made by Ram and Sheth is very important. They had not only classified the main resistance reasons into two groups, but also had divided them into more precise consumer resistance barriers: value barrier, usage barrier, risk barrier, tradition barrier and image barrier. Many researches in the field of consumer resistance had been using this classification in the past and at present as well. In addition, these authors (Ram and Sheth) had provided not only the theoretical framework for consumer resistance, but also the solutions and ideas how to fight it according to every identified barrier.

When there is a launch of a new product it is usual, that the price concerns the consumers, because at the beginning it is really hard to see the real value that the product provides and is worth paying for. This frustration of spending more than the product has value in it, suspend the consumer from buying the product. The monetary factors that stop the consumer from buying the product are usually related with value barrier or economic risk barrier. Privacy issues are also very relevant these days, due to that people are scared that their privacy will be interrupted. It arises privacy risk barrier. And then, the ease of use is crucial when establishing new innovative products, and in other industries, knowing that the people of today are in a hurry all the time and do not like to waste it for unnecessary actions. If the product requires too much time and effort to consume then the usage barrier may appear. Another thing that may happen – the choice to consume a new product can break a tradition, for example, if for elderly to use banking services face-to-face is a nice tradition and a pleasant experience, then they would not be happy about using mobile banking services, and in this case tradition barrier happens. Finally, if a brand, a product or even country of origin has a bad image on itself, the image barrier may stop the consumer from consuming a particular product.

The reasons why consumers resist can be functional and psychological barriers, but the barriers themselves can function due to consumer characteristics. Consumers can be ethnocentric, which would mean that domestic goods have a much higher rate of success, because it provides a positive image; while foreign made goods have a hard time to be successful, just because the market to which they want to export is ethnocentric. Also, some consumers, just in their nature can be not open to change. According to Schwartz theory of basic values, of which one of the groups of such values is conservation values – usually the individuals to whom these values are very important are very loyal, respect the traditions and consequently are not that open change. If the market is full of such consumers, there is a high chance that the consumers will resist to new innovative products.

In the market, as stated in the beginning, there are many new product failures. One of such examples of consumer resistance to new products, that happened not long time ago, is the failure of Windows 8. There are different opinions what the main reason is why it had failed. In my personal point of view, the main reason is that it was really difficult to use, too far ahead comparing with Windows 7. Various Journalists and Bloggers (Eadicicco, Peckham, Pullen, Fitzpatrick, 2017; Murphy, 2012; Vaughan-Nichols, 2013) also agree that it was way too hard to use, but they also provide more reasons: useless interface; Windows 7 had the similar value provided to the customers like Windows 8, but the price was a lot smaller; not friendly to desktop users. This example shows, that no matter how good your reputation and brand recognition is, you always have to think about the new products and the consumers: is it easy to use for the consumer, is the price correct and is it safe for users (although in Windows 8 case privacy was not an issue) – so basically you have to think about consumer resistance. Thus, the main idea is – in order to make a successful business, these days consumer resistance has to be analysed, foreseen and evaded.

According to Mani and Chouk (2017), Kleijnen, Lee and Wetzels (2009) and many other authors, there are three types of consumer resistance: rejection (not accepting the product), postponement (not adopting the product due to current circumstances) and opposition (considering product a threat and therefore acting to resist its adoption). So the consumers can not only resist to use the product, but also pursue and influence the others not to use a particular product. However, other authors like Van Tonder (2017) distinguishes two forms of consumer resistance: passive and active. Active resistance usually happens when a consumer is open to innovations, but first tend to evaluate the product and after the evaluation the attitude of a certain product turns out to be negative. In passive resistance case the consumer is not open to innovations and does not evaluate the product.

As mentioned in the beginning, there are a few industries that have been analysed in the context of consumer resistance. Mani and Chouk (2017) had studied the industry of smart products, Chian-Son Yu and Wachara Chantatub (2016) had looked at mobile banking, Juric and Lindenmeier (2018) in their research were talking about smart-lightning products and etc. In short, all these industries would still fall into one – so the main industry for such studies is the industry highly related with innovations. Regardless of different industries, the findings show that the reasons why consumers resist are quite similar, however the strength of every resistance barrier can be different. Despite the abundance of researches in consumer resistance, the field of organic food products in the context of consumer resistance has not been investigated very much, although the overall topics about organic food industry are quite popular and actual.

## 1.2. Organic Food Market in Lithuania

As stated in Cambridge Dictionary, organic food means grown plants or animals fed without any artificial chemicals. Organic food industry is becoming more and more popular between consumers, and more and more interesting topic for various researchers. As claimed by Tamulienė and Mažrimė (2014), the consumption of organic products is important not only for human health, but also motivate individual farmers to grow plants ecologically, as well economize the use of resources which increases employment in the country and fosters the development of rural areas. Rising rate of employment (or dropping rate of unemployment) is very important for such country like Lithuania, with the economy which is growing relatively slowly. In addition, there are many programs that support organic farming, therefore motivating the farmers to grow the plants organically or feed the animals with organic feed.

According to Eurostat (2019), in Europe in 2017 the largest percentage of organic agricultural land was noticed in Austria 23,4%, it means that 23,4% of Austrian agricultural land is organic (look *Figure 1*). In Lithuania this rate is 8%. The best comparison shall be made with our neighbour countries, due to our climate, size, and to some extent economy similarities. Therefore, Latvia has 13,9% organic land in it's total agricultural land, Estonia - 19,6% (second best in the EU). This statistical data shows that organic farming in Lithuania is not developed as good as in our neighbour countries.

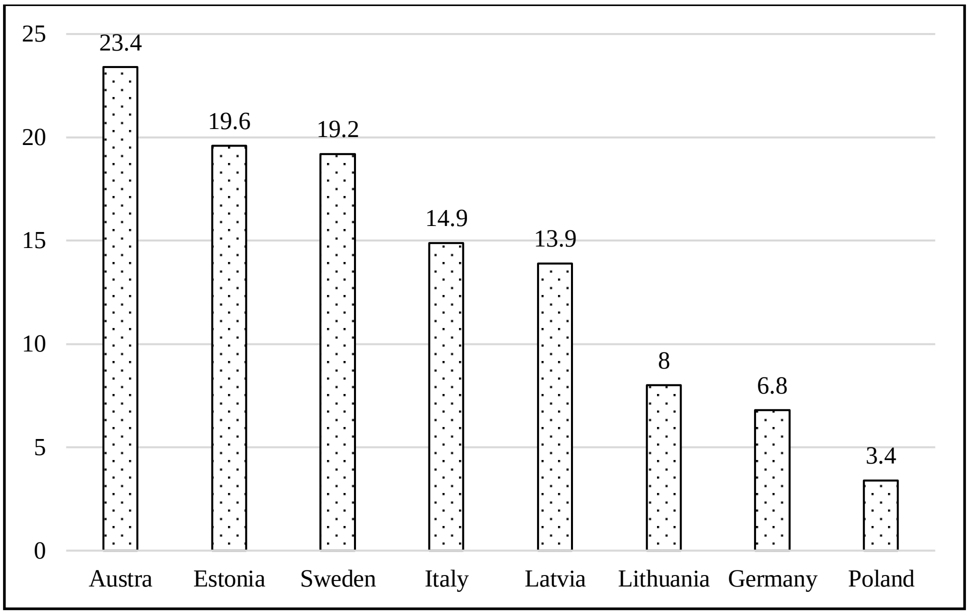


**Figure 1** Share (%) of Total Organic Area in Total Utilized Agricultural Area in 2017, made by the author according to Eurostat

The countries that consume the most of organic products (the measure is retail sales in euros in 2016) are the USA, then Germany, France, China and Canada. In 5 years, from 2012 until 2016, the sales of organic food products in the European Union had risen by 48%, moreover the territory of organic farmland has increased by 19%. The highest organic retail sales per capita in Europe is in Denmark 227 euros per capita, while in Lithuania this measure is only 2 euros per capita, and the average equivalent in Europe spent per capita is 60,5 euros. This data shows that Lithuania is far behind the EU average. European Parliament (2018) states that in 2017 72% of Europeans said they believe that organic food products are of better quality, and even 79% of Europeans think that organic products are produced with a very restricted use of pesticides, fertilizers and antibiotics. Thus, we can all agree that the consumption, size of organic farmland, trust of organic food products is growing overtime.

According to Lithuanian Statistics Department, In Lithuania the production of organic food products is growing constantly. For example, in Lithuania in the period of 2013-2017 the production of organic drinking milk has increased by 39%, of organic cheese increased by 197% and the production of organic eggs has increased approximately 8 times! Consequently, the consumption of organic food products is growing as well, but comparing with the rest of the Europe Lithuanians consume quite a small part of organic food products.

There has been a research on organic food products consumption in Lithuania made by Skulskis and Girgždienė (2009). The authors had made a quantitative analysis, of which the distribution of respondents in the context place of residence (is it a village, town or a city), age, education and income per family member were very representative, error rate was not higher than 3%. Their findings show that about 90% of all respondents were stating that they are using organic food products (purchased ones or grown individually in their households), while only 7% of the respondents told they are not using organic food products at all. However, these authors had not been investigating separate organic food product groups. Also, there is a lack of researches about organic food consumption in Lithuania, therefore there are no authors that would support the findings that the majority of Lithuanians (90%) actually choose to consume organic food products. Despite that, in the research made by Skulskis and Girgždienė, was revealed that the consumption of organic food products highly depend on the level of income. 61% of Lithuanians had stated that if the price of organic food products were lower, most probably they would be buying organic food products more frequently. About 62% of Lithuanians are interested in organic products country origin. Usually, (about 65%) Lithuanians get the information about organic food products from word-of-mouth sources: friends and family.

Liesionis and Pilelienė in 2009 were investigating the influence of the ecological factors on consumers' choice in Lithuania, when choosing organic milk. The results showed that the concerns regarding the organic milk price were frequent, suggesting the idea that Lithuanians are sensitive to organic food price, just like in the research of Skulskis and Girgždienė in 2009. In both researches the implications were made in 2009, therefore it is interesting to find out if after ten years the main barrier – price – that influences Lithuanian consumers not to buy remains the same. After all, standard of living in Lithuania has increased during those 10 years, so maybe the reasons why Lithuanians choose not to buy organic food products now are different.

Another reason why Lithuanians could be resisting to buy organic food products: is the trust of labels that have 'eco' name on it. Some individuals believe that the label 'eco' not always necessarily mean that it is organic. In reality, European Union provide regulations to ensure the quality of organic goods. Consequently, consumers can feel confident about buying organic food products. Although again, there is a chance that some businesses find a way how to evade the regulations.

To sum up, the future of organic food products is going to be bright: organic products are healthy for human body and welfare, additionally they are not harmful to the environment. Also, many institutions promote organic farming activities, so these kind of businesses really pay off. Despite that the popularity and interest in organic food products is increasing, the size of lands for organic farming and the consumption of organic food products in Lithuania is growing not as fast as in the other countries. Previously in 2009, Lithuanian researchers found out that the main trigger fostering consumers not to buy organic food products was high price. But at the present, what could be the main reason why Lithuanians resist to buy organic food products? What could be done to foster the adoption of organic food products in Lithuania? Which organic food product groups face the strongest resistance? These are the questions that require further investigation and analysis in order to be answered. Many authors suggest that the consumer resistance to use particular goods is usually caused by various barriers. These barriers arise when the product is not good enough for the consumer with its value, usefulness, or if it poses a consumer to a potential risk: economical, functional, social. Also, the resistance barriers can appear when the product conflicts with consumer’s prior belief structure: breaks traditions; or the overall image of the industry/product group/brand/country of origin can seem negative to a consumer, and stop the consumer from consumption. The investigation helping to find out which resistance barriers work in Lithuanian organic food product industry would explain what are the main reasons why Lithuanian consumers tend to resist to buy organic food goods. In fact, when the reasons would be clear, it would be easier to provide suitable solutions how to increase the consumption of organic food products in Lithuania.

## 2. Consumer Resistance Types and Barriers

### 2.1. The Concept of Consumer Resistance

The first thing that was started to be analysed in the field of consumer behaviour was the adoption of innovations, their diffusion in the market and only later a need had arisen to consider consumer resistance as a separate field of studies. Some researchers say that characteristics given in innovation adoption studies are not the factors that could be applicable in consumer resistance case. In contrast, some scientists believe that studies on innovation adoption may offer useful ideas and should not be overlooked (Kleijnen, et. al, 2009). Therefore, the theoretical frameworks given in innovation adoption and innovation diffusion studies are more advanced, than in consumer resistance, and it can be unhesitatingly stated that there is a lack of theoretical frameworks in the field of consumer resistance. One of those early examples of analysis of consumer resistance happened in 1989. In that year S. Ram and N. Sheth realized that it is important to study and understand consumer resistance to innovations: because many businesses were starting to face a high rate of failure with their new products. The number of researches in the context of consumer resistance is limited, but growing every year. The most common products/industries that are usually analysed are the technological innovations or digital innovations, like smart-products or on-line services.

However, at the beginning it is important to define what consumer resistance really is. According to Oxford Dictionaries, the word **consumer** means **an individual who purchases goods for personal use** and the word **resistance** means **the refusal to accept something**. Combined these two concepts together, the consumer resistance would mean **the refusal by an individual, who purchases goods for a personal use, to accept the product.**

Even though the number of researches in the field of consumer resistance is limited but relatively sufficient, there is a lack of theoretical framework and theoretical concepts. However, some of the most popular concepts are given in *Figure 2* below.

S. Ram and N. Sheth (1989)

- The resistance offered by consumers to an innovation, which happens because it poses potential changes from a satisfactory status quo or because it conflicts with their ideology

Lee, Roux, Cherrier and Cova (2011), according to Penaloza and Price (1993)

- The resistance opposed to a culture of consumption and the marketing of mass-produced goods

D. Roux (2007)

- It is the result of a state of opposition – leading to a wide range of responses – to a force exerted and perceived as undesirable due to the dissonant representations and unfavourable emotions it produces in the subject

Cambridge Dictionary

- People disliking or being unwilling to purchase a particular goods or services

**Figure 2** Concepts of Consumer Resistance by Various Authors and Dictionaries

To have a better understanding which concept of consumer resistance is the most relevant, co-citation analysis has been made. Co-citation analysis can help to establish theoretical clusters. (Hsiao and Yang, 2011). Co-citation analysis in this paper was based on three steps: data collection, data preparation and literature analysis (look *Figure 3*). With the aim to find the relevant sources for such analysis in the field of consumer resistance, web search has been made in Scopus database. The search phrases that have been used were ‘consumer resistance’, ‘resistance to innovations’, ‘innovation resistance’. Additional filters that were added: language – English, subject areas: business, management and accounting; social sciences; psychology; decision sciences; neuroscience. The publishing date has been chosen to be between 1989 and 2018. It limited the results to 269 documents. For further analysis there have been taken 65 documents, which have been selected with the criteria: relevance to the field of consumer resistance and highest number of citations (cited at least 10 times).

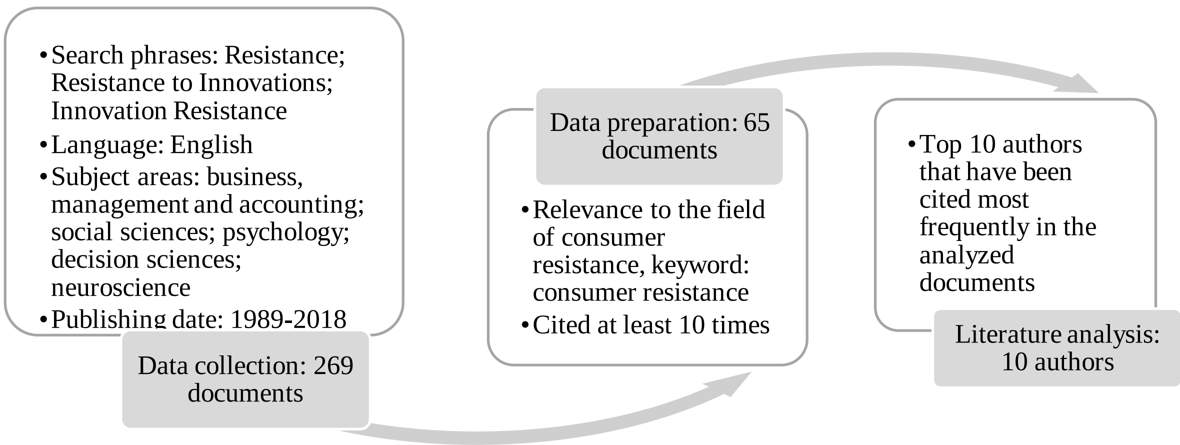


**Figure 3** Co-citation Analysis

*Figure 4* shows how many times the publications had been cited among 65 analysed documents. The size of a bubble and the height (y axis) means the frequency (x axis does not have a meaning). The arrow means that the author has been referring to the marked author. (for example, Laukkanen in his publications was referring to Ram and Sheth, and Rogers), continuous arrow means many times referred to, while dash arrow means only a few times referred to the author.

According to the graph, the most popular theoretical aspects are written by Ram and Sheth (they have been working together a lot; Holt and Thompson as well had made a few publications together, but not as many as Ram and Sheth). Looking to the *Figure 4* it is easy to see, that many authors have been referring to each other. However, not a single author has been referring to Oreg, but it could be due to the fact, that this author has started to write articles about resistance to change more recently than the others, starting at the year of 2003, while in comparison most of the other authors that are visible in the graph have started their work in 20th century.

Many interrelations between the authors and their publications suggest the idea that the attitude towards consumer resistance is similar among many authors and there are no distinct schools of thought. Furthermore, among these top-10 authors, some of them were focusing not on the consumer resistance, but on adoption of new products or innovation diffusion; the topic of consumer resistance in their work was analysed very superficially, while this paper focuses on consumer resistance and especially the barriers of resistance. For instance, Rogers has been concentrating on diffusion of innovations, starting from 1962. However, in the newer publications (1983) the author has started to talk about the resistance to change a little bit. Sadly, the information about consumer resistance in his publications is very deficient.

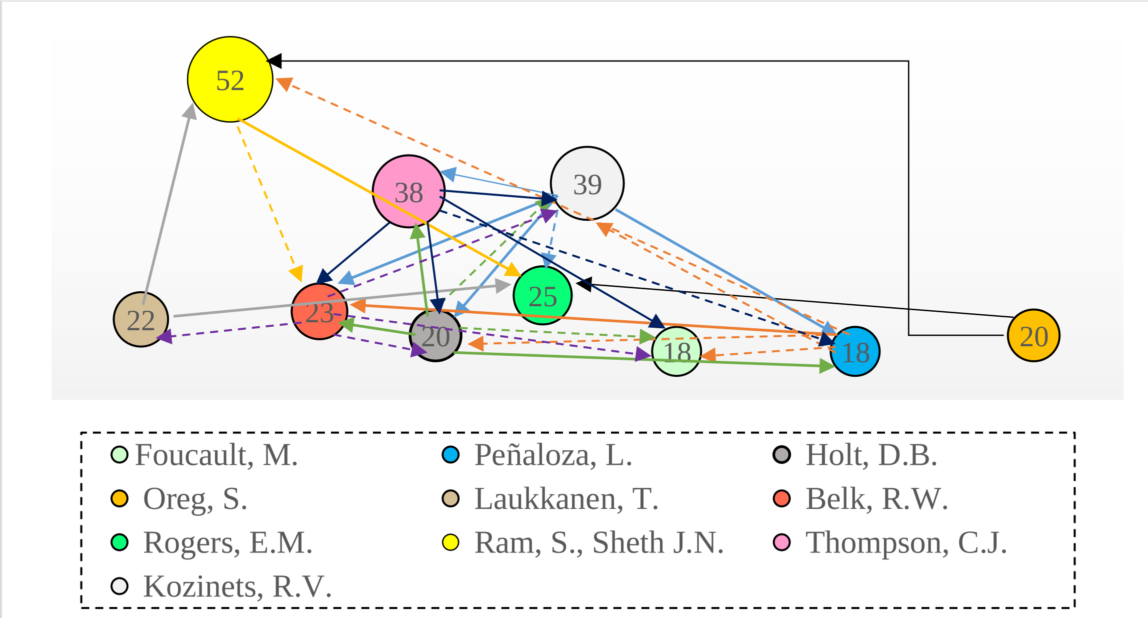


**Figure 4** Most Frequent Authors for citations when talking about Consumer Resistance, Resistance to Innovations, Innovation Resistance; and citations between themselves

Further literature review showed that the authors that were cited for a lower number of times between each other (had the lowest number of arrows in the *Figure 4*), are the most relevant to the topic – consumer resistance - Ram and Sheth, Laukkanen, Oreg, to some extent Kozinets. It happened because the rest 6 authors given in *Figure 4* focus more on the adoption of the new products or even other topics like overall consumer culture, consumer lifestyles, branding. To sum up, co citation analysis revealed, that some of the authors mainly speak about diffusion of innovations and innovation adoption (Rogers), other authors are interested in more variant topics compared to consumer resistance, and finally Ram and Sheth, Laukkanen, Oreg and Kozinets (to some extent) focus on consumer resistance, which is a key interest of this paper.

Oreg (2003) in his publications was mostly talking about the resistance to change, or organizational changes, and incentives for that were thought to be individual, so his idea was that the resistance to change depends on the personality of a human. Basically, this author has been analysing psychological barriers, but in the context of changes in the organizations.

Kozinets (2004) mostly speaks about consumer culture (Penaloza (1993) as well), and explains that consumers resist consumer movements, the collective identity raises the thought that consumers free choice is broken; also the resistance can happen due to information overload (1999). However, Kozinets concentrates mostly on consumer movements generally. And again, this paper focuses on individual level of consumers.

The publications made by Ram and Sheth (1989) were one of the first attempts (and so far the most comprehensive and precise) to analyse consumer resistance separately from the diffusion of innovations or innovation adoption. These authors believed, that there exist two groups of barriers that cause the resistance: functional and psychological barriers. So, **the consumer resistance**

**generally can happen due to two reasons: “*it poses potential changes from a satisfactory status quo*” [1](functional barriers) or “*it conflicts with their belief structure*”[1] (psychological barriers).** Laukkanen (2008) agreed with this point of view, and had analysed mobile banking with the same barriers proposed by Ram and Sheth.

Co-citation analysis showed that the most suitable and popular concept about consumer resistance is provided by Ram and Sheth in 1989, which explains that consumer resistance is caused by factors which fall into two main groups: it poses a change from satisfactory status quo or it conflicts with consumer’s beliefs, in short these two main groups can be called as functional barriers and psychological barriers.

## 2.2. Types of Consumer Resistance

According to various authors, the consumer resistance is usually seen to be having two forms and three types (in other authors’ words: levels or degrees). The explanation about each classification will be discussed in this chapter.

Van Tonder (2017) claims that there are two forms of resistance: passive and active (look *Figure 5*). Active resistance is usual when a consumer is open to innovations, but first tend to evaluate the product. If after the evaluation the consumer has a negative perception about a particular product, he/she is more likely to resist actively. In passive resistance case the consumer is not open to innovations, consequently he/she does not evaluate the product, which actually is the main separation between active and passive resistance: in passive resistance case consumer does not evaluate the product (Talke & Heidenreich, 2014) Passive resistance is related with the idea that the consumer is satisfied with the status quo in his/her life. (Van Tonder, 2017) So basically, consumer resists passively when he/she does not want the things to change around him/her. Patsiotis, Hughes, & Webber (2013) adds that passive resistance is related with the lack of perceived need for the product at present.

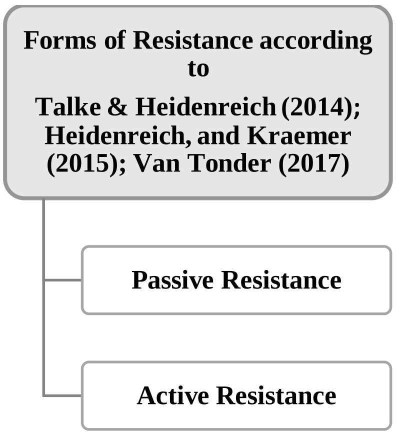


**Figure 5** Forms of Consumer Resistance

On the other hand, many other authors see that resistance can vary in degree, and classify them into three different levels (types), given in *Figure 6*. These types are measured, when the consumer is already aware of the product, therefore has made the evaluation of the product (active resistance form). According to: Kleijnen, Lee and Wetzels (2009), and Mani and Chouk (2017), there are three

[1] Ram, S., & Sheth, J. N. (1989). Consumer resistance to innovations: the marketing problem and its solutions. Journal of consumer marketing, 6(2), 5-14, p. 6.

types of consumer resistance: rejection (not accepting the product), postponement (not adopting the product due to current circumstances) and opposition (considering product a threat and therefore acting to resist its adoption). So the consumers can not only resist to use the product, but also pursue and influence the others not to use a particular product. Ram and Sheth in 1989 saw more or less the same groups: inertia (1) people may feel disinclined to use innovation, unable to change; active resistance (2) consumer may see a risk and postpone the use of innovation; very active resistance (3) consumers may believe that the innovation is not suitable at all and attack against innovation.

As claimed by Kleijnen, Lee and Wetzels in 2009, in postponement stage consumers see innovation as acceptable, but not currently. They may be considering using the product in the future. Reinders (2010) claim that at this stage individuals do not have negative evaluation of the product. Findings gotten from focus group in Kleijnen, Lee and Wetzels (2009) research showed that decision to postpone the usage of a specific product was most commonly influenced by economic risk.

| **Types of Resistance according Ram and Sheth (1989)** | **Types of Resistance according to: Kleijnen, Lee and Wetzels (2009); Mani and Chouk (2017)** |
| --- | --- |
| • Inertia<br>• Active Resistance<br>• Very Active Resistance | • Rejection<br>• Postponement<br>• Opposition |

**Figure 6** Types of Consumer Resistance According to Different Authors

Another level of resistance - rejection - is not happening due to lack of information, but rather due to the results of the evaluation of the product that the consumers has done by himself, which turned out to be negative (Kleijnen, et. al., 2009). According to Patsiotis, Hughes, & Webber (2013), rejection is the strongest form of resistance.

Very active resistance, according to Kleijnen, Lee and Wetzels (2009) (or opposition) is when consumers are convinced that the product is not suitable at all, and will never be, and therefore arrange a negative word-of-mouth attack against its launch. However, opposition may result in further research on the product and then end with rejection or adoption of a product (Patsiotis, et. al., 2013)

There is a chance, if consumers come along together, and they resist to use a product cooperatively, they may exit the market. According to Herrmann (1993), negative responses from consumers can be classified into three groups: exit behaviour (refusing to buy), voice (objections, accusations) and loyalty (interceding with a belief the situation will change). Although, this kind of resistance like boycott is usual when a group of consumers require a change in a particular business.

## 2.3. Consumer Resistance Barriers

There could be many reasons why consumers resist, because they vary depending on the consumer characteristics, product characteristics, situation in the market and other things. Nevertheless, there are a few reasons, why consumers resist, that are applicable in numerous cases, numerous industries.

Many authors (Ram and Sheth, 1989; Kleijnen, et. al., 2009; Laukkanen and Kiviniemi, 2010) had categorized the reasons of resistance into two main groups (the authors that came up with this idea are Ram and Sheth, 1989), firstly into functional barriers, that are caused by the product itself, that requires a radical change in already established behavioural patterns; and psychological barriers, caused by consumer characteristics. According to different authors, those barriers can be divided into smaller groups (Look *Figure 7*). Usually, this barrier classification is applicable in active resistance cases.

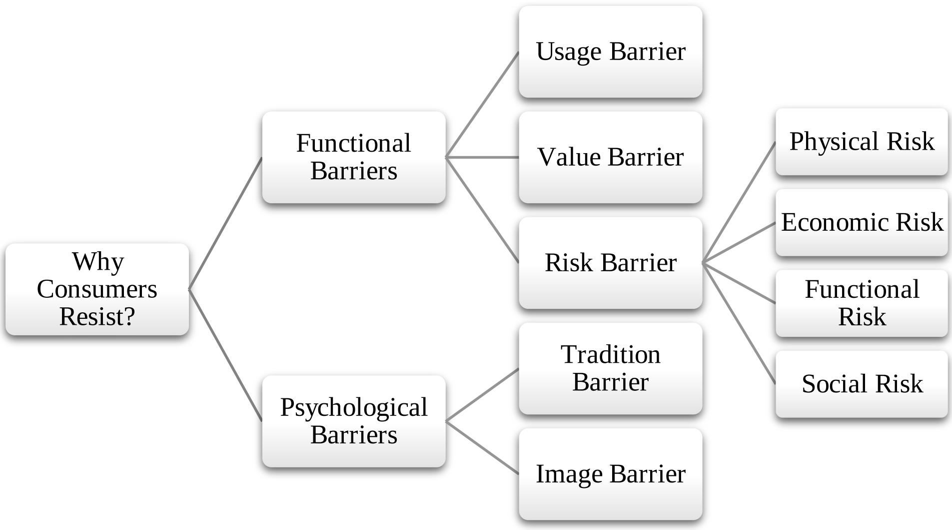


**Figure 7** Barriers why Consumers Resist, according to Ram and Sheth (1989)

### 2.3.1. Functional Barriers

**Usage Barrier.** First thing, according to Ram and Sheth (1989) that may cause the resistance is that innovation brings a change. And if consumer is satisfied with his/her current position, why would he/she be keen on changing anything? The resistance to change usually occurs when consumers perceived risks of changes exceeds the benefits that those changes could bring. (Laukkanen and Kiviniemi, 2010) Also, changes require time, effort and other resources. Ram and Seth (1989) as well as Kleijnen, Lee and Wetzels (2009) distinguish it as the Usage Barrier (belongs to a group of Functional Barriers), and call it the most common reason for consumer resistance. In 2017, Moorthy, Ching Suet Ling, Yeong Weng Fatt, Chan Mun Yee, Elaine Chong Ket Yin, Kwa Sin Yee, Lee Kok Wei had found out that there is a negative relation between usage barrier and the adoption of mobile commerce, these authors also agree that the usage barrier affect the adoption (or in this case – the resistance) of products powerfully.

**Value Barrier.** Another functional barrier is the value barrier. The innovative product has to provide high-value and reasonable price so it would make sense for the consumer to use it. The value barrier is based on monetary value of the product with the idea that the product does not provide a strong performance-to-price compared with it's substitutes (Laukkanen, Sinkkonen, Kivijärvi, Laukkanen, P., 2007) With the reference to Moorthy, Ching Suet Ling, Yeong Weng Fatt, Chan Mun Yee, Elaine Chong Ket Yin, Kwa Sin Yee, Lee Kok Wei (2017), other reason why the value barrier appears is that users do not meet the desired experience, in the mobile commerce context – the consumers miss the convenience.

Liesionis and Pilelienė (2009) had tested the influence of the ecological factors on consumers' choice in Lithuania, when choosing organic milk. It was proven that the concerns regarding the organic milk price were frequent (value barrier), suggesting the idea that Lithuanians are sensitive to organic food price, just like in the research of Skulskis and Girgždienė (2009). These implications suggest the idea that if the price concerns Lithuanian consumers in organic food market, the value barrier may be functioning.

**Risk Barrier.** Consumers are aware of risks that the usage of a product could bring them. Consumers could be afraid of using the product physically, that could be a possible harm for human's body, stomach, or just overall health. Another risk is economical: innovative product quite often are sold with high price, therefore consumers are facing economical risk, because when buying an innovation they are spending relatively big part of their budget. In addition, there is a functional risk that the new product may not function reliably. Also, there is a social risk: consumer may feel that the innovative product will not be accepted by many consumers, and according to Ram and Sheth (1989), face social ostracism or peer ridicule when adopting it. As claimed by Kleijnen, Lee and Wetzels (2009) in their research, risk antecedent was the most common reason to consumer resistance to innovations. And the most commonly mentioned type of risk was functional risk, with the economic risk being also quite popular in their investigation.

Mohtar, Abbas and Baig, M. N. (2015) say that information overload can also foster consumer to resist, but Kleijnen, Lee and Wetzels (2009) findings show that information overload is not a problem, at least in the topic that they had investigated only ~4% of all respondents agreed that it was the reason what caused them to resist to innovations. Therefore, information overload risk will not be considered as a risk barrier.

Penaloza and Price (1993) also talk about visible privacy issues. These days consumers quite often feel exposed, asked for private information. Sometimes, even the sellers cannot explain where they use this personal data. Penaloza and Price (1993) has illustrated this situation by a real-life example: one lady was told she could not buy a product without giving her personal information, because that was the "policy" of the store. The lady replied that it was not her "policy" to provide such personal data and asked if she could speak with the manager. The sales assistant then quickly went to the back office, only to return, with the statement that such information was no longer necessary. Therefore, in some cases privacy risk barrier could be considered as a barrier, although in the primary model made by Ram and Sheth (1989), privacy risk barrier is not pointed out. If looking into Lithuanian organic food product industry (which is the industry that is going to be investigated in the research) – privacy issues should not be existent due to product characteristics: food products are not linked with internet or mobile services, where there would be a need to put personal information, it is why the privacy risk barrier should not be considered as a separate new barrier.

### 2.3.2. Psychological Barriers

Ram and Sheth (1989) emphasize that consumers can resist because an innovation can conflict with the consumers' prior belief structure. As an example, these authors talk about country of origin effect, explaining that to some consumers buying foreign goods means being unpatriotic, or tools that are manufactured in third countries have low quality. Basically, this type of resistance could be caused by psychological barrier. However, in the literature there are more psychological barriers, such as tradition barrier and image barrier.

**Tradition Barrier**. One of the psychological barriers is tradition barrier. Sometimes new product requires to diverge from accustomed traditions. Surprisingly, Ram and Sheth (1989) emphasize that tradition barrier is especially important in food consumption. For example, the findings made by

Gupta and Arora (2017) show that the tradition barrier is one of the major reasons for resistance to m-banking: visiting a bank physically and meeting the bank officials seems like a nice tradition for consumers and the services seem to be more personalized when interacting with a bank official face-to-face. The consumption of a particular product can be linked with various traditions with the family or friends and therefore the idea of choosing a new product and skipping the tradition would seem not acceptable for the consumer.

**Image Barrier.** Another psychological barrier is image barrier. It is highly related with the matter of country of origin, for example, that products manufactured in third countries have low quality. This negative image of a country can foster the consumer to resist a particular product. According to Ram and Sheth (1989) the negative image of some countries can be a barrier for innovations to succeed. Basically, image barrier means that if innovation has a bad image on it's country of origin (in the following pages country of origin is called COO), industry, product class, brand name – then the most common situation will be that the consumer will resist to buy this product. Knowing that the key industry in this paper which is going to be investigated is food industry, it was decided to look into COO image barrier more precisely, and analyse it as separate barrier, but belonging to the group of image barriers.

*Country of Origin Barrier (COO Barrier).* The country of origin image can be a barrier to resist, the whole country of origin effect mostly depend on individual characteristics and especially values of a consumer.

Country of origin explains how national reputation influences consumer perception of products. (C. White, 2012) With the reference to Urbonavicius, Dikcius, Gineikiene, Degutis (2010), country of origin effect is one of the most popular field for marketers to analyse. This topic is interesting for the business executives which desire to expand their companies internationally (Godey, Pederzoli, Aiello, Donvito, Chan, Oh, Weitz, 2012). Country of origin effect basically means that the consumer cares about where the product has been made. This effect is created in the mind of consumer combining his/hers individual understanding about a particular country, or experience, bias. (Abraham and Patro, 2014) However, the strength of this effect could differ depending on the industry. Godey, Pederzoli, Aiello, Donvito, Chan, Oh, Weitz in 2012 had found out that in the industry of luxury products brand play a major role in consumer decision making process whether to buy product or not. Therefore, if the brand is very important for the consumer, consequently the country of origin effect should be existent.

Usually country of origins effect takes two directions in various researches: one is that the composition of product-country images are taken into consideration; another is the evaluation of product quality made according to in which country it was made. (Godey, et. al, 2012). Furthermore, many companies spend lots of money on communication to strengthen their positions and overcome different barriers, like negative country of origin effect. For instance, communication budget of Red Bull is larger than communication budget of Austria, the country where Red Bull is made. (C. White, 2012)

To overcome country of origin effect for some countries is extremely hard. For example, for many years Chinese products are believed to be of low quality and it still continues. "Made in China"- very unfavourable statement for a seller or marketing specialist. (Kabadayi and Lerman, 2011) Even though the product itself could be with a high quality, if it was made in China there is a high chance that without a hesitation consumer will presume it has a low quality. Inaccuracy of country of origin is also visible in the knowledge of consumers: combined studies show that only a small part of consumers accurately know the product's country of origin. Even some scientists say, that if a consumer can hardly tell what's the brands true origin, country of origin effect is not important for consumers when making the decisions whether to buy product or not. (Magnusson, Westjohn, Zdravkovic, 2011)

C. White in 2012 has been investigating country of origin from inverse perspective: how brand image can affect the image of a country. The results had shown that brand image correlates positively with the country-of-origin image. In addition, if the image of the country is positive it shall increase after the country of origin is known for a brand that has a positive image as well.

If an individual see country of origin as an important feature when deciding whether to buy product or not, *COO image barrier* shall appear if the impression about country of origin is negative. However, if the perception of the country is positive, then COO image can be an incentive to consume, not a barrier.

To sum up, if an individual is patriotic in high level, there is a huge chance that for foreign goods to buy COO image barrier shall appear. In addition, the results of previous researches show that the majority of Lithuanians are interested in organic products country of origin. (Skulskis and Girgždienė, 2009) Therefore, if the perception of a country is negative, there is a high chance COO image barrier will work for a Lithuanian consumer.

As we can see, there are many different reasons (barriers) explaining why consumers resist. However, it should not be assumed that every barrier has an equal impact on the consumer resistance or on each separate form of resistance (Kleijnen, et. al., 2009). Also, in reality usually consumer resistance is caused not by one single factor, but by a complex of factors. Kleijnen, Lee and Wetzels (2009) in their research found out that if the consumer resist due to usage barrier and economic risk barrier, then it's a high chance that this consumer's form of resistance is postponement. On the other hand, if these factors combine with functional and social risks and poor image, consumers probably will resist by rejecting the innovation. Finally, when those factors combine with the remaining factors like a conflict with traditions, physical risks, consumer resistance shall be expressed by active opposition.

A short summary of the industries/product groups that have been analysed from consumer resistance barriers perspective and the main implications why consumers resist are given below in *Table 1*. The table supports the idea that usually the consumer resistance is investigated in the context of innovations.

For instance, Mani and Chouk (2017) had investigated consumer resistance to smart products, more precisely – smartwatch. And the findings showed that the main drivers to consumer resistance are: perceived uselessness, perceived price, intrusiveness, perceived novelty and self-efficacy.

In addition, Chian-Son Yu and Wachara Chantatub (2016) had interviewed a focus-group to find out the reasons of consumer resistance to mobile banking. After developing the main questions that could be asked in larger audience, they had made quantitative analysis and had 1.861 respondents, of which 1.203 were Thai and 658 Taiwanese. The interesting thing is, that the results differ depending on the nationality. Anyway, the main barriers according to the investigators, are usage and value, another barrier that is also relatively important is the risk barrier. So comparing with Mani and Chouk (2017) research, the findings show the same key reasons to consumer resistance – perceived value and the usefulness. It generalizes the idea that the industries can be different, but the barriers that cause the resistance still would fall into same groups.

**Table 1** Consumer Resistance Barriers in Different Industries

| Authors | Year | Industry/Product group | Reasons why consumer Resist |
|---|---|---|---|
| Rudolph, Rosenbloom & Wagner | 2004 | Online shopping | Security barrier, digital barrier, online channel barrier, experience/access barrier |
| Laukkanen, T. Sinkkonen, Kivijärvi, & Laukkanen, P | 2007 | Mobile banking | Value barrier, usage barrier, risk barrier, image barrier |
| Laukkanen, T. & Cruz | 2008 | Mobile banking | Value barrier, usage barrier, image barrier, risk barrier |
| Chian-Son Yu & Wachara Chantatub | 2016 | Mobile banking | Image barrier, usage barrier, value barrier, risk barrier |
| Mani and Chouk | 2017 | Smart products (Smartwatch) | Perceived usefulness, perceived novelty, perceived price, self-efficacy, intrusiveness |

### 2.3.3. Factors Affecting the Consumption Culture

As stated in previous chapters, there are two barrier groups of resistance functional and psychological. Functional barriers are caused mainly by product features, but psychological barriers mainly depend on consumer characteristics. Therefore, it means that, the psychological barrier will work only if an individual will have specific values that foster that barrier to appear.

Despite the fact that it is a lack of researches in the field of consumer resistance to organic food products in Lithuania, Tamulienė and Mažrimė in 2014 had made a research on the topic which is relatively close to the topic that is investigated in this paper. The authors had made a research about factors affecting consumption culture for organic products in Lithuania. Originally, the factors can affect the consumption positively but there is a high chance that some of these factors in different circumstances could affect the consumption negatively.

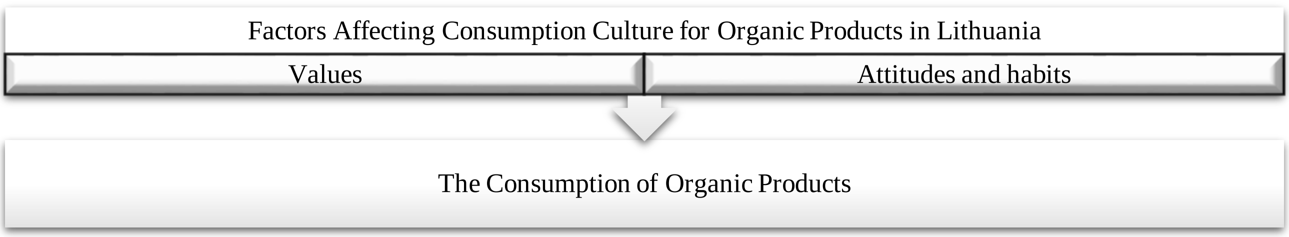


**Figure 8** The Most Important Factors affecting the Consumption Culture in Organic Product Industry in Lithuania, according to Tamulienė and Mažrimė (2014)

According to various scientists, Tamuliene and Mažrimė (2014) had developed a theoretical model about the culture of organic products consumption in Lithuania. The variables that were taken into analysis were religion, family, group influences, values, education and attitudes and habits – as factors affecting the consumption culture in organic product industry in Lithuania. After application of this method, the results showed that there is no significant correlation between the consumption of organic food products and religion in Lithuania. The most important factors for consumption culture were proven to be values and attitudes/habits, while the other factors turned out to be not significantly important. Summarized the most important factors of consumption in Lithuanian organic product industry are provided in the *Figure 8* above. It shows that the main attributes when deciding how to consume a product are values and attitudes and habits.

**Values and Attitudes.** Van Tonder (2017) distinguishes a separate factor for passive consumer resistance, which is **conservatism:** an individual can be conservative in his/hers nature. Also, according to Lithuanian gutter press this kind of feature is very common for Lithuanians. Conservatism is better known as a political ideology, of which the main values are loyalty, purity, responsibility, existent enduring moral order, respect for traditions and customs and etc. (R. Kirk, 1987). Therefore, a person who is conservative (in ideological matter) can be resistant to changes due to conservative values like loyalty and old traditions. Even though conservatism is more applicable in passive resistance cases, there is a possibility that conservatism can be a reason for psychological consumer resistance barriers to appear, because the group of psychological barriers are caused by consumer characteristics, like attitudes, values and etc. On the other hand, functional barriers are mainly caused by product characteristics, but it also is linked with the idea that the consumer is not likely to put up with changes. Therefore, functional barriers could also appear due to conservation values (look *Figure 9*).

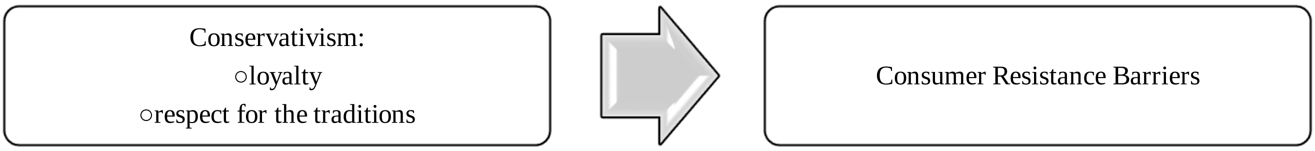


**Figure 9** Consumer Values Causing Consumer Resistance Barriers

Schwartz (2012) had categorized basic human values into four groups. The one group of values that is very actual in the topic of consumer conservatism is conservation values (Look *Figure 10*).

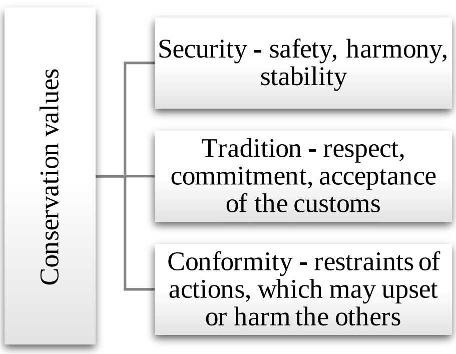


**Figure 10** Conservation Values and their Examples, according to Dens, De Pelsmacker & De Meulenaer (2017)

People to whom conservation values are important, respect traditions, are loyal, they like harmony and stability, and therefore they are not that open to change. This is why individuals with conservation values may be the ones to whom consumer resistance barriers shall work. According to Dens, De

Pelsmacker & De Meulenaer (2017) conservation values are: security, tradition and conformity, more precise definitions are given above in *Figure 10.* These descriptions can be used as measure items to estimate the importance of conservation values.

**Ethnocentrism and Animosity.** Additional values/attitudes affecting the consumption culture can be ethnocentrism and animosity, which are quite often related with the country of origin effect. Also, Van Tonder (2017) mentions, that ethnocentrism can be a reason for passive resistance and there is a positive correlation between a person being conservative and ethnocentric.

Ethnocentrism and animosity is actual and visible consumer behaviour these days. It is a variable associated with country of origin effect. Ethnocentrism could be described as a link between consumer's social norms and behaviour, while animosity distinguishes consumer's affection to geographic origin of a product. (Jiménez and San Martín, 2010). According to Makanyeza and du Toit (2016), which were referring to various authors, ethnocentrism is consumer beliefs about the appropriateness and morality whenever choosing to buy or not to buy foreign goods. Šmaižienė and Vaitkienė (2014) states, that in the market consumer ethnocentrism stands as a belief that purchasing foreign goods may crush the businesses of national companies, therefore increase unemployment.

The main incentives for ethnocentrism to happen are social culture and cultural distance. (A. Alsughayir, 2013). There are many different cultures in the world, and some of them differ significantly one from another, therefore sometimes it is hard to understand the point of view of an individual which belongs to distant culture from yours. According to A. Alsughayir (2013) every culture has its own roles which are used as benchmarks for other members, therefore each culture has contrasting nature, when comparing one with another.

Liesionis and Pilelienė (2009) had tested the influence of the ecological factors on consumers' choice in Lithuania, when choosing organic milk. Their findings show that Lithuanian organic milk market can be considered as ethnocentric, because the most important thing when purchasing organic milk was that it's originator has to be Lithuanian. If the market is ethnocentric, it can cause a resistance barrier to work: for example, if for a Lithuanian consumer it is crucial that the product would be made in Lithuania, than there is a high chance that the goods that are produced in foreign countries but sold in Lithuania would not be appreciated by ethnocentric consumer. Therefore a barrier would appear, most commonly COO barrier, because it would be caused by the idea '*not made in Lithuania*'

The barriers described in the literature review are common and general. However, the aim of this paper is to investigate the Lithuanian organic food product market, so the theoretical model has to be adapted. Therefore, some of the barriers that were used generally in the researches of innovation resistance (look *Figure 7*) have to be eliminated due to product characteristics: organic food products which you can buy in Lithuanian market are not technological innovations, therefore such barriers as: functional risk, social risk and physical risk had to be eliminated (look *Figure 11*). Additionally, it makes sense to analyse the image barrier more precisely – COO image barrier – because according to Ram and Sheth (1989) it is one of the common reasons for consumer resistance in food industries; and additionally there are no strong organic food product brands in Lithuania, which could have a negative perception from consumers perspective and foster brand image barrier, or product image barrier to appear.

Also, taking into consideration, that the consumers can resist due to their values, attitudes and habits: especially conservativism and ethnocentrism, because one of those concepts mean being not open to change and another having a positive perception only on domestic made goods. Being ethnocentric would mean that organic food products made in foreign countries but sold in Lithuania face a specific barrier caused by '*not being made in Lithuania'*. In addition, Van Toder (2017) has taken these factors when he was investigating the resistance, so in the case of resistance to organic food products in Lithuania it will be done as well. Also, previous researches show that Lithuanian market is ethnocentric, while if Lithuanian consumers are conservative it is only a hypothesis. Knowing that psychological barriers are caused by consumer characteristics, therefore ethnocentrism and conservativism should affect the psychological barriers. However, functional barriers are caused more by product characteristics, but also with the idea that the consumer does not want to change things around him, so there is a chance that ethnocentrism and conservativism has an impact on functional barriers as well.

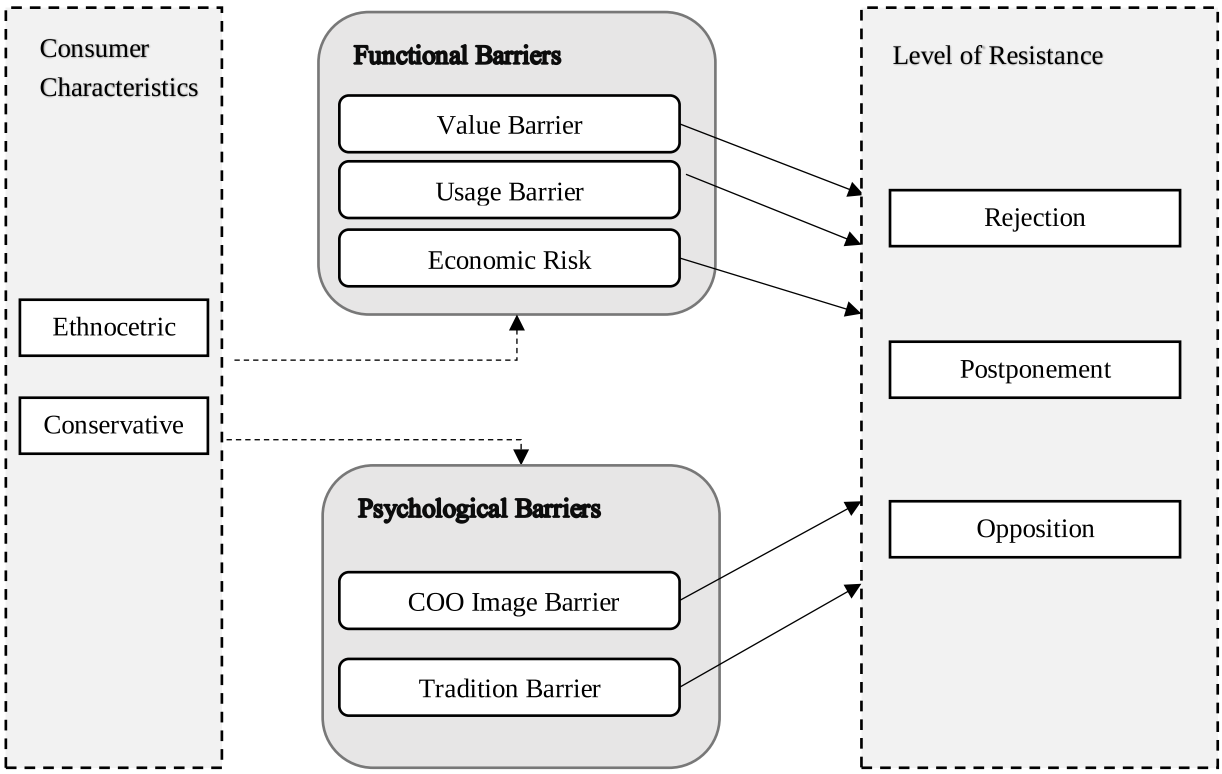


**Figure 11** Structural model of Consumer Resistance to Organic Food Products in Lithuania, made by the author according to various scientists

Considering the form of resistance it was chosen not to test it, because it is already visible that – organic food products have been introduced to the consumers long time ago, so many consumers know what organic food products are, they had already made their evaluations, therefore if the resistance in Lithuanian organic food industry is existent, it will be active. However, the levels of resistance can be threefold: postponement, rejection and opposition. Therefore the final model adapted to measure the resistance to organic food products in Lithuania, is given in *Figure 11*. The continuous arrows represent the idea that the barrier works in organic food product industry (fosters consumers to resist), the dash arrow represents the relations between consumer characteristics items and resistance barriers.

## 2.4. Fighting the Consumer Resistance

Ram and Sheth (1989) as pioneers of analysis in the field of consumer resistance, had provided quite detailed explanations how to fight consumer resistance in accordance with the identified barrier of resistance. Ram and Sheth (1989) had suggested various marketing strategies that fall into groups: product strategy, communication strategy, pricing strategy, market strategy, coping strategy; other authors had provided their own solutions to overcome particular resistance barriers.

**Product strategies** can help overcome usage, value, risk and image barriers. (Ram and Sheth, 1989) The summary of methods how to fight these barriers with product strategies are given below in *Figure 12*. Chian-Son Yu and Wachara Chantatub (2016) had found out the main barriers to consumer resistance in mobile banking: usage and value barriers, another barrier that was also relatively important was the risk barrier. The authors also provide some guidance how to manage the resistance in mobile banking. Their suggestion was to use experiential marketing. This type of marketing is helping consumers to experience a brand, increase the willingness of consumers to use the product. The company itself has to put itself into customer's shoes, think as a customer. Another idea is to give a chance for non-users to try to mobile banking services. In the best case scenario, those people can become not only the users, but also the ambassadors of the brand.

| | | |
|---|---|---|
| **Product strategy**, to fight: | Usage Barriers | Develop a systems perspective |
| | | Integrate innovation with preceding activity |
| | | Involve the Consumer - Co-Creation |
| | Value Barriers | Improve product performance |
| | | Improve product positioning |
| | | Experiental marketing |
| | Risk Barriers | Use a well-known and recognized brand name |
| | Image Barriers | Borrow a well-known and recognized brand name |

**Figure 12** Product Strategies to Overcome Functional and Psychological Barriers, according to Ram and Sheth (1989) and Chian-Son Yu and Wachara Chantatub (2016)

Mani and Chouk (2017) had advised how to fight with the usage barrier (perceived usefulness) in smart product (smart watch) industry. Their idea was to provide additional services, suggestions and reminders together with the product. Another idea was to implement the co-creation – collaboration between consumer and the producer.

**Communication strategies** can help overcome risk barriers, tradition barriers and image barriers (part of the functional barriers and all psychological barriers).

The summary of communication strategies to fight particular consumer resistance barriers are given above in *Figure 13.*

Basically, communication is at the centre of everything that a company does, therefore the effective communication strategies not only can help to promote a brand, solve various problems related with channel distribution but as well to fight the consumer resistance. Alexandrescu and Milandru (2018) suggest to use publicity to form positive attitudes towards a brand. Depending on the situation, it is recommended to use packaging, press, radio, television, cinema, exhibitions in order to form a clear and positive image of a brand. While Ram and Sheth (1989) surprisingly have suggested to make fun of negative image in order to overcome image barriers.

| | | |
|---|---|---|
| **Communication strategy**, to fight: | Risk Barriers | Elict endorsements and testimonials |
| | Tradition Barriers | Educate customers |
| | | Use change agents |
| | Image Barriers | Make fun of negative image |
| | | Create a unique image |

**Figure 13** Communication Strategies to Overcome Functional and Psychological Barriers, according to Ram and Sheth (1989)

**Pricing strategies** can help overcome value barriers (look *Figure 14*). Iddris (2013) in his paper suggests: in order to overcome consumer resistance to mobile banking in Ghana, banks should lower the prices for particular consumer segments. This idea was provided because in Ghana there is a big proportion of consumers which have lower income than average, and for them mobile-banking seems to be too expensive.

| | | |
|---|---|---|
| **Pricing strategy**, to fight: | Value Barriers | Reduce price by lowering the costs |

**Figure 14** Pricing Strategy to Overcome Functional Barriers, according to Ram and Sheth (1989) and F. Iddris (2013)

In addition, value barrier and usage barrier are related with each other to some extent. If a product strategy would help to enhance the perceived value of a product, then most probably the consumer would be willing to pay a higher price (Mani and Chouk, 2017)

The literature review showed that there is a lack of theoretical frameworks in the context of consumer resistance. To have a better understanding which concept of consumer resistance is the most relevant, co-citation analysis has been made. The analysis showed that the authors that were cited for a lower number of times between each other (had the lowest number of arrows in the *Figure 4*), are the most relevant to the topic – consumer resistance - Ram and Sheth, Laukkanen, Oreg, Kozinets. The most suitable description of consumer resistance is written by Ram and Sheth (1989): *"The resistance offered by consumers to an innovation, either because it poses potential changes from a satisfactory status quo or because it conflicts with their belief structure"*[1]

There are two forms of resistance: passive and active (Van Tonder, 2017) Active resistance is usual when a consumer is open to innovations, but first tend to evaluate the product. If after the evaluation the consumer has a negative perception about a particular product, he/she is more likely to resist actively. In passive resistance case the consumer is not open to innovations, he/she does not evaluate

[1] Ram, S., & Sheth, J. N. (1989). Consumer resistance to innovations: the marketing problem and its solutions. Journal of consumer marketing, 6(2), 5-14, p. 6.

the product. There are three types (levels) of consumer resistance: rejection, postponement and opposition. Many authors (Ram and Sheth, 1989; Kleijnen, et. al., 2009; Laukkanen and Kiviniemi, 2010) had categorized the reasons of resistance into two main groups: functional barriers that are caused by the product itself; and psychological barriers, caused by consumer characteristics. According to different authors, those barriers can be divided into smaller groups: functional barriers are: the value barrier, the usage barrier and risk barrier. While psychological barriers are: the image barrier and tradition barrier. Usually, this barrier classification is applicable in active resistance cases. Even though there is a sufficient number of researches in consumer resistance, only a part of those researches really focuses on consumer resistance barriers; In addition the most common industry for consumer resistance barriers investigations are mobile banking and smart products, while there is no such research in the field of organic food products.

The factors that could be causing the resistance barrier to happen are values, such as: ethnocentrism and conservatism.

There is a theoretical framework how to fight the consumer resistance: Ram and Sheth (1989) had suggested various marketing strategies to fight consumer resistance that fall into groups: product strategy, communication strategy, pricing strategy, market strategy, coping strategy; other authors had provided their own solutions to overcome particular barriers.

## 3. Methodology

### 3.1. Aim and Hypotheses Formation

**Actuality.** Despite that the popularity and interest in organic food products is increasing, the size of lands for organic farming and the consumption of organic food products in Lithuania is growing not as fast as in the other countries. Previously, Lithuanian researches found out that the main trigger fostering consumers not to buy organic food products was high price. But at the present, we have reached a better living, higher level of income, so has the main reason for resistance changed? What could be the mains reason now why Lithuanians resist to buy organic food products?

**Aim** of the research – to find out what are the main types of resistance and barriers why consumers resist and measure their strength in organic food market in Lithuania.

**Hypotheses:**

**H1. Lithuanian consumers resist to organic food products**

Many ratios in organic food industry context in Lithuania are growing slower than in other countries. Therefore, there is an idea that a significant part of Lithuanian consumers tend to resist to organic food products.

**H2. The main type of resistance is postponement**

As claimed by Kleijnen, Lee and Wetzels in 2009, in postponement stage consumers see innovation as acceptable, but not currently. They may be considering using the product in the future. Nowadays, of course there is a part of the consumers that already consume organic food products. There is a thought that the others will probably join them later on in the future.

**H3. The value barrier works in Lithuanian organic food market**
**H4. Economic risk barrier works in Lithuanian organic food market**

There has been a research on organic food products consumption in Lithuania made by Skulskis and Girgždienė (2009), and the implications of this study were those that the consumption of organic food products highly depend on the level of income. 61% of Lithuanians had stated that if the price of organic food products were lower, most probably they would be buying organic food products more frequently. In addition, in the study made by Chian-Son Yu and Wachara Chantatub (2016) one of the most common reason for resistance was price. Price is one of the main items in value barrier and economic risk barrier, therefore, these barriers should be working.

**H5. The usage barrier works in Lithuanian organic food market**

According to the studies made by Chian-Son Yu and Wachara Chantatub (2016), the most common reason for resistance is price (mentioned above), security (related with risk barrier) and ease of use (related with usage barrier). In addition, these days individuals are always in a hurry and like to save time for unnecessary actions, therefore if the consumption requires some dedication of time then the usage barrier should be working.

**H6. The tradition barrier works in Lithuanian organic food market**

Knowing that Lithuanians are quite conservative people, the hypothesis is that tradition barrier should work. Many traditions usually come out of the family, so if the whole family does not consume organic food products, there is a high chance that one of the members of the family will continue on doing the same.

**H7. COO image barrier works in Lithuanian organic food market**

According to Ram and Sheth (1989), the image barrier due to country of origin is very visible in food industry. In addition, the results of previous researches show that the majority of Lithuanians are interested in organic products country of origin. (Skulskis ir Girgždienė, 2009) Therefore, this barrier should be working in Lithuanian organic food product industry.

**H8. Lithuanian organic food product market is ethnocentric**

According to the research made by Liesionis and Pilelienė (2009) Lithuanian organic milk market is ethnocentric. Again, country of origin barrier (H7) should work because it is highly related with ethnocentrism.

**H9. Conservation values are important to Lithuanians**

According to Lithuanian gutter press Lithuanians are conservative. From my own experience I would support this idea. Therefore, H9 is formulated that to Lithuanians conservation values are important.

**H10. Consumer resistance barriers are caused by ethnocentrism**

Ethnocentrism meaning foreign goods would be perceived as worse than Lithuanian and this way fostering consumers not to buy organic food products which are made in foreign countries (mostly could be affecting COO barrier).

**H11. Consumer resistance barriers are caused by consumers being conservative (conservation values)**

Conservativism (people to whom conservation values are important) meaning being not open to change, respectful to traditions and customs (mostly could be affecting tradition barrier). The thought of a consumer being not open to change provides the idea that the resistance barriers should be working.

## 3.2. Method of the Research

### 3.2.1. Choosing the Method

Depending on the focus of the papers (the focus can be on consumer resistance barriers, forms, types or etc.), scientists had been investigating consumer resistance using various methods. Some of them are given below in this chapter.

**Netnographic Investigations Followed by Quantitative Analysis.** Mani and Chouk (2017) in their study of consumer resistance to smart products, had identified drivers of resistance by conducting observational netnographic study which was followed by quantitative study to examine the impact of the identified factors. The basic idea of observational netnographic study is to observe the interactions between members of chosen communities and analyse their discussion in the topic that is actual to the investigation. This analysis helped to identify the factors of resistance: usefulness, price and perceived novelty; visual aesthetics; privacy concern and intrusiveness; dependence; self-efficacy. To sum up, these factors fall into two groups: functional barriers caused by product characteristics and psychological barriers due to consumer characteristics. According to the factors, hypotheses were formulated and tested by using structural equation modelling (AMOS), and at total 402 questionnaires were analysed.

**Personal Interviews Followed by Quantitative Analysis.** Patsiotis, Hughes, Webber (2013) in their research at first had interviewed 16 individuals. Those individuals were academics from different disciplines of an educational institution. Responses were analysed quantitatively through mode, median and Kendall's coefficient and qualitatively (semantic meaning and understanding). After this, initial questionnaire was developed and tested. When the test was done, a few modifications were made and then final questionnaire was prepared with remaining 79 items (with 7 point scale of agreement/disagreement). In total, 281 complete responses were analysed through statistical measures (eg. skewness, multidimensional scaling, principal components analysis, hierarchical cluster analysis by variables).

**Qualitative Focus Groups.** In 2009 Kleijnen, Lee and Wetzels had decided to conduct qualitative focus group in order to get more detailed insights. About 58 individuals were approached on the streets in the Netherlands, according to the criteria that they had to be at the age not higher than 30 years and to be active consumers, because the younger population has more experience with innovative products. At the beginning, every individual was asked a screening question to be sure that they have made a decision not to use a new product or service. Those subjects who were suitable for further analysis, were taken to form a focus group and therefore three focus groups were formed, depending on the form of resistance that they have done in the past: rejection, postponement or opposition.

**Quantitative analysis.** Tamulienė, V. and Mažrimė, A. (2014) had made a research on the topic about factors affecting consumption culture for organic products in Lithuania. To find out those factors, the authors made a survey with the questions identifying the factors like: religion, demographics, family, attitudes and etc. After gathering the data, the researchers had made a quantitative analysis via SPSS: correlation analysis (Spearman) and regression analysis. Many other authors had also done the research made by the method of survey.

To sum up, usually authors choose either qualitative analysis or quantitative analysis, or even qualitative analysis which then is followed by quantitative research. Therefore both methods of research are applicable in the research of consumer resistance. However, knowing that there already have been studies about consumer resistance in both quantitative and qualitative way, it was decided to conduct **quantitative research – survey**.

### 3.2.2. Survey

It was chosen to have the main **method** of the investigation – **survey.** This method was chosen because the survey has already been done in the topic of consumer resistance, and the findings show that this method is useful and applicable. The design was chosen to be non-experimental.

**Number of respondents.** According to Lithuanian Department of Statistics the size of population in Lithuania in the beginning of 2019 is 2.793.986 (official estimation by Lithuanian Department of Statistics). However, this is the whole population. We have to take into consideration that young children usually do not have their own intention to purchase, it is done by their parents. In Lithuania, young adults can work legally with some restrictions at the age of 14. The estimated population in 2019 in Lithuania with the starting age of 14, is 2.397.234.

According to K. Pukėnas (2009) to reach confidence level of 95% (and to have 5% margin of error), the survey has to be filled by 384 Lithuanians (look *Table 2*)

**Table 2** Recommendations for Sample Size, made by the author according to Pukėnas (2009)

| Size of the Population | Margin of Error ±3% | Margin of Error ±5% | Margin of Error ±10% |
|---|---|---|---|
| 100 | 92 | 80 | 49 |
| 500 | 341 | 217 | 81 |
| 1000 | 516 | 278 | 88 |
| 5000 | 880 | 357 | 94 |
| 10000 | 964 | 370 | 95 |
| 50000 | 1045 | 381 | 96 |
| 100000 | 1056 | 383 | 96 |
| 1000000 | 1066 | 384 | 96 |
| 10000000 | 1067 | 384 | 96 |

## 3.3. Research Design and Operationalization

**Resistance Barriers.** The variables that are needed to be tested in the research mainly are the barriers. Various authors suggest different measure items to define a particular barrier. However, the measure items have to be adapted to the investigated industry – Lithuanian organic food product market, which belongs to the food industry.

**Table 3** Operationalization of Measure Items for Functional Barriers

| Measure Items for Barriers | Authors | Operationalization |
|---|---|---|
| **Measure items for usage barrier:**<br>• It is difficult to use<br>• It is inconvenient<br>• It is not fast to use<br>• It is not clear how to use it | Laukkanen, P., Sinkkonen, S., Laukkanen, T (2008) and Chian-Son Yu, Chien-Kuo Li, & Chantatub, W. (2015) | • It is more difficult to cook/consume organic food products than non-organic<br>• It requires more time to cook/consume organic food products than non-organic<br>• There is a lack of information how to cook organic food products |
| **Measure items for value barrier:**<br>• It is not economical<br>• It is not useful<br>• It is not beneficial<br>• It does not provide the higher value than is the price in the market | Laukkanen, P., Sinkkonen, S., Laukkanen, T (2008) | • It is expensive to buy organic food products<br>• It is not that much healthier to consume organic food products compared with non-organic<br>• It is not worth paying high price for organic food products even though they are healthy |
| **Measure item for economic risk barrier:**<br>• It is risky for the health<br>**Measure item for functional risk barrier:**<br>• It is not easily affordable<br>**Measure item for social risk barrier:**<br>• People will think negatively about the consumer if he/she will use it | Chian-Son Yu, Chien-Kuo Li, & Chantatub, W. (2015) | • **Economic Risk**: I fear that buying organic food products are too expensive for my budget<br>• **Functional Risk** – I fear that organic food products are harmful for my health<br>• **Social Risk** – I fear that others will think negatively about me if I will consume organic food prodcuts |

In *Table 3* above it is given operationalization of the measure items for functional barriers: usage, value and risk barrier. Every measure item was adapted to organic food product market. Even though previously it was identified that functional risk and social risk should not be existent in Lithuanian organic food market, it was chosen to test it just to support this idea.

In *Table 4* it is given the measure items for psychological barriers. In tradition barrier case it was assumed that if relatives consume the same products it creates a nice tradition. The items to investigate COO barrier were made according to the author and the knowledge what are the main organic food product exporters to Lithuanian market (what are their country of origin). This knowledge was gotten from observation in retail stores and specialized on-line organic food product shops in Lithuania. When constructing the measure items for product and brand image it was found out that there are no strong organic food brands in Lithuanian market, so – no negative images. Additionally, it was assumed that organic food products do not have a negative image on themselves (as on a product) as well.

**Table 4** Operationalization of Measure Items for Psychological Barriers

| | Authors | Operationalization |
|---|---|---|
| **Measure item for tradition barrier:**<br>• It breaks a nice tradition/occasion | Chian-Son Yu, Chien-Kuo Li, & Chantatub, W. (2015) | • I prefer to consume non-organic food products, because I like it<br>• I prefer to consume non-organic food products, because my family does it<br>• I prefer to consume non-organic food products, because my friends do it<br>• I prefer to consume non-organic food products, because the majority of people do it |
| **Measure item for product image barrier:**<br>• The usage of a particular product has a bad image<br>**Measure item for brand image barrier:**<br>• There are negative responses about the brand/product<br>•<br>**Measure item for COO image barrier:**<br>• The COO of a particular product gives me negative impression | Chian-Son Yu, Chien-Kuo Li, & Chantatub, W. (2015) and the author | • Product Image - not applicable<br>• Brand image – not applicable<br>• Country of Origin Barrier<br>• I think that organic food products made in Italy are of low quality<br>• I think that organic food products made in France are of low quality<br>• I think that organic food products made in Croatia are of low quality<br>• I think that organic food products made in Germany are of low quality<br>• I think that organic food products made in Belgium are of low quality<br>• I think that organic food products made in Poland are of low quality<br>• I think that organic food products made in China are of low quality<br>• I think that organic food products made in Hungary are of low quality<br>• I think that organic food products made in Czech Republic are of low quality<br>• I think that organic food products made in Latvia are of low quality |

The variables that are going to be tested in Likert scale of 1-7 are provided in the *Tables 3 and 4*. The measures of Likert scale in this case have the values of: 1 – meaning strongly disagree, 4 – cannot decide, 7 strongly agree. Additionally meaning, 1 – barrier does not work at all, 7 – barrier completely works. This methodology with a scale of 1 to 7, was suggested by the authors Laukkanen &

Kiviniemi. (2010). Even though, many other authors have been using the scale of 1 to 5, it was decided that a wider scale (1 to 7) can help assess the strength of particular barriers more precisely. The statements helping to assess the barriers were constructed according to Laukkanen, P., Sinkkonen, S., Laukkanen, T (2008), Chian-Son Yu, Chien-Kuo Li, & Chantatub, W. (2015) and the author.

When measuring COO image barrier there has been used a slightly different meaning of the scale due to variable characteristics. The image of country of origin can be either way: an incentive to consume/or a barrier to consume. The respondents have been asked to evaluate if they agree with the statement: 1 – strongly disagree, 4 – cannot decide, 7 – strongly agree. All the statements, related with the country of origin, have been constructed from a negative point of view (look *Table 4)* meaning that if country of origin is a barrier, then the value of the answer should be between 5 and 7 (for example, the respondent agrees that organic food products made in particular country are of low quality). Consequently, if respondent disagrees with the negative statement, the implication should be that the country indicated in the question has a positive country of origin image, therefore value of the answer from 1 to 3 would mean that country of origin is an incentive. And the meaning of an answer with a value of 4 should mean that country of origin as an effect is not existent.

**Type of Resistance**. The questionnaire will help to asses not only the barriers but also it will be tested if an individual resists at all; and at what type: postponement, rejection or opposition (look *Figure 15*) .

Type of Resistance

- **Do You buy organic food products?**
  - *I buy organic food products frequently*
  - *I buy organic food products sometimes, and I will probably buy them more frequently in the future*
  - *I buy organic food products sometimes, and I will probably buy them more rarely in the future*
  - *I don't buy organic food products, but I may in the future*
  - *I don't buy organic food products and I am not sure about my intentions in the future*
  - *I don't buy organic food products and tell others not to buy*

**Figure 15** Statements to Identify the Form of Resistance

**Product Group of Resistance**. In addition will tested if there are a few organic food products groups to which consumers resist more frequently than for the others (look *Figure 16*). The classification of organic food products was made according to Lithuanian Consumer Institute and Lithuanian organic food product shops.

Product Group of Resistance

- **How frequently do You consume products from indicated organic food groups? Possibility to choose from 0 to 10, 0 meaning never consuming, 10 consuming all the time, 5 consuming at an average**
  - *Organic milk*
  - *Organic meat*
  - *Organic eggs*
  - *Organic fruits and vegetables*
  - *Organic grain cultures, oils*
  - *Other (please indicate)*

**Figure 16** Statements to Identify Organic Food Product groups to which Lithuanians Resist More Frequently

**Consumer Values.** Another variable that is going to be tested in this research is if Lithuanian consumers are ethnocentric. The respondents were asked to evaluate their agreement to the statements from 1 – completely disagree, to 7 – completely agree (Likert scale). If the value of the answer is higher than 4, then it means that Lithuanians are ethnocentric. The scale and the statements were constructed according to Yin, Han, Wang, Hu, Lv. (2019) The statements to test ethnocentrism are given below in *Table 5*.

**Table 5** Operationalization of Measure Items for Ethnocentrism

| Measure items for Ethnocentrism | Authors | Operationalization |
|---|---|---|
| • I give a priority to the goods produced in my home country<br>• I am proud of the development of my home country enterprises<br>• I am worried about the threat of foreign products to my home country related industries and markets<br>• I think that individuals with my home country nationality should buy our home country made products as much as possibe | Yin, Han, Wang, Hu, Lv (2019) | • I think that organic food products made in Lithuania are with a higher quality than the ones produced in foreign countries<br>• I think that it is always the best choice to buy organic food products that are made in Lithuania<br>• I think that it should be imported only those types of organic food products which are not being produced in Lithuania<br>• I think that buying foreign-made organic food products cn cause lithuanians to lose their jobs<br>• I think that if I am buying organic food products which are made in foreign countries it will harm lithuanian organic food product producers<br>• I am patriotic |

Additionally, it will be tested if conservation values are important to Lithuanians. It is implied that those individuals who think that conservation values are important, should be more resistant than the ones to which these values are not important. The statements to figure out if the conservation values are important to Lithuanians were constructed according to the example given in Dens, De Pelsmacker & De Meulenaer investigation (look *Figure 17*). For simplicity and the knowledge that value theory is not a key topic in this paper, the scale to find out if the value is important remained the same as in previous questions, 1 – completely unimportant, 7 – completely important.

Conservation values

- **Security**
  - Security in the world (without wars)
  - Security of the country (freedom of the nation)
  - Security of the family
- **Tradition**
  - Repect for parents and grandparents
  - Respect for the traditions
- **Conformity**
  - Obedience, modesty
  - Politeness

**Figure 17** Conservation Values Given in the Survey

**Consumer demographics** that are going to be important are given below in *Figure 18.*

Explanations of the scales (possible answers) of consumer demographics provided in the survey will be discussed one by one.

**Gender, marital status and role in organic food product purchase** (buyer, consumer, decision maker) options were made according to the practice made in other surveys and the knowledge of the author.

**Age.** Options to select the age were done in accordance to generations. At the age from 15 to 24 – generation Y, from 25 to 42 generation X, from 43 to 53 baby boomers, 54 to 64 traditionalists, and 65 and older – traditionalists and other (according to B. Jiří, 2016). It is known that to draw a steady line between these generations in the matter of the year of birth is hard, however the ability to analyse the data by the generations is beneficial and useful.

Consumer Demographics

- **Gender**
- **Age**
- **Education**
- **Occupation**
- **Income level**
- **Living place**
- **Marital status**
- **Role in organic food product purchase**

**Figure 18** Consumer Demographics Given in the Survey

**Education.** Options to select the education were made according to the order no ISAK-522. Issued on 31st of March in 2005, modified on 23rd of June in 2010.

**Occupation.** Options to select the occupation were made according to Lithuanian Classificatory of Professions. The classificatory provides 10 groups of occupations, which were where shrank into 5 groups in this paper. Also, additionally were added options such as: retired, student, unemployed and other.

**Income level.** Options to select income level were made having in mind the minimum wage (first option), and the average (medium) salary in Lithuania. Third option was chosen to be the lower medium net salary in Lithuania (from 651 to 750 euros per month, according to Ministry of Social Security and Labour of the Republic of Lithuania the average net salary in 2018 was 752 euros), making the second option (from 401 to 650 euros per month) – lower than a medium salary, and the forth option upper medium salary (from 751 to 1.000 euros per month). The fifth option was chosen to be higher than a medium salary, and the last option the highest salary.

**Living place.** Options to select the living place were made according to Lithuanian Department of Statistics. The department suggest splitting living place into two main sections: rural areas and urban areas: urban areas are the cities and towns with the number of residents exceeding 3.000. However, in this paper it was chosen to make a wider scale: including small towns (residents from 500 to 3.000), villages (less than 500 residents), the big cities (number of residents exceeding 100.000) and a specific option: living not in Lithuania.

### 3.4. Process of the Survey

At first, it was chosen to arrange individual interviews to test the primary questionnaire. Survey was prepared with the questions helping to find out consumer demographics, type of resistance, the main barriers to resistance and their strength. It was found out at the very beginning that social risk and functional risk barriers do not work, because all the interviewers completely disagreed with this statement. Because of that, the survey has been modified: questions functional and social risk barriers were eliminated. However, the thought that these barriers will not work was assumed at the very beginning, but primary interviews supported this idea. Later on the survey was put on www.apklausa.lt platform on the 20th of March and finished on the 24th of April.

In this research participated 421 respondents in total. After data preparation, the respondents who had provided not full answers to the main questions were eliminated. Also, the respondents with the age from 0 to 14 were eliminated, because it was assumed that individuals at that age cannot make a decision of purchase/or consumption by themselves. Therefore, for further analysis the answers of 388 respondents were used.

**Data analysis methods**. After gathering the data, quantitative analysis was be done via SPSS and Microsoft Office Excel.

Statistical methods that have been used in this paper: mean, standard deviation, principal component analysis (PCA) method with varimax rotation, explained variance, Cronbach's alpha, Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO), Spearman correlation coefficient, error margin $p \leq 0,05$.

**Acceptable values of particular measures**. After PCA, **explained variance** in similar researches reach about 70-80% (Laukkanen, P, Sinkkonen, Laukkanen 2008; Laukkanen, Kiviniemi, 2010; Mani, Chouk, 2017), so everything **above 70%** will be considered as acceptable.

**Cronbach's alpha.** Acceptable Cronbach's alpha value is **0,7** (Tavakol, Dennick 2011).

**Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO).** According to IBM Knowledge Center, the value above **0,5** is acceptable, and the higher the better.

**Bartlett's Test of sphericity.** According to IBM Knowledge Center, the value below **0,05** is acceptable and the lower the better.

## 4. The Research of Consumer Resistance Barriers in Lithuanian Organic Food Market

### 4.1. Demographics of the Respondents

The main demographics of the respondents are provided in the *Table 6* below. The distribution of genders in the survey: 64% of the respondents were female, 34% male, and 2% had chosen not to specify.

The distribution by **age** of respondents is given below in *Table 6*. The biggest part of respondents (53%) belong to the age group of 25 to 42 (or can be called as generation X), and the second largest part (33%) is the respondents at the age of 15 to 24 (or can be called as generation Y).

**Table 6** Demographics of the Respondents (1)

| n=388 | | | |
|---|---|---|---|
| **Consumer Demograpics** | **Options** | **Number of Respondents** | **Percentage of total Respondents,%** |
| **Gender** | Male | 131 | 34% |
| | Female | 249 | 64% |
| | Not specified | 8 | 2% |
| **Age** | 15-24 | 129 | 33% |
| | 25-42 | 207 | 53% |
| | 43-53 | 29 | 7% |
| | 54-64 | 16 | 4% |
| | 65 and more | 3 | 1% |
| | Not specified | 4 | 1% |
| **Education** | Higher education university type | 216 | 56% |
| | Higher education college type | 71 | 18% |
| | Secondary/Special Secondary/Vocational education | 93 | 24% |
| | Primary/ Basic education | 8 | 2% |
| **Occupation** | Manager | 42 | 11% |
| | Specialist | 124 | 32% |
| | Civil servant | 21 | 5% |
| | Qualified worker | 61 | 16% |
| | Unqualified worker | 18 | 5% |
| | Student | 70 | 18% |
| | Retired | 5 | 1% |
| | Unemployed | 17 | 4% |
| | Other | 30 | 8% |

**Education.** The highest part of the respondents (56%) have a university degree, 24% of the respondents had finished secondary/special secondary or vocational secondary school, 18% of the respondents have a college type education, and 2% of the respondents have primary/lower secondary education.

**Occupation** of the respondents was very miscellaneous. However, the largest part of the respondents (32%) were working as specialists, 18% of the respondents were students, 16% of respondents are skilled workers, 11% of the respondents are working as managers (look *Table 6*).

The distribution by **income level** (look *Table 7*) of the respondents is very sundry, there is no dominant group of income level: 19% of the respondents earn more than 1.300 euros per month, 18% of the respondents earn from 751 to 1.000 euros per month, 15% earn from 401 to 650 euros per month. To sum up, 30% of the respondents get an average salary, 31% get a higher salary than an average, 26% of the respondents get lower salary than an average, 13% of the respondents are unemployed, and 1% of the respondents had chosen not to specify.

**Living place.** The largest part (62%) of the respondents are living in the largest cities of Lithuania with more than 100.000 residents, additionally 11% live in smaller cities. In rural areas live 16% of the respondents, and 11% of the respondents are not living in Lithuania.

Talking about marital status, 59% of the respondents say they are single/not married, 33% married, 6% divorced, 2% widowed and 1% haven't specified.

**Table 7** Demographics of the Respondents (2)

| **n=388** | | | |
|---|---|---|---|
| **Consumer Demographics** | **Options** | **Number of Respondents** | **Percentage of total Respondents,%** |
| **Income level** | Unemployed | 49 | 13% |
| | 0-400 euros per month | 42 | 11% |
| | 401-650 euros per month | 60 | 15% |
| | 651-750 euros per month | 45 | 12% |
| | 751-1000 euros per month | 69 | 18% |
| | 1001-1300 euros per month | 46 | 12% |
| | 1301 euros per month and more | 74 | 19% |
| | Not specified | 3 | 1% |
| **Living place** | Large cities (More than 100.000 residents) | 239 | 62% |
| | City (More than 3.000 residents) | 42 | 11% |
| | Small town (from 500 to 3.000 residents) | 42 | 11% |
| | Village (Less than 500 residents) | 20 | 5% |
| | I am living not in Lithuania | 43 | 11% |
| | Not specified | 2 | 1% |
| **Marital Status** | Single/not married | 228 | 59% |
| | Married | 127 | 33% |
| | Divorced | 23 | 6% |
| | Widowed | 7 | 2% |
| | Not specified | 3 | 1% |

In the survey it was also asked what is the role of the respondent in purchasing the organic food products. The key interest is who is actually deciding whether to buy the product or not. The results show that 245 (63% of total respondents) respondents are responsible for decision making in product purchase. Statistically, according to the data gotten from the surveys, in Lithuania usually a person that is taking the decision whether to buy the product or not is a young-middle aged woman, with a universty degree and average salary, living in a large city.

## 4.2. Type of Resistance

The results show that 24% of the respondents do not resist to organic food products, and the majority of respondents 76% (295 respondents out of 388) tend to resist (look *Figure 19*). Therefore, the hypothesis no 1 is confirmed.

*H1. Lithuanian consumers resist to organic food products - confirmed*

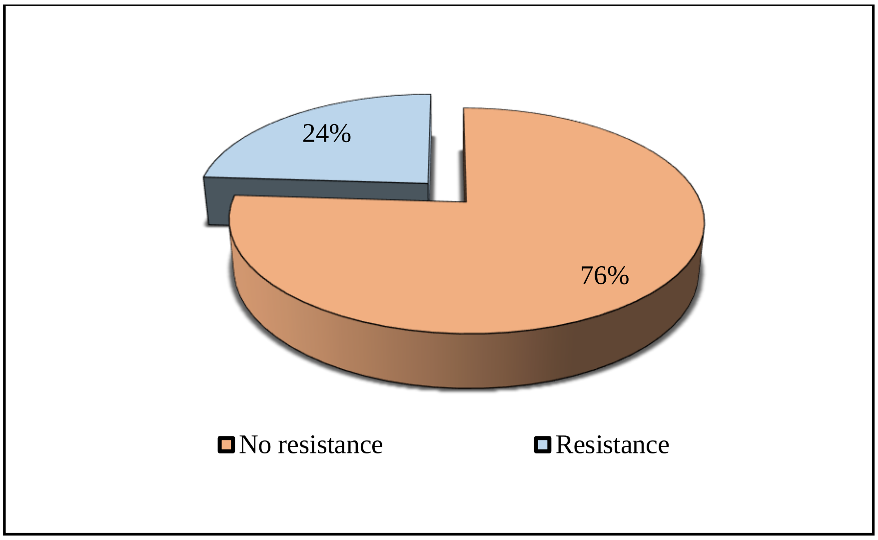


**Figure 19** Resistance in Lithuanian Organic Food Market

It has been noticed that there are some differences in consumer demographics between those who resist and who not (Look *Table 8*). Male respondents tend to resist more than female, about 79% of the male respondents are resistant, while about 75% of the female respondents tend to resist. Talking about the age, the least resistant age group is between 25 and 64 years old (from 63% to 73% of resistance), while the youngest group of the respondents tend to resist the most (84% of the age group from 15 to 24 resist to buy organic food products, the age group "65 and more" is not considered because only 3 respondents out of 388 belong to that group). The results show that respondents with higher degree university type education tend to resist less (73% of resistance) than those who have higher degree college type or secondary/special secondary/vocational education (80% of resistance; again the group with primary/basic education was not considered as significant because only 8 respondents belong to that group). From the perspective of occupations, the least resistant are managers and unemployed (69% and 65% of resistance), the most resistant are unqualified workers (89% of resistance; Retired are not taken into consideration because only 5 respondents belong to that group). Income level groups with the lowest resistance to organic food products are consumers with lower medium income (651-750 euros a month) and with the income exceeding 1.300 euros a month. However, the most resistant are the consumers with the lowest income from 0 to 400 euros a month and surprisingly with the higher than a medium income (from 1.001 to 1.300 euros a month). The distribution of consumer resistance by living place are astonishing: consumers living in villages tend to resist the least: 60% of the respondents living in villages resist, while in larger cities consumers tend to resist more: 76% of the respondents living in largest cities resist, 77% of the ones living in foreign cities, 79% of resistance who live in small towns, and the largest resistance is visible in cities – 81% of resistance. Relatively significant difference has been noticed between those who are single and married: single/not married respondents tend to resist more (about 81% of resistance), while 67% of the married respondents resist.

**Table 8** Distribution of Respondent Demographics by Resistance and no Resistance

| n=388 | | | |
|---|---|---|---|
| **Consumer Demographics** | **Options** | **Resistance (% of total respondents)** | **No resistance (% of total respondents)** |
| **Gender** | Male | 79% | 21% |
| | Female | 75% | 25% |
| | Not specified | 50% | 50% |
| **Age** | 15-24 | 84% | 16% |
| | 25-42 | 73% | 27% |
| | 43-53 | 72% | 28% |
| | 54-64 | 63% | 38% |
| | 65 and more | 100% | 0% |
| | Not specified | 50% | 50% |
| **Education** | Higher education university type | 74% | 26% |
| | Higher education college type | 80% | 20% |
| | Secondary/Special Secondary/Vocational education | 80% | 20% |
| | Primary/ Basic education | 63% | 38% |
| **Occupation** | Manager | 69% | 31% |
| | Specialist | 73% | 27% |
| | Civil servant | 76% | 24% |
| | Qualified worker | 75% | 25% |
| | Unqualified worker | 89% | 11% |
| | Student | 83% | 17% |
| | Retired | 100% | 0% |
| | Unemployed | 65% | 35% |
| | Other | 77% | 23% |
| **Income level** | Unemployed | 76% | 24% |
| | 0-400 euros per month | 83% | 17% |
| | 401-650 euros per month | 80% | 20% |
| | 651-750 euros per month | 69% | 31% |
| | 751-1000 euros per month | 78% | 22% |
| | 1001-1300 euros per month | 83% | 17% |
| | 1301 euros per month and more | 68% | 32% |
| | Not specified | 67% | 33% |
| **Living place** | Large cities (More than 100.000 residents) | 76% | 24% |
| | City (More than 3.000 residents) | 81% | 19% |
| | Small town (from 500 to 3.000 residents) | 79% | 21% |
| | Village (Less than 500 residents) | 60% | 40% |
| | I am living not in Lithuania | 77% | 23% |
| | Not specified | 50% | 50% |
| **Marital Status** | Single/not married | 81% | 19% |
| | Married | 67% | 33% |
| | Divorced | 70% | 30% |
| | Widowed | 100% | 0% |
| | Not specified | 67% | 33% |

Looking from another perspective, it is also important to clarify the intentions in the future, of those who resist, in other words how many of the resistant individuals are going to use the organic food products in the future (postponement stage) and how many of the individuals are not sure about their intentions/or not going to purchase in the future (rejection), in other words to identify what is the main type of resistance. In total 295 consumers tend to resist to organic food products (out of 388). The findings show (look *Figure 20*) that the majority of the respondents who resist are at the postponement stage (73%). But still quite significant number of the respondents who resist are at the rejection stage (25%), and actually 2% of the respondents are at the opposition stage (5 respondents out of 295 are at the opposition stage) However, hypothesis no 2 is confirmed.

*H2. The main type of resistance is postponement - confirmed*

According to Kleijnen, Lee and Wetzels (2009), the decision to postpone the usage of a particular product is usually caused by economic risk. Hypothesis no 3 formulated in this work, state that economic risk barrier works in Lithuanian organic food product industry. This will be tested later on in this paper (*look pg. 51-52*).

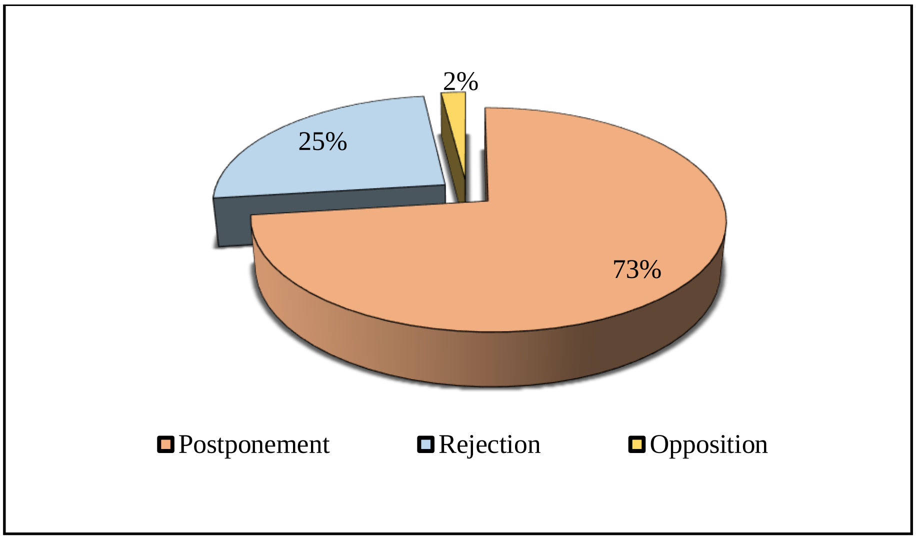


**Figure 20** Type of Resistance in Lithuanian Organic Food Market

Some of the consumer demographics variables of the individuals who tend to postpone the usage of organic food products, and who reject vary to some extent. The findings show, that women are more likely to postpone rather than reject the usage of organic food products more than men: 77% of the women who resist are at the postponing stage, while 65% of the men are at the postponement (oppositely, 23% of women and 35% of men are at the rejection stage). Also it was noticed, that younger consumers are more at the postponement stage than the elderly: 75% of the respondents at the age of 15 to 42 are at the postponement stage, while only a half (52%) of the respondents at the age of 43 and more are at the postponement stage.

**Consumer Demographics of the respondents who resist.** The key interest in this paper is to analyse those situations in which individuals resist. Therefore in further analysis it will be taken only those respondents who resist. It limits the number of respondents from 388 -> to 295. However, it still the closest number to get the error margin equal to 5% (Look *Table 2, pg. 36*). Modified consumer demographics table, is given below in the Table 9. It consists only of the respondents who tend to resist.

**Table 9** Consumer Demographics who resist

| n=295 | | | |
|---|---|---|---|
| **Consumer Demographics** | **Options** | **Number of Respondents** | **Percentage of total Respondents who resist,%** |
| **Gender** | Male | 104 | 35% |
| | Female | 187 | 63% |
| | Not specified | 4 | 1% |
| **Age** | 15-24 | 108 | 37% |
| | 25-42 | 151 | 51% |
| | 43-53 | 21 | 7% |
| | 54-64 | 10 | 3% |
| | 65 and more | 3 | 1% |
| | Not specified | 2 | 1% |
| **Education** | Higher education university type | 159 | 54% |
| | Higher education college type | 57 | 19% |
| | Secondary/Special Secondary/Vocational education | 74 | 25% |
| | Primary/ Basic education | 5 | 2% |
| **Occupation** | Manager | 29 | 10% |
| | Specialist | 91 | 31% |
| | Civil servant | 16 | 5% |
| | Qualified worker | 46 | 16% |
| | Unqualified worker | 16 | 5% |
| | Student | 58 | 20% |
| | Retired | 5 | 2% |
| | Unemployed | 11 | 4% |
| | Other | 23 | 8% |
| **Income level** | Unemployed | 37 | 13% |
| | 0-400 euros per month | 35 | 12% |
| | 401-650 euros per month | 48 | 16% |
| | 651-750 euros per month | 31 | 11% |
| | 751-1000 euros per month | 54 | 18% |
| | 1001-1300 euros per month | 38 | 13% |
| | 1301 euros per month and more | 50 | 17% |
| | Not specified | 2 | 1% |
| **Living place** | Large cities (More than 100.000 residents) | 182 | 62% |
| | City (More than 3.000 residents) | 34 | 12% |
| | Small town (from 500 to 3.000 residents) | 33 | 11% |
| | Village (Less than 500 residents) | 12 | 4% |
| | I am living not in Lithuania | 33 | 11% |
| | Not specified | 1 | 0.3% |
| **Marital Status** | Single/not married | 185 | 63% |
| | Married | 85 | 29% |
| | Divorced | 16 | 5% |
| | Widowed | 7 | 2% |
| | Not specified | 2 | 1% |

It was noticed, that the distribution of some demographic variables remained the same, even when eliminating the respondents who do not resist. It suggests the idea that the differences between the demographics of people who resist and who do not resist are not that significant.

**Product groups of resistance.** In the survey it was tested which organic food product group is the common group for resistance. (Reminder: the scale was from 0 to 10, 0 meaning never consuming, 5 meaning consuming at an average, and 10 meaning consuming all the time). The results have showed that respondents resist mostly to organic milk, then organic meat, and organic grain cultures and oils (look *Figure 21*). While for organic fruits and vegetables and organic eggs there is no resistance, if looking at an average.

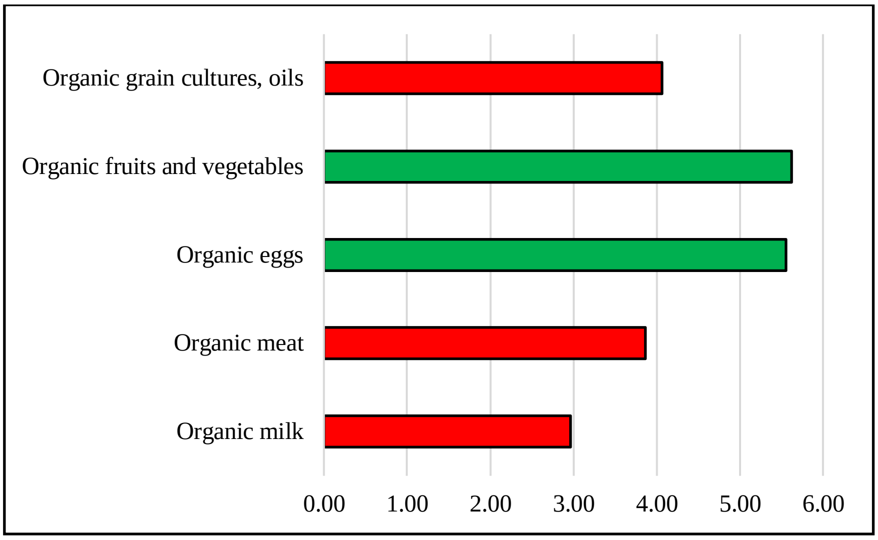


**Figure 21** Product Groups of Resistance

What about the future of those organic food product groups to which consumers tend to resist the mostly? About intentions to buy can tell the estimation how many of the respondents are at the postponement stage and how many of them are at the rejection stage. In *Figure 22* it is given the intentions of the consumers and the total number of consumers who resist to that particular product group (n). The results show that the highest percentage of rejecting the product are with organic fruits and vegetables, but the highest number of resistant consumers are with organic meat.

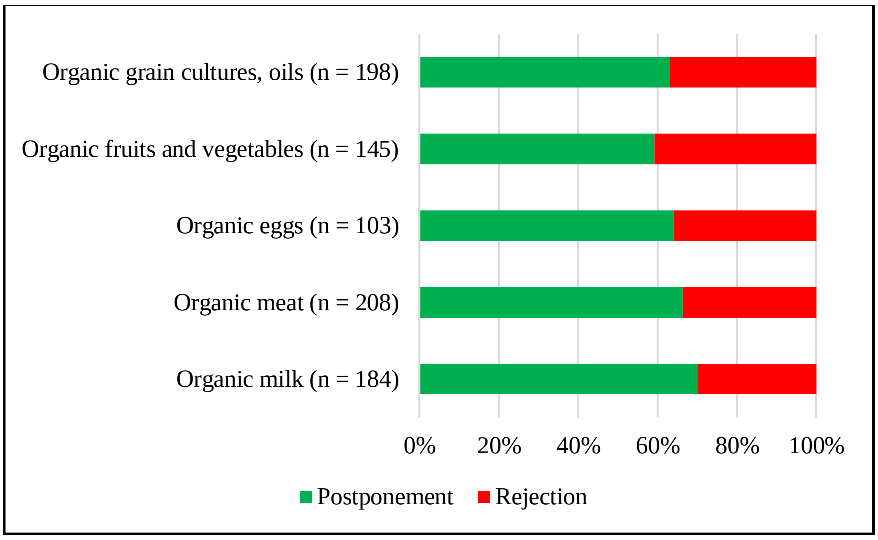


**Figure 22** Intentions of the Consumers

### 4.3. Resistance Barriers

To determine if the barrier works there were in total 21 items identified, as reasons, why Lithuanian consumers could resist. With the items exploratory factor analysis was done by using the principal component method with varimax rotation (with the example in Laukkanen, P., Sinkkonen, S., Laukkanen, T (2008) work). One item turned out to be not good enough for the factor model, therefore one value barrier item was deleted. Final list of the items are given below (*Table 10*). It explains 72,87% of variance (above 70%). It was chosen to analyse economic risk item separately from value items, because it is known, that economic risk item is constructed the correct way to measure economic risk.

**Table 10** Measure Items of the Study, their Factor Loadings and Cronbach's Alphas

| | 1 | 2 | 3 | 4 | α value |
|---|---|---|---|---|---|
| **COO Barrier items** | | | | | **0,949** |
| COOItaly | .894 | | | | |
| COOFrance | .893 | | | | |
| COOBelgium | .889 | | | | |
| COOGermany | .881 | | | | |
| COOCzech | .865 | | | | |
| COOCroatia | .862 | | | | |
| COOLatvia | .860 | | | | |
| COOHungary | .712 | | | | |
| COOPoland | .604 | | | | |
| COOChina | .865 | | | | |
| **Tradition Barrier items** | | | | | **0,852** |
| Trad3 | | .904 | | | |
| Trad2 | | .875 | | | |
| Trad4 | | .850 | | | |
| Trad1 | | .620 | | | |
| **Value Barrier** | | | | | **0,867** |
| Value3 | | | .892 | | |
| Value2 | | | .890 | | |
| **Economic Risk Barrier** | | | | | **-** |
| EconomicRisk1 | | | .814 | | |
| **Usage Barrier** | | | | | **0,790** |
| Usage1 | | | | .886 | |
| Usage2 | | | | .884 | |
| Usage3 | | | | .657 | |

Cronbach's alphas vary from 0,790 to 0,949 (*Table 10*), which indicates quite high reliability level. KMO (KMO = 0,865) measure of sampling adequacy and Bartlett's test of sphericity ($p < 0,001$) confirms that the factor analysis is appropriate.

Summary of the means and std. deviations of the barriers are given below in the *Table 11*. The number of respondents that were taken into analysis is 295, because the respondents who had given not full answers to the main questions were taken out in the primary stage of the analysis, therefore the validity equals 100%. It is easy to see, that the barriers that are functioning in Lithuanian organic food product industry are economic risk barrier and value barrier. Standard deviation indicates the spread of data around the means of every item, therefore the widest range of values from complete disagreement (1) and to complete agreement (7) is in economic risk barrier and usage barrier; It is already said that economic risk barrier is functioning in Lithuanian organic food product industry; But at an average usage barrier is not functioning, however high value of standard deviation indicates that it is a relatively high spectrum of attitudes, and the usage barrier could be working for a significant part of the consumers (but probably still for less than a 50% of the respondents). More detailed explanations about every barrier are given in the following pages.

**Table 11** Summary of the Resistance Barrier's Means and Std. deviations

| Code | UsageB | ValueB | TraditionB | COOB | EconomicRisk1 |
|---|---|---|---|---|---|
| **Full title** | **Usage Barrier** | **Value Barrier** | **Tradition Barrier** | **COO Barrier** | **Economic Risk Barrier** |
| Mean | 3.7367 | 5.3153 | 2.8364 | 3.1325 | 5.037 |
| N | 295 | 295 | 295 | 295 | 295 |
| Std. Deviation | 1.61566 | 1.50417 | 1.31099 | 1.14221 | 1.7248 |

**Value Barrier.** In total there were two factors included when calculating the strength of value barrier. The mean shows that the value barrier works in Lithuanian organic food market. (Look *Table 12*).

*H3. The value barrier works in Lithuanian organic food market - confirmed*

**Table 12** Item Statistics of Value Barrier

| Statement | Code | Mean | Std. Deviation | N |
|---|---|---|---|---|
| It is expensive to buy organic food products | Value2 | 5.471 | 1.5881 | 295 |
| It is not worth paying high price for organic food products even though they are healthy | Value3 | 5.159 | 1.6136 | 295 |

The items that were deleted in order to get the satisfying value of Cronbach's alpha, were the statements related with the lack of information and perceived value of a product. So, it has to be clarified that the value barrier works, but more in the price context. This suggests the idea, that the value barrier can be split into two parts: value barrier due to price and value barrier due to perceived value. In our case, the value barrier that works is value barrier due to price. The frequencies (look *Figure 23*) show that only 7% of the respondents could not decide with the questions related with the value barrier, while for 78% of the respondents the value barrier actually functions.

Statistically, the value barrier works a little bit stronger to men (to 87% of men who resist to organic food products, and to 83% of women who resist to organic food products). The most common age group to whom value barrier works is at the age of 43 to 52 (95% of that age group who resist the value barrier works), and to other groups about 85%. Talking about the occupation, almost for every specialist the value barrier works (95%). Usually, the value barrier works to those consumers who earn upper medium salary from 751 to 1.000 euros per month (93% of probability) and lower medium salary from 401 to 600 euros per month (90% of probability). The value barrier usually works more for single individuals (87% of the single individuals state that value barrier is important) and a little weaker for married individuals (81% of married individuals state that value barrier is important).

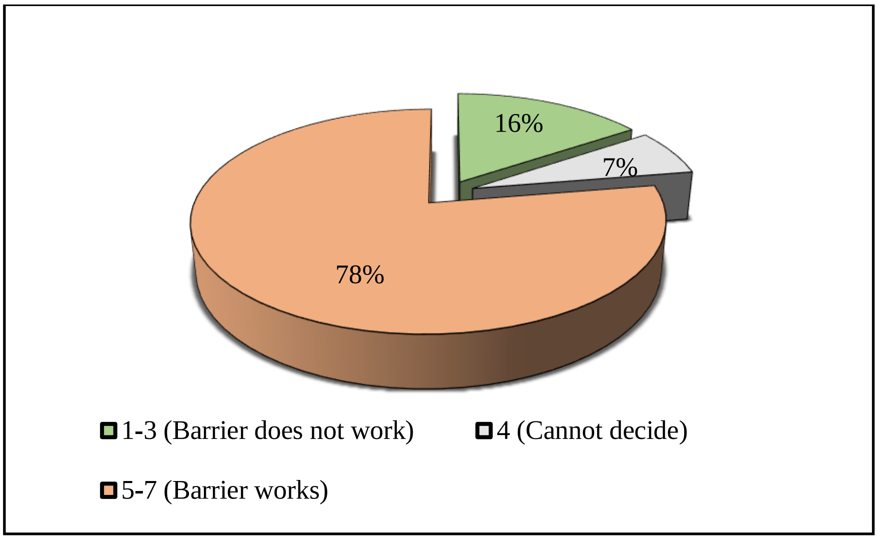


**Figure 23** Frequencies of the Answers for the Value Barrier

**Risk Barrier.** In total there are 3 risk barriers: social, privacy and economic risk. However, when conducting the primary individual interviews it was found out that privacy and social risk barriers do not work in Lithuanian organic food product industry. Almost every interviewer stated "completely disagree" when measuring if the consumption of organic food products affect their privacy or social risk. Therefore, only economic risk barrier was tested later on. From the *Table 13* we can see that economic risk barrier works. This means, that the third hypothesis is confirmed.

*H4. Economic risk barrier works in Lithuanian organic food market - confirmed*

**Table 13** Item statistics of Risk Barrier

| Statement | Code | Mean | Std. Deviation | N |
|---|---|---|---|---|
| I fear that buying organic food products are too expensive for my budget | EconomicRisk1 | 5.037 | 1.7248 | 295 |

The frequencies (look *Figure 24*) show that 13% of the respondents could not decide with the questions related with the economic risk barrier, while for 67% of the respondents the economic risk barrier actually functions. Statistically, the economic risk barrier works a little bit stronger to women (to 81% of women who resist to organic food products, and to 80% of men who resist to organic food products). The most common age group to whom economic risk barrier works is at the age of 15 to 24 and the same frequency is at the age of 43 to 53 (86% of that age group who resist the economic risk barrier works). Talking about the occupation, usually economic risk barrier faces specialists, qualified and un-qualified workers, students and retired individuals. Usually, the economic risk barrier works to those consumers who earn upper medium salary from 751 to 1.000 euros per month (91% of probability) and lower medium salary from 401 to 600 euros per month (90% of probability). The economic risk barrier normally works more for single individuals (83% of the single individuals state that value barrier is important) and a little weaker for married individuals (74% of married individuals state that value barrier is important).

As previously stated in the Chapter *Type of Resistance*, according to in Kleijnen, Lee and Wetzels (2009), the decision to postpone the usage of a particular product is usually caused by economic risk.

The findings support the same idea given by these authors, because the main type of resistance of the respondents is postponement, and the barrier that works is economic risk barrier.

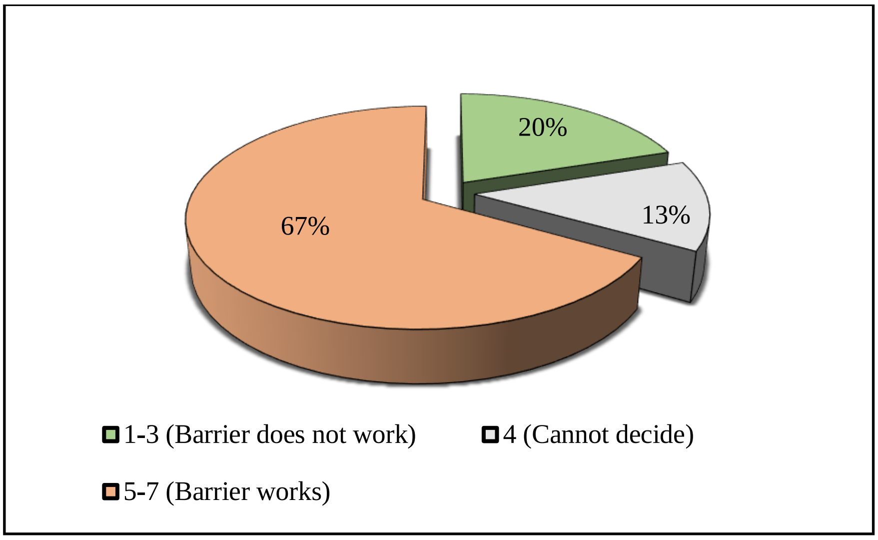


**Figure 24** Frequencies of the Answers for the Economic Risk Barrier

**Usage Barrier**. In total, there were three factors included when calculating the strength of the usage barrier. The results show that the usage barrier does not work in Lithuanian organic food product market, therefore the hypothesis no 5 is denied.

*H5: The usage barrier works in Lithuanian organic food market – denied.*

**Table 14** Item Statistics of Usage Barrier

| Statement | Code | Mean | Std. Deviation | N |
|---|---|---|---|---|
| It is more difficult to cook/consume organic food products than non-organic | Usage1 | 3.786 | 1.9722 | 295 |
| It requires more time to cook/consume organic food products than non-organic | Usage2 | 3.607 | 1.9134 | 295 |
| There is a lack of information how to cook organic food products | Usage3 | 3.817 | 1.8899 | 295 |

Anyway, particularly in the estimation of the usage barrier has been noticed the highest values of standard deviations. It shows that the responses have a high variation, and it could be that for a relatively significant part of the consumers the usage barrier actually works. Graph with the frequencies (look *Figure 25*) shows that for 43% of the respondents this barrier works and almost 10% of the respondents could not decide. This data suggests the idea that the usage barrier could be investigated more deeply, and in different circumstances (but same industry – Lithuanian organic food product market) it could be working.

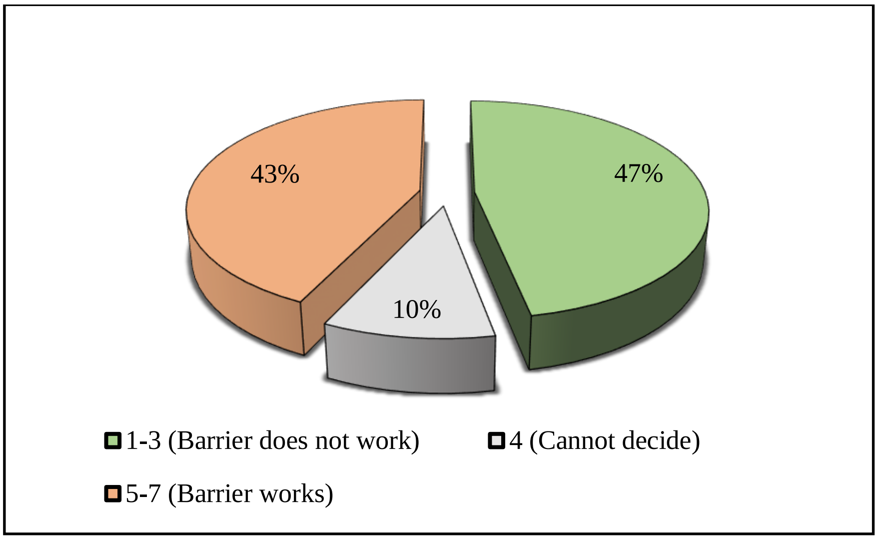

**Figure 25** Frequencies of the Answers for the Usage Barrier

**Tradition Barrier.** In total, there were 4 factors included when calculating the strength of tradition barrier. The results show that tradition barrier does not work in Lithuanian organic food product industry, therefore the hypothesis no 6 is denied.

*H6: The tradition barrier works in Lithuanian organic food industry – denied.*

**Table 15** Item Statistics of Tradition Barrier

| Statement | Code | Mean | Std. Deviation | N |
|---|---|---|---|---|
| I prefer to consume non-organic food products, because I like it | Trad1 | 3.142 | 1.5119 | 295 |
| I prefer to consume non-organic food products, because my family does it | Trad2 | 3.125 | 1.7402 | 295 |
| I prefer to consume non-organic food products, because my friends do it | Trad3 | 2.576 | 1.5431 | 295 |
| I prefer to consume non-organic food products, because the majority of people do it | Trad4 | 2.502 | 1.4957 | 295 |

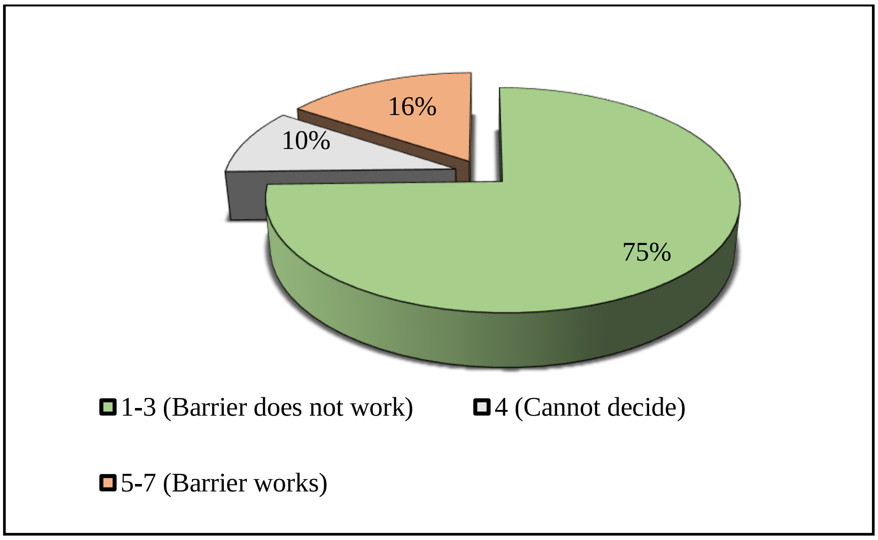

**Figure 26** Frequencies of the Answers for the Tradition Barrier

Graph with the frequencies (look *Figure 26*) shows that for 16% of the respondents the tradition barrier works and 10% of the respondents could not decide, while for 75% of the respondent's tradition barrier is not existent. These findings support the idea that tradition barrier does not work in Lithuanian organic food product industry.

**COO Image Barrier.** In total 9 factors were included when analysing the COO image barrier. The results show that COO image barrier does not work in Lithuanian organic food industry.

*H7. COO image barrier works in Lithuanian organic food market – denied.*

**Table 16** Item Statistics of COO Image Barrier

| Statement | Code | Mean | Std. Deviation | N |
|---|---|---|---|---|
| I think that organic food products made in Italy are of low quality | COOItaly | 2.912 | 1.2694 | 295 |
| I think that organic food products made in France are of low quality | COOFrance | 2.844 | 1.2574 | 295 |
| I think that organic food products made in Croatia are of low quality | COOCroatia | 3.010 | 1.3080 | 295 |
| I think that organic food products made in Germany are of low quality | COOGermany | 2.827 | 1.2939 | 295 |
| I think that organic food products made in Belgium are of low quality | COOBelgium | 2.895 | 1.2907 | 295 |
| I think that organic food products made in Poland are of low quality | COOPoland | 3.539 | 1.5793 | 295 |
| I think that organic food products made in Hungary are of low quality | COOHungary | 3.183 | 1.3504 | 295 |
| I think that organic food products made in Czech Republic are of low quality | COOCzech | 3.139 | 1.3418 | 295 |
| I think that organic food products made in Latvia are of low quality | COOLatvia | 3.014 | 1.3299 | 295 |

Figure with the frequencies (look *Figure 27*) represents the fact that for 20% of the respondents the COO barrier works and 20% of the respondents could not decide about COO, while for 60% of the respondents COO barrier is not existent. These findings support the idea that generally COO barrier does not work in Lithuanian organic food product industry. However, quite significant part of the respondents could not decide, which is surprising and could be investigated more deeply. In addition it is possible to see that depending on the country of origin, the answers vary (mean of every response related with COO). Therefore, the implications can be that COO is an incentive to buy some products. This topic could be used for further investigations.

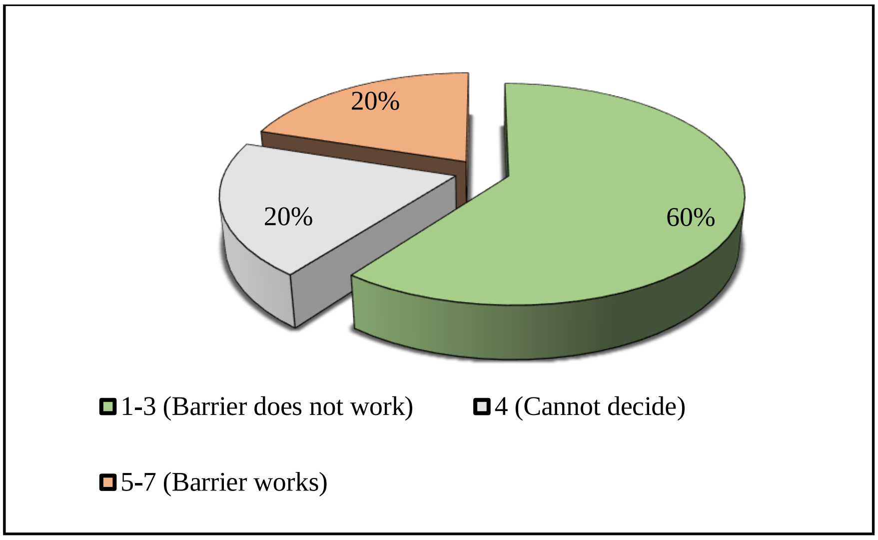


**Figure 27** Frequencies of the Answers for the COO Barrier

## 4.4. Consumer Characteristics

**Ethnocentrism.** In total 6 factors were taken when measuring if the Lithuanian market is ethnocentric. Cronbach's alpha (α = 0,77) show the sufficient reliability level. The results show that overall Lithuanian organic food product market is ethnocentric, however the strength of this effect is not that significant (mean = 4,09).

**Table 17** Item Statistics of Ethnocentrism

| Statement | Code | Mean | Std. Deviation | N |
|---|---|---|---|---|
| I think that organic food products made in Lithuania are with a higher quality than the ones produced in foreign countries | Ethno1 | 3.898 | 1.5939 | 295 |
| I think that it is always the best choice to buy organic food products that are made in Lithuania | Ethno2 | 4.719 | 1.5602 | 295 |
| I think that it should be imported only those types of organic food products which are not being produced in Lithuania | Ethno3 | 3.831 | 1.7492 | 295 |
| I think that buying foreign-made organic food products can cause Lithuanians to lose their jobs | Ethno4 | 3.315 | 1.7357 | 295 |
| I think that if I am buying organic food products which are made in foreign countries it will harm Lithuanian organic food product producers | Ethno5 | 3.692 | 1.7192 | 295 |
| I am patriotic | Ethno6 | 5.075 | 1.5933 | 295 |

It was also looked, how the Cronbach's alpha changes, if one of the items are deleted. In order to increase probability level measure items *Ethno4* and *Ethno 5* could be deleted, then overall average would increase and the hypothesis would be supported even stronger. Knowing this information, hypothesis no 8 is confirmed without hesitations.

*H8. Lithuanian organic food product market is ethnocentric – confirmed*

**Conservation values.** To assess if conservation values are important to Lithuanians, 7 items were created. Cronbach's alpha (α = 0,861) show the sufficient reliability level. The results show that conservation values are very important to Lithuanians. Therefore, hypothesis no 9 is confirmed.

*H9. Conservation values are important to Lithuanians - confirmed.*

**Table 18** Item Statistics of Conservation Values

| Statement | Code | Mean | Std. Deviation | N |
|---|---|---|---|---|
| Respect for the traditions | ValueTrad1 | 5.281 | 1.4353 | 295 |
| Security of the family | ValueSecur1 | 6.495 | 1.0558 | 295 |
| Security of the country | ValueSecur2 | 6.044 | 1.2810 | 295 |
| Security in the world | ValueSecur3 | 6.139 | 1.2196 | 295 |
| Politeness | ValueConform1 | 6.024 | 1.2411 | 295 |
| Obedience, modesty | ValueConform2 | 4.837 | 1.4710 | 295 |
| Respect for parents and grandparents | ValueTrad2 | 6.308 | 1.1293 | 295 |

There is a thought that barriers can be caused by consumer characteristics: ethnocentrism and conservativism. Ethnocentrism meaning foreign goods would be perceived as worse than Lithuanian and this way fostering consumers not to buy organic food products which are made in foreign countries (mostly affecting COO barrier); Conservativism (people to whom conservation values are important) meaning being not open to change, respectful to traditions and customs (mostly affecting tradition barrier). Therefore, two hypotheses were formed and correlation analysis was made.

**Table 19** Correlation between Consumer Characteristics and Consumer Resistance Barriers

| Item name | Spearman Correlation Item | EthnoV | ConservV |
|---|---|---|---|
| UsageB | Correlation Coefficient | .131* | -0.006 |
| | Sig. (2-tailed) | 0.025 | 0.918 |
| | N | 295 | 295 |
| ValueB | Correlation Coefficient | 0.045 | 0.090 |
| | Sig. (2-tailed) | 0.441 | 0.122 |
| | N | 295 | 295 |
| TraditionB | Correlation Coefficient | .169** | -.151** |
| | Sig. (2-tailed) | 0.004 | 0.010 |
| | N | 295 | 295 |
| COOB | Correlation Coefficient | .262** | -0.076 |
| | Sig. (2-tailed) | 0.000 | 0.190 |
| | N | 295 | 295 |
| EconomicRisk1 | Correlation Coefficient | 0.075 | 0.084 |
| | Sig. (2-tailed) | 0.201 | 0.150 |
| | N | 295 | 295 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | |
| *. Correlation is significant at the 0.05 level (2-tailed). | | | |

In *Table 19* (look above) is given the information with correlation coefficients (Spearman correlation) and their sig. (2-tailed) measure. As we can see, there is no strong correlation between any of the barriers and consumer characteristics. However, we cannot deny that there is no correlation at all. The correlation coefficients for those items to which correlation is significant at 0,01 or at 0,05 level, vary from 0,131 to 0,262. According to Mukaka (2012), correlation coefficient between 0,0 and 0,3 is usually considered as negligible. Despite that, the highest correlation in this case 0,262 is close to 0,3, which already would mean a low positive correlation between ethnocentrism and COO barrier. So this case could be discussed more deeply. However, overall, the correlation coefficients are too low that the hypotheses stating that there is a relationship between consumer characteristics (EthnoV and ConservV) and consumer resistance barriers (UsageB, ValueB, TraditionB, COOB, EconomicRisk1) would be confirmed.

*H10. Consumer resistance barriers are caused by ethnocentrism – denied.*

*H11. Consumer resistance barriers are caused by consumers being conservative (conservation values) – denied.*

## 4.5. Discussion and Implications

In the *Figure 28* below is given modified structural model, after the gotten results. The findings show that Lithuanian consumers really resist to buy organic food products. Only 24% of the respondents do not resist, while the rest 76% resist to consume organic food products. Many of those respondents, who resist, had clarified their intentions about purchasing organic food products in the future: the majority of the respondents who resist are at the postponement sage (73%), the rest of those who resist are at the rejection stage (25%) and a few respondents are at the opposition stage (2%). However, in this paper work it was chosen not to analyse if the form of resistance in Lithuanian organic food product case is active or passive, because it is already assumed the form of resistance is active. This assumption was made according to the idea that the majority of Lithuanians already know what organic food product is and had made the evaluation of such product in their mind already.

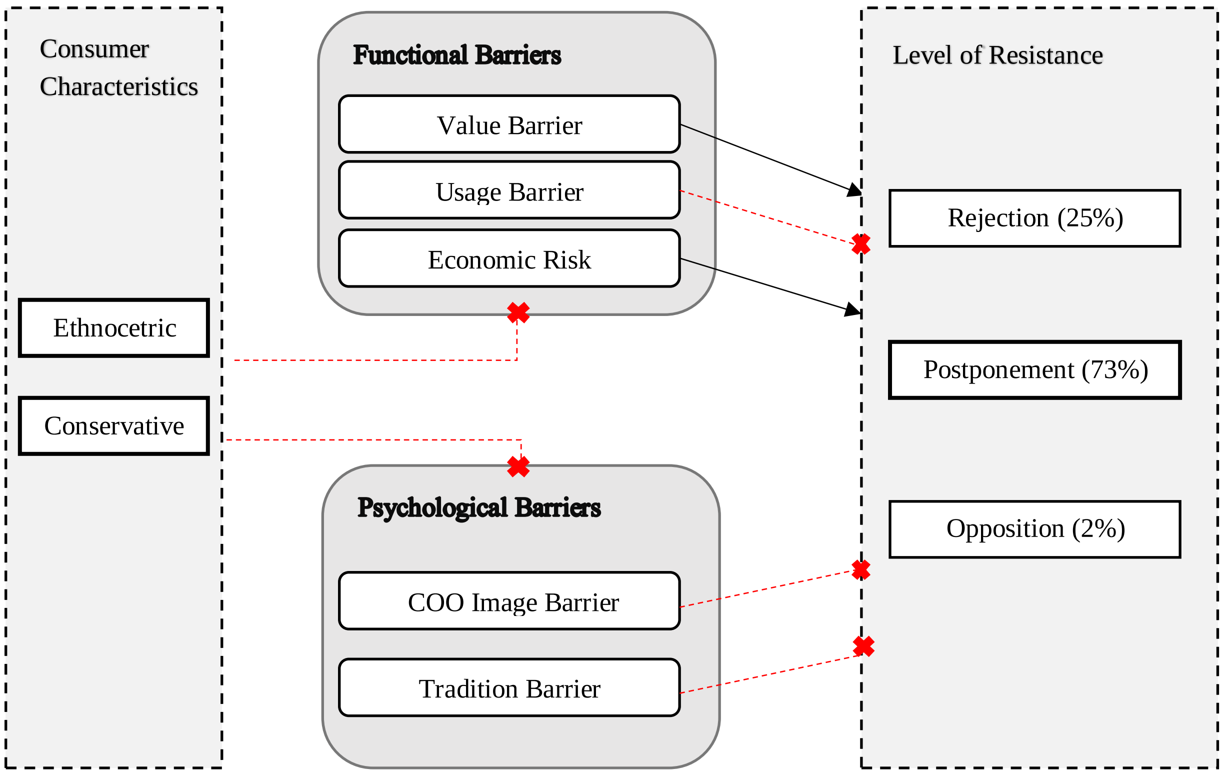


**Figure 28** Modified Structural Model According to the Results

Even though the findings show that the majority of the respondents tend to resist, this resistance affects not all organic food product groups. The findings show that the consumers mainly resist to buy organic milk, organic meat, and organic grain culture products. Other organic food product groups like organic eggs and organic fruits and vegetables do not face resistance at an average.

In total there were 5 different barriers tested if they are working in the consumer resistance context. The results show that two barriers are functioning in Lithuanian organic food product industry: value barrier and economic risk barrier, while the usage barrier, tradition barrier and COO image barrier does not work, therefore hypotheses no 3 and 4 were confirmed, and hypotheses no 5,6 and 7 were denied. Compared with Kleijnen, Lee and Wetzels (2009) research in which it was found out that if the consumer resist due to usage barrier and economic risk barrier, then it's a high chance that this consumer's form of resistance is postponement. The findings of this research partially confirm it: in Lithuanian organic food industry the main type of resistance is confirmed to be postponement, and the barriers that are functioning are economic risk barrier (the same as in Kleijnen, Lee and Wetzels (2009) research) and the value barrier (different from compared research).

Statistically, the economic risk barrier works a slightly stronger to women rather than men, with the value barrier there is a stronger difference between genders, and the value barrier actually functions more for men rather than women. The most common age group to whom economic risk barrier works is at the age of 15 to 24 and at the age of 43 to 53, the value barrier functions the strongest at the age group of 43 to 53. Usually economic risk barrier faces specialists, qualified and un-qualified workers, students and retired individuals, and the value barrier is common almost for every specialist (95%). The economic risk barrier and value barrier works more to those consumers who earn upper medium salary from 751 to 1.000 euros per month and lower medium salary from 401 to 600 euros per month. The economic risk barrier and the value barrier usually works more for single individuals and a little weaker for married individuals. So, the findings show what is common between those consumers to whom value and economic risk barrier works, are partially the age group, income levels and marital status.

The barriers that function (value and economic risk barrier) are related together with price concerns. Therefore, the implications are those that the price is too high compared to average Lithuanian budget for food products and the perceived value does not exceed the price. The solutions to overcome these barriers could be price related or value related.

Usually, the price is regulated by various factors: supply, demand, inflation. One of the solutions to overcome economic risk barrier could be to lower the price. However, it could be that naturally, in the future price will be lower due to higher competition in the market, because I believe that in the future we will have more organic food product producers. Consequently, the economic risk barrier may disappear eventually. From another perspective, the average income of a Lithuanian inhabitant, will probably grow, but at some point the economic crisis can *hit hard*. However, there is no correct answer what will happen in the future. This is why, at present, the price of organic food products should be lowered in order to overcome economic risk barrier. There is no information available, what is the premium that organic food producers/or distributors of such products put on a price, therefore this solution is only if those premiums are relatively high enough, that could be lowered without getting a loss from organic food product sales from a producer's/distributor's perspective.

Another solution, would be to promote organic food products more. From my personal experience, I have not seen a noticeable promotion for organic food products in Lithuania, except for organic eggs.

Maybe, that is one of the reasons why consumers resist the least to this groups of products. The commercial of one of the organic egg brands is noticeable on the TV, social media and other streams. In addition, there are no strong organic food brands in Lithuania that would be promoted and consequently well known to the customers. Maybe, if commercial would be used for organic food product groups, it could help the consumer to perceive a higher value of an organic product, than it is right now. This way, the value barrier could be overcome. The results had shown that the average characteristics of the purchaser are these: a young-middle aged woman, with a university degree and average salary, living in a large city. There could be made a wider investigation, what do these women prefer, and after that, marketing campaigns should be directed to them.

In this work, additionally, it was tested if Lithuanian market is ethnocentric and if conservation values are important to Lithuanians (conservativism), also the relation between these characteristics and the resistance barriers. The results show, that Lithuanian market is ethnocentric, supporting the findings made by Liesionis and Pilelienė (2009) that Lithuanian organic milk market can be considered as ethnocentric, because in their research the most important thing when purchasing organic milk was that it's originator has to be Lithuanian. Some correlation has been noticed between ethnocentrism and country of origin barrier, however this relation was too weak in order to unhesitatingly confirm that ethnocentrism values cause COO barrier to work. Talking about conservation values, it turned out to be true that these values are of a high importance to Lithuanians. However, no significant correlation has been noticed between these values (conservativism) and resistance barriers.

During the primary individual interviews (in order to make the best version of the survey), some of the respondents had added that they do not trust the labels, which are saying 'organic' and it also is one of the reasons why consumers resist. Why these labels have not earned consumers trust could be a topic for further investigations.

## Conclusions

1. Consumer resistance is a marketing concern which had arisen not that long time ago. Many new products fail due to the resistance. However, the focus of researches is still on the adoption of the products, rather than on consumer resistance. Despite that, there is a number of authors that had been investigating the topic of consumer resistance. The most common consumer resistance that has been more widely explored than other industries, is the resistance to innovations, or innovative products. Moving to organic food products – they are becoming a trend worldwide. Despite that the popularity and interest in organic food products is increasing, the size of lands for organic farming and the consumption of organic food products in Lithuania is growing not as fast as in the other neighbour countries.
2. Consumer resistance is: *"The resistance offered by consumers to an innovation, either because it poses potential changes from a satisfactory status quo or because it conflicts with their belief structure"*[1] (Ram and Sheth, 1989). There are two forms of resistance: passive and active (Van Tonder, 2017) and there are three types (levels) of consumer resistance: rejection, postponement and opposition. Many authors had categorized the reasons of resistance into two main groups: functional barriers and psychological barriers. According to different authors, those barriers can be divided into smaller groups: functional barriers are: the value barrier, the usage barrier and risk barrier. While psychological barriers are: the image barrier and tradition barrier. Typically, this barrier classification is applicable in active resistance cases. The factors that could be causing the resistance barrier to happen are ethnocentrism and conservatism. Ram and Sheth (1989) had suggested various marketing strategies to fight consumer resistance that fall into groups: product strategy, communication strategy, pricing strategy, market strategy, coping strategy; other authors had provided their own solutions to overcome particular barriers.
3. Aim of the research – to find out what are the main forms and barriers why consumers resist and measure their strength in organic food market in Lithuania. It was chosen to investigate this topic with the survey. This method was chosen because the survey has already been done in the topic of consumer resistance, and the findings show that this method is useful and applicable. The design was chosen to be non-experimental. 11 hypotheses were formulated. To reach the confidence level of 95% (and to have 5% margin of error), the survey had to be filled by 384 Lithuanians. In fact the number of respondents reached 421. To measure if the barriers were working Likert scale was used (from 1 to 7), and the data has been analysed via excel and spss with the descriptives like mean, median, std. deviation, principal component analysis (PCA) method with varimax rotation, explained variance, Cronbach's alpha, Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO), Spearman correlation coefficient.
4. The findings show, that Lithuanian consumers resist to organic food product (H1 – confirmed). Only 24% of the respondents do not resist, while the rest 76% resist to consume organic food products. In the survey additionally it was tested which organic food product group is the common group for resistance. The results had showed that respondents resist mostly to organic milk, then organic meat, and organic grain cultures and oils. While for organic fruits and vegetables and organic eggs there is no resistance, if looking at an average. The main type of resistance turned out to be postponement (H2 – confirmed). The majority of the respondents who resist are at the

[1] Ram, S., & Sheth, J. N. (1989). Consumer resistance to innovations: the marketing problem and its solutions. Journal of consumer marketing, 6(2), 5-14, p. 6.

postponement sage (73%), the rest of those who resist are at the rejection stage (25%) and a small part of non-consumers are at the opposition stage (2%). In total 5 barriers were tested, of which two function in Lithuanian organic food product industry, the rest three not (H3,H4 – confirmed, H5, H6, H7 – denied). So, the barriers that are existent in the investigated industry are value and economic risk barrier. The findings show what is common between those consumers to whom value and economic risk barrier works, are partially the age group, income levels and marital status. The barriers that function (value and economic risk barrier) are related together with price concerns. Therefore, the implications are those that the price is too high compared to average Lithuanian budget for food products and the perceived value does not exceed the price. The solutions to overcome these barriers could be price related or value related. Talking about consumer characteristics, the findings support the hypothesis that Lithuanian organic food market is ethnocentric and that Lithuanians are conservative (H8, H9 – confirmed). However, the relations between these aspects and resistance barriers are not significant. (H10, H11 – denied).

## List of References


1. Abraham, A., & Patro, S. (2014). *'Country-of-Origin'Effect and Consumer Decision-making.* Management and Labour Studies, 39(3), 309-318.
2. Alexandrescu, M.-B., & Milandru, M. (2018). *Promotion as a Form of Communication of the Marketing Strategy*. Revista Academiei Fortelor Terestre, 23(4), 268–274.
3. Alsughayir, A. (2013). *Consumer ethnocentrism: a literature review.* International Journal of Business and Management Invention, 2(5), 50-54
4. Cherrier, H., Black, I. R., & Lee, M. (2011). *Intentional Non-consumption for Sustainability: Consumer Resistance and/or Anti-consumption?*. European Journal of Marketing, 45(11/12), 1757-1767.
5. Chian-Son Yu, & Wachara Chantatub. (2016). *Consumers' Resistance to Using Mobile Banking: Evidence from Thailand and Taiwan.* International Journal of Electronic Commerce Studies, 7(1), 21–38.
6. Chian-Son Yu, Chien-Kuo Li, & Chantatub, W. (2015). *Analysis of Consumer E-Lifestyles and Their Effects on Consumer Resistance to Using Mobile Banking: Empirical Surveys in Thailand and Taiwan.* International Journal of Business & Information, 10(2), 198–232.
7. Claudy, M., Garcia, R., & O'Driscoll, A. (2015). *Consumer resistance to innovation-a behavioral reasoning perspective.* Journal of the Academy of Marketing Science, 43(4), 528–544. https://doi.org/10.1007/s11747-014-0399-0
8. Dens, N., De Pelsmacker, P., & De Meulenaer, S. (2017). *Who Do We Help? How Schwartz Values Influence Responses to Different Frames in Charity Appeals.* Journal of Marketing Development & Competitiveness, 11(4), 131–144.
9. Diamantopoulos, A., Schlegelmilch, B., & Palihawadana, D. (2011). *The relationship between country-of-origin image and brand image as drivers of purchase intentions: a test of alternative perspectives.* International Marketing Review, 28(5), 508-524.
10. Godey, B., Pederzoli, D., Aiello, G., Donvito, R., Chan, P., Oh, H., ... & Weitz, B. (2012). *Brand and country-of-origin effect on consumers' decision to purchase luxury products.* Journal of Business research, 65(10), 1461-1470.
11. Gupta, A., & Arora, N. (2017). *Consumer adoption of m-banking: a behavioral reasoning theory perspective.* International Journal of Bank Marketing, 35(4), 733–747. https://doi.org/10.1108/IJBM-11-2016-0162
12. Heidenreich, S., & Kraemer, T. (2015*). Passive Innovation Resistance: The Curse of Innovation? Investigating Consequences for Innovative Consumer Behavior*. Journal of Economic Psychology, 51, 134–151. https://doi.org/http://www.sciencedirect.com/science/journal/01674870
13. Herrmann, R. O. (1993). *The tactics of consumer resistance: group action and marketplace exit.* ACR North American Advances.
14. Hsiao, C. H., & Yang, C. (2011). *The intellectual development of the technology acceptance model: A co-citation analysis.* International Journal of Information Management, 31(2), 128-136.
15. Iddris, F. (2013). *Barriers to adoption of mobile banking: Evidence from Ghana*. International Journal of Academic Research in Business and Social Sciences, 3(7), 356-370.

16. Jiménez, N. H., & San Martín, S. (2010). *The role of country-of-origin, ethnocentrism and animosity in promoting consumer trust. The moderating role of familiarity*. International Business Review, 19(1), 34-45.
17. Jiří, B. (2016). *The Employees of Baby Boomers Generation, Generation X, Generation Y and Generation Z in Selected Czech Corporations as Conceivers of Development and Competitiveness in their Corporation.* Journal of Competitiveness, 8(4), 105–123. https://doi.org/10.7441/joc.2016.04.07
18. Juric, J., & Lindenmeier, J. (2018). *An empirical analysis of consumer resistance to smart-lighting products.* Lighting Research & Technology. https://doi.org/10.1177/1477153518774080
19. Kabadayi, S., & Lerman, D. (2011). *Made in China but sold at FAO Schwarz: country-of-origin effect and trusting beliefs.* International Marketing Review, 28(1), 102-126.
20. Kleijnen, M., Lee, N., & Wetzels, M. (2009). *An exploration of consumer resistance to innovation and its antecedents.* Journal of economic psychology, 30(3), 344-357.
21. Kozinets, R. V. (1999). E-tribalized marketing?: *The strategic implications of virtual communities of consumption.* European Management Journal, 17(3), 252-264.
22. Kozinets, R. V., & Handelman, J. M. (2004). *Adversaries of consumption: Consumer movements, activism, and ideology*. Journal of consumer research, 31(3), 691-704.
23. Laukkanen, P., Sinkkonen, S., Laukkanen, T., *Consumer resistance to Internet banking: Postponers, opponents and rejecters* (2008) The International Journal of Bank Marketing, 26 (6), pp. 440-455
24. Laukkanen, T., & Cruz, P. (2008). *Barriers to Mobile Banking Adoption*. ICE-B 2008, 300.
25. Laukkanen, T., & Kiviniemi, V. (2010). *The role of information in mobile banking resistance.* International Journal of Bank Marketing, 28(5), 372-388.
26. Laukkanen, T., Sinkkonen, S., Kivijärvi, M., & Laukkanen, P. (2007). *Innovation resistance among mature consumers*. Journal of Consumer Marketing, 24(7), 419–427. https://doi.org/10.1108/07363760710834834
27. Lee, M., Roux, D., Cherrier, H., & Cova, B. (2011). *Anti-consumption and consumer resistance: concepts, concerns, conflicts and convergence.* European Journal of Marketing, 45(11/12).
28. Liesionis, V., & Pilelienė, L. (2009). *Influence of the Ecological Factors on Consumers' Choice.* Management of Organizations: Systematic Research, (52), 49–61.
29. Magnusson, P., Westjohn, S. A., & Zdravkovic, S. (2011). "*What? I thought Samsung was Japanese": accurate or not, perceived country of origin matters*. International Marketing Review, 28(5), 454-472.
30. Makanyeza, C., & du Toit, F. (2016). *Measuring Consumer Ethnocentrism: An Assessment of Reliability, Validity and Dimensionality of the CETSCALE in a Developing Market.* Journal of African Business, 17(2), 188–208.
31. Mani, Z., & Chouk, I. (2017). *Drivers of consumers' resistance to smart products*. Journal of Marketing Management, 33(1/2), 76–97. https://doi.org/10.1080/0267257X.2016.1245212.
32. Martinez-Poveda, A., Molla-Bauza, M. B., del Campo Gomis, F. J., & Martinez, L. M. C. (2009). *Consumer-perceived risk model for the introduction of genetically modified food in Spain.* Food Policy, 34(6), 519-528.
33. Mohtar, S. B., Abbas, M., & Baig, M. N. (2015). *A conceptual investigation of consumer resistance to innovations.* Middle-East Journal of Scientific Research, 23(2), 339-346.

34. Moorthy, K., Ching Suet Ling, Yeong Weng Fatt, Chan Mun Yee, Elaine Chong Ket Yin, Kwa Sin Yee, & Lee Kok Wei. (2017). *Barriers of Mobile Commerce Adoption Intention: Perceptions of Generation X in Malaysia*. Journal of Theoretical & Applied Electronic Commerce Research, 12(2), 37–53. https://doi.org/10.4067/S0718-18762017000200004
35. Oreg, S. (2003). *Resistance to Change: Developing an Individual Differences Measuer*. Journal of Applied Psychology, 88(4), 680–693. https://doi.org/10.1037/0021-9010.88.4.680
36. Patsiotis, A. G., Hughes, T., & Webber, D. J. (2013). *An examination of consumers' resistance to computer-based technologies*. Journal of Services Marketing, 27(4), 294–311. https://doi.org/10.1108/08876041311330771
37. Penaloza, L., & Price, L. L. (1993). *Consumer resistance: a conceptual overview*. ACR North American Advances.
38. Pukėnas, K. (2009). *Kokybinių duomenų analizė SPSS programa*. Kaunas: Lietuvos kūno kultūros akademija, 94. https://www.spssanalize.lt/wp-content/uploads/2014/03/kokybiniu_duomenu_analize_SPSS_programa.pdf [Last viewed: 2019-03-02]
39. Ram, S., & Sheth, J. N. (1989). *Consumer resistance to innovations: the marketing problem and its solutions*. Journal of consumer marketing, 6(2), 5-14
40. Reinders, M. J. (2010). *Managing consumer resistance to innovations (*No. 475). Rozenberg Publishers.
41. Roux, D. (2007). *Consumer resistance: proposal for an integrative framework*. Recherche et Applications En Marketing (English Edition) (AFM c/o ESCP-EAP), 22(4), 59–79. https://doi.org/10.1177/205157070702200403
42. Rudolph, T., Rosenbloom, B., & Wagner, T. (2004). *Barriers to online shopping in Switzerland*. Journal of International Consumer Marketing, 16(3), 55-74.
43. Schwartz, S. H. (2012). *An overview of the Schwartz theory of basic values*. Online readings in Psychology and Culture, 2(1), 11.
44. Scullion, R., & Molesworth, M. (2016*). Normalisation of and resistance to consumer behaviour in higher education*. Journal of Marketing for Higher Education, 26(2), 129–131. https://doi.org/10.1080/08841241.2016.1248104.
45. Skulskis, V, ir Girgždienė, V. (2009) *Ekologiškų maisto produktų vartojimas ir jį skatinantys informacijos šaltiniai Lietuvoje.* Lietuvos mokslų akademijos leidykla.
46. Šmaižienė, I., & Vaitkienė, R. (2014). Consumer Ethnocentrism and Attitudes towards the Domestic and Foreign-Made Dietary Supplements (the Case of Lithuanian Market). Economics & Business, 26, 88–96. https://doi.org/10.7250/eb.2014.025
47. Talke, K., & Heidenreich, S. (2014). How to Overcome Pro-Change Bias: Incorporating Passive and Active Innovation Resistance in Innovation Decision Models. Journal of Product Innovation Management, 31(5), 894–907. https://doi.org/10.1111/jpim.12130
48. Tamulienė, V. and Mažrimė, A. (2014). *Ekologiškų produktų vartojimo kultūrai Lietuvoje darantys įtaką veiksniai.* MTSRBID. 36/3, 663-671. Doi:10.15544/mts.2014.063
49. Tavakol, M., & Dennick, R. (2011). *Making sense of Cronbach's alpha*. International journal of medical education, 2, 53.
50. Urbonavicius, S., Dikcius, V., Gineikiene, J., & Degutis, M. (2010). *Country of Origin Effects in the Context of Transformations: Nostalgia, Ethnocentrism and Animosity*. Transformations in Business and Economics, 9(1), 182–202. https://doi.org/http://www.transformations.khf.vu.lt/34

51. Van Tonder, E. (2017). *Passive innovation resistance - a conservative consumer perspective.* European Business Review, 29(6), 642–663. https://doi.org/10.1108/EBR-09-2016-0126
52. White, C. L. (2012). *Brands and national image: An exploration of inverse country-of-origin effect.* Place Branding and Public Diplomacy, 8(2), 110-118.
53. Yin, S., Han, F., Wang, Y., Hu, W., & Lv, S. (2019). *Ethnocentrism, Trust, and the Willingness to Pay of Chinese Consumers for Organic Labels from Different Countries and Certifiers.* Journal of Food Quality, 1–13. https://doi.org/10.1155/2019/8173808

## List of Information Sources


1. Eadicicco L. , Peckham M., Pullen J. P., Fitzpatrick A. (2017) *The 20 Most Successful Technology Failures of All Time*. The Time. http://time.com/4704250/most-successful-technology-tech-failures-gadgets-flops-bombs-fails/ [Last viewed: 2019-02-09]
2. European Parliament (2018) *The EU's organic food market: facts and rules (infographic)*. Official Website of European Parliament. http://www.europarl.europa.eu/news/en/headlines/society/20180404STO00909/the-eu-s-organic-food-market-facts-and-rules-infographic [Last viewed: 2019-02-25]
3. Lithuanian Consumer Institute. Official website: http://www.vartotojai.lt/index.php?id=1062 [Last viewed: 2019-04-08]
4. Scholaro (2018). *Education System in Lithuania* https://www.scholaro.com/pro/countries/Lithuania/Education-System [Last viewed: 2019-04-11]
5. LIETUVOS RESPUBLKOS ŠVIETIMO IR MOKSLO MINISTRO ĮSAKYMAS (2010). *DĖL ŠVIETIMO IR MOKSLO MINISTRO 2005 m. KOVO 31 d. ĮSAKYMO Nr. ISAK-522 „DĖL IŠSILAVINIMO KLASIFIKATORIAUS PATVIRTINIMO“ PAKEITIMO*. Vilnius https://www.e-tar.lt/portal/legalAct.html?documentId=TAR.8E548E08E2C8 [Last viewed: 2019-04-12]
6. *Galiojanti Lietuvos profesijų klasifikatorius versija LPK (2012 )* http://www.profesijuklasifikatorius.lt/ [Last viewed: 2019-04-12]
7. Lietuvos Respublikos Socialinės Apsaugos ir Darbo Ministerija (2019) *Pagrindiniai socialiniai rodikliai* https://socmin.lrv.lt/lt/veiklos-sritys/socialine-statistika/pagrindiniai-socialiniai-rodikliai [Last viewed: 2019-04-12]
8. Statistical Consulting Blog. *Cronbach's Alpha*. https://www.statisticssolutions.com/cronbachs-alpha/ [Last viewed: 2019-04-15]
9. IBM Knowledge Center. *KMO and Bartlett's Test*. https://www.ibm.com/support/knowledgecenter/en/SSLVMB_24.0.0/spss/tutorials/fac_telco_kmo_01.html [Last viewed: 2019-04-15]
10. Murphy D. (2012). *The Windows 8 ecosystem: 5 best and 5 worst features*. PC World. https://www.pcworld.com/article/2013326/the-windows-8-ecosystem-5-best-and-5-worst-features.html?page=2 [Last viewed: 2019-02-09]
11. Official Website of Lithuanian Statistics Department. https://osp.stat.gov.lt/statistiniu-rodikliu-analize?indicator=S9R255#/ [Last viewed: 2019-02-25]
12. Oxford Dictionaries. https://en.oxforddictionaries.com/definition/resistance [Last viewed: 2019-02-25]
13. Kirk, R. (1987) *Ten Conservative Principles*. The Heritage Foundation. https://www.heritage.org/political-process/report/ten-conservative-principles [Last viewed: 2019-02-25]
14. Vaughan-Nichols S. J. (2013). *Five Reasons Why Windows 8 Has Failed*. ZDnet. https://www.zdnet.com/article/five-reasons-why-windows-8-has-failed/ [Last viewed: 2019-02-09]
15. Official website of Statistical Office of the European Union. *Organic farming statistics* https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Organic_farming_statistics#Key_messages [Last viewed: 2019-03-05]

16. Nobel, C. (2011) *Clay Christensen's Milkshake Marketing.* Harvard Business Review. https://hbswk.hbs.edu/item/clay-christensens-milkshake-marketing [Last viewed: 2019-03-05]
17. Cambridge Dictionary https://dictionary.cambridge.org/dictionary/english/organic [Last viewed: 2019-03-05]
18. Scopus database. www.scopus.com/

# Appendices

## Appendix 1. Certificate of the Survey

## Appendix 2. The Questionnaire

**Ar vartojate ekologiškus maisto produktus?**

- Taip, vartoju dažnai
- Taip, vartoju retai, bet ateityje žadu vartoti dažniau
- Taip, vartoju retai ir ateityje žadu vartoti dar rečiau
- Ne, bet planuoju vartoti ateityje
- Ne, ir nežinau ar ateityje vartosiu
- Ne, ir kitus raginu nevartoti

**Pažymėkite kaip dažnai vartojate ekologiškus produktus iš nurodytų maisto prekių grupių**

*Jei praėjusiame klausime pasirinkote atsakymą "Ne", tuomet šį klausimą praleiskite.*

| | Labai retai | Labai dažnai |
|---|---|---|
| Ekologiškas pienas | | |
| Ekologiška mėsa | | |
| Ekologiški kiaušiniai | | |
| Ekologiški vaisiai ir daržovės | | |
| Ekologiškos grūdinės kultūros produktai, aliejus | | |

**Įvardinkite daugiau ekologiškų maisto produktų grupių, kurių nevartojate arba vartojate retai**

**Pažymėkite kiek pritariate nurodytam teiginiui skalėje nuo 1 iki 7.**

| | 1 Visiškai nepritariu | 2 Nepritariu | 3 Labiau nepritariu, nei pritariu | 4 Nei pritariu, nei nepritariu | 5 Labiau pritariu, nei nepritariu | 6 Pritariu | 7 Visiškai pritariu |
|---|---|---|---|---|---|---|---|
| Aš manau, kad paruošti ekologiškus maisto produktus vartojimui yra sudėtingiau nei neekologiškus | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Aš manau, kad paruošti ekologiškus maisto produktus vartojimui užtrunka daugiau laiko nei neekologiškus | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Man trūksta informacijos apie ekologiškų produktų ruošimą ir vartojimą | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Aš manau, kad ekologiškų produktų vartojimas yra sekamas ir tai gali pažeisti mano privatumą | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Aš manau, kad ekologiški maisto produktai yra brangūs | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Ekologiškų maisto produktų kaina yra per aukšta, net ir žinant jų teikiamą naudą sveikatai | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Aš manau, kad ekologiškų produktų kaina yra per aukšta lyginant su mano uždirbamomis pajamomis | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

**Pažymėkite kiek pritariate nurodytam teiginiui skalėje nuo 1 iki 7.**

| | 1 Visiškai nepritariu | 2 Nepritariu | 3 Labiau nepritariu, nei pritariu | 4 Nei pritariu, nei nepritariu | 5 Labiau pritariu, nei nepritariu | 6 Pritariu | 7 Visiškai pritariu |
|---|---|---|---|---|---|---|---|
| Aš manau, kad ekologiškų produktų naudingumas sveikatai nėra ženkliai didesnis nei neekologiškų | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Aš renkuosi vartoti neekologiškus maisto produktus, nes man jie labiau patinka nei ekologiški | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Aš renkuosi vartoti neekologiškus maisto produktus vietoj ekologiškų, nes taip daro mano šeima | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Aš renkuosi vartoti neekologiškus maisto produktus vietoj ekologiškų, nes taip daro mano draugai | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Aš renkuosi vartoti neekologiškus maisto produktus vietoj ekologiškų, nes taip daro didžioji dalis visuomenės | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Aš manau, kad ekologiškų maisto produktų vartojimas pakenks mano gerai reputacijai | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Aš manau, kad ekologiški maisto produktai turi neigiamą įvaizdį | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Pažymėkite kiek pritariate nurodytam teiginiui skalėje nuo 1 iki 7.

| | 1 Visiškai nepritariu | 2 Nepritariu | 3 Labiau nepritariu, nei pritariu | 4 Nei pritariu, nei nepritariu | 5 Labiau pritariu, nei nepritariu | 6 Pritariu | 7 Visiškai pritariu |
|---|---|---|---|---|---|---|---|
| Aš manau, kad Lietuvoje pagaminti ekologiški maisto produktai yra aukštesnės kokybės nei pagaminti užsienyje | | | | | | | |
| Aš manau, kad Italijoje pagaminti ekologiški maisto produktai yra žemos kokybės | | | | | | | |
| Aš manau, kad Prancūzijoje pagaminti ekologiški maisto produktai yra žemos kokybės | | | | | | | |
| Aš manau, kad Kroatijoje pagaminti ekologiški maisto produktai yra žemos kokybės | | | | | | | |
| Aš manau, kad Vokietijoje pagaminti ekologiški maisto produktai yra žemos kokybės | | | | | | | |
| Aš manau, kad Belgijoje pagaminti ekologiški maisto produktai yra žemos kokybės | | | | | | | |

Pažymėkite kiek pritariate nurodytam teiginiui skalėje nuo 1 iki 7.

| | 1 Visiškai nepritariu | 2 Nepritariu | 3 Labiau nepritariu, nei pritariu | 4 Nei pritariu, nei nepritariu | 5 Labiau pritariu, nei nepritariu | 6 Pritariu | 7 Visiškai pritariu |
|---|---|---|---|---|---|---|---|
| Aš manau, kad Lenkijoje pagaminti ekologiški maisto produktai yra žemos kokybės | | | | | | | |
| Aš manau, kad Kinijoje pagaminti ekologiški maisto produktai yra žemos kokybės | | | | | | | |
| Aš manau, kad Vengrijoje pagaminti ekologiški maisto produktai yra žemos kokybės | | | | | | | |
| Aš manau, kad Čekijoje pagaminti ekologiški maisto produktai yra žemos kokybės | | | | | | | |
| Aš manau, kad Latvijoje pagaminti ekologiški maisto produktai yra žemos kokybės | | | | | | | |

**Pažymėkite kiek pritariate nurodytam teiginiui skalėje nuo 1 iki 7.**

| | 1 Visiškai nepritariu | 2 Nepritariu | 3 Labiau nepritariu, nei pritariu | 4 Nei pritariu, nei nepritariu | 5 Labiau pritariu, nei nepritariu | 6 Pritariu | 7 Visiškai pritariu |
|---|---|---|---|---|---|---|---|
| Aš manau, kad visuomet geriausia pirkti ekologiškus maisto produktus, kurie yra pagaminti Lietuvoje | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Aš manau, kad importuojami turėtų būti tik tie ekologiški maisto produktai, kurie nėra gaminami Lietuvoje | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Manau, kad neteisinga pirkti užsienyje pagamintus ekologiškus maisto produktus, nes tai vienas iš veiksnių, kodėl lietuviai gali netekti darbo | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Aš manau, kad pirkdama (-as) užsienio gamintojų pagamintus ekologiškus maisto produktus pakenksiu vietiniams Lietuvos ekologiškų maisto produktų gamintojams | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

**Pažymėkite kiek gyvenime Jums svarbi kiekviena asmeninė vertybė, skalėje nuo 1 iki 7**

| | 1 - Visiškai nesvarbi | 2 - Nesvarbi | 3 - Labiau nesvarbi, nei svarbi | 4 - Nei svarbi, nei nesvarbi | 5 - Labiau svarbi, nei nesvarbi | 6 - Svarbi | 7 - Labai svarbi |
|---|---|---|---|---|---|---|---|
| Patriotiškumas | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Pagarba tradicijoms | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Šeimos saugumas | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Tautinis saugumas (šalies saugumas, laisvė) | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Pasaulio saugumas (be karų ir konfliktų) | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Mandagumas | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Nuolankumas, kuklumas | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Pagarba tėvams ir seneliams | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

**Jūsų lytis**

- Moteris
- Vyras

**Jūsų amžius**

- 0-14
- 15-24
- 25-42
- 43-53
- 54-64
- 65 ir daugiau

**Jūsų išsilavinimas**

- Aukštasis universitetinis
- Aukštasis neuniversitetinis
- Vidurinis išsilavinimas/Spec. vidurinis išsilavinimas
- Pradinis/Pagrindinis išsilavinimas

**Jūs esate:**

- Vadovas
- Specialistas
- Tarnautojas
- Kvalifikuotas darbininkas
- Nekvalifikuotas darbininkas
- Studentas
- Pensininkas
- Bedarbis
- Kitas variantas

**Jūsų vidutinės mėnesinės pajamos NETO (po mokesčių)**

- Nedirbu
- 0-400 eurų
- 401-650 eurų
- 651-750 eurų
- 751-1000 eurų
- 1001-1300 eurų
- 1301 eurų ir daugiau

### Gyvenamoji vieta

- Didieji miestai (100.000 ir daugiau gyventojų)
- Miestas (3.000 ir daugiau gyventojų)
- Miestelis (~nuo 500 iki 3.000 gyventojų)
- Kaimas (~iki 500 gyventojų)
- Gyvenu ne Lietuvoje

### Jūsų šeimyninė padėtis

- Nevedęs/Neištekėjusi
- Vedęs/Ištekėjusi
- Išsiskyręs/Išsiskyrusi
- Našlys/Našlė

### Jūsų vaidmuo maisto produktų pirkime jūsų šeimoje

- [ ] Sprendimo priemėjas
- [ ] Pirkėjas
- [ ] Vartotojas