Young consumers’ price perceptions

in purchasing foods: Evidence from Greece

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Supplementary material

**Table S1. Questionnaire Food price perception by Greek students for sustainable food consumption**

**1. DEMOGRAPHICS**

|  |
| --- |
| 1. SEX |
| MALE |
| FEMALE |

|  |
| --- |
| 2. Age |
| 18-20 |
| 20-25 |
| 25-30 |
| 30-35 |
|  |

|  |
| --- |
| 3. Civil state |
| Single |
| Married |
| Divorced |
|  |

|  |
| --- |
| 4. Job situation |
| Employed student |
| Student exclusively |
|  |
|  |

|  |
| --- |
| 5. Residency |
| NORTH GREECE (regions of Macedonia – Thrace) |
| WEST GREECE (region of Epirus – Aitoloakarnania prefecture) |
| CENTRAL GREECE (including Athens) |
| SOUTH GREECE (region of Peloponnese) |
| ISLANDS |

Choose in the scale between Not at all important and very important regarding the following sentences

(Mark your answer with Χ).

**THE NEGATIVE ROLE OF PRICE ON FOOD SELECTION**

**1. YOUR PREFERENCE REGARDING VALUE CONSCIOUSNESS ON PURCHASING FOOD**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| How important is for your purchase of FOOD | Not at all important | Less important | Moderately important | Quite important | Very important |
| 1. The low prices in connection with the food quality | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 2. The “shopping around” for lower prices of food | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 3. The “worth of money” selection criteria | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 4. The comparison of the “price per Kg” between the available foods for purchase | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |

**2. YOUR PREFERENCE REGARDING PRICE CONSCIOUSNESS ON PURCHASING FOOD**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| How important is for your purchase of FOOD | Not at all important | Less important | Moderately important | Quite important | Very important |
| 1. Not to go to extra effort to find lower prices | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 2. To shop to more than one store to take advantage of low prices | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 3. The time it takes to find low prices | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 4. The money saved by finding low prices | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |

**3. YOUR PREFERENCE REGARDING COUPON PRONENESS ON PURCHASING FOOD**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| How important is for your purchase of FOOD | Not at all important | Less important | Moderately important | Quite important | Very important |
| 1. To redeem coupons in order to feel good | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 2. To enjoy clipping coupons out of different sources | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 3. To feel you are getting a good deal using coupons | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 4. To enjoy using coupons regarding the amount of money saved by doing so | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |

**4. YOUR PREFERENCE REGARDING SALES PRONENESS ON PURCHASING FOOD**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| How important is for your purchase of FOOD | Not at all important | Less important | Moderately important | Quite important | Very important |
| 1. The food to be on sale | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 2. The selection of the food brand because it is on sale | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 3. The selection of the favor food brand regarding the sale status | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 4. The negative attitude for purchasing food brand which are on sale | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |

**5. YOUR PREFERENCE REGARDING PRICE MAVENISM ON PURCHASING FOOD**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| How important is for your purchase of FOOD | Not at all important | Less important | Moderately important | Quite important | Very important |
| 1. Searching for information in advance about prices for different types of food | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 2. Being well informed constantly as an expert on the food prices | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 3. Asking an expert that you know on food price before purchasing the food | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 4. Trust the internet as the reliable source about the prices of foods | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |

**THE POSITIVE ROLE OF PRICE ON FOOD SELECTION**

**6. YOUR PREFERENCE REGARDING THE PRICE – QUALITY ON PURCHASING FOOD**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| How important is for your purchase of FOOD | Not at all important | Less important | Moderately important | Quite important | Very important |
| 1. The higher the price of a food the higher its quality | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 2. The common phrase “you get what you pay for” to be generally true | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 3. The price of a food to be a good indicator of its quality | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 4. The extra money you must pay a bit more for the best food | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |

**7. YOUR PREFERENCE REGARDING THE VALUE – PRICE ON PURCHASING FOOD**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| How important is for your purchase of FOOD | Not at all important | Less important | Moderately important | Quite important | Very important |
| 1. To be priced based on its exact value | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 2. To be a “good value for money” food | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 3. To have a value exceeding its price | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 4. Not to be undervalued because of its low price | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |

**8. YOUR PREFERENCE REGARDING THE PRESTIGE – SENSITIVITY ON PURCHASING FOOD**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| How important is for your purchase of FOOD | Not at all important | Less important | Moderately important | Quite important | Very important |
| 1. To pay attention when you buy the most expensive brand of a food | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 2. To feel better buying a high-priced food brand | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 3. To feel classy buying the most expensive food brand | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 4. To enjoy the prestige of buying a high-priced food brand | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 5. To have your friends considering you are cheap if you consistently buy the lower priced version of a food | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 6. To buy the most expensive food brand just because your friends will notice it. | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 7. To buy the kinds of foods and food brands based on the judgments the others will make about you because of the specific selections. | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 8. To select a costly food brand versus a relatively inexpensive food since it is impressive | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |

Table S2. Associations between students’ perception on food pricing regarding value and price consciousness, coupon and sales proneness and price mavenism and the sociodemographic variables.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Gender | | | Age | | | Civil state | | | Job situation | | | Residency | | |
|  | X2\* | V\*\* | p\*\*\* | X2 | V | p | X2 | V | p | X2 | V | p | X2 | V | p |
| PREFERENCE REGARDING VALUE CONSCIOUSNESS ON PURCHASING FOOD | | | | | | | | | | | | | | | | |
| How important is for your purchase of FOOD | | | | | | | | | | | | | | | | |
| The low prices in connection with the food quality |  |  |  | 23.672 | 0.125 | 0.023 |  |  |  |  |  |  |  |  |  |
| The comparison of the “price per Kg” between the available foods for purchase | 12.739 | 0.158 | 0.013 | 35.417 | 0.153 | 0 |  |  |  | 13.930 | 0.166 | 0.008 |  |  |  |
| PREFERENCE REGARDING PRICE CONSCIOUSNESS ON PURCHASING FOOD | | | | | | | | | | | | | | | | |
| How important is for your purchase of FOOD | | | | | | | | | | | | | | | | |
| Not to go to extra effort to find lower prices |  |  |  |  |  |  |  |  |  | 11.050 | 0.149 | 0.026 |  |  |  |
| To shop to more than one store to take advantage of low prices | 11.106 | 0.148 | 0.025 |  |  |  |  |  |  |  |  |  |  |  |  |
| The money saved by finding low prices |  |  |  |  |  |  |  |  |  | 13.405 | 0.163 | 0.009 | 26.649 | 0.114 | 0.046 |
| YOUR PREFERENCE REGARDING COUPON PRONENESS ON PURCHASING FOOD | | | | | | | | | | | | | | | | |
| How important is for your purchase of FOOD | | | | | | | | | | | | | | | | |
| To redeem coupons in order to feel good |  |  |  |  |  |  |  |  |  |  |  |  | 26.225 | 0.114 | 0.050 |
| To enjoy clipping coupons out of different sources |  |  |  |  |  |  |  |  |  |  |  |  | 27.667 | 0.117 | 0.035 |
| To feel you are getting a good deal using coupons |  |  |  |  |  |  |  |  |  |  |  |  | 29.751 | 0.121 | 0.019 |
| To enjoy using coupons regarding the amount of money saved by doing so | 11.214 | 0.149 | 0.024 |  |  |  |  |  |  |  |  |  | 26.308 | 0.114 | 0.050 |
| YOUR PREFERENCE REGARDING SALES PRONENESS ON PURCHASING FOOD | | | | | | | | | | | | | | | | |
| How important is for your purchase of FOOD | | | | | | | | | | | | | | | | |
| The food to be on sale | 18.123 | 0.189 | 0.001 | 26.593 | 0.133 | 0.009 |  |  |  |  |  |  |  |  |  |
| The selection of the food brand because it is on sale | 15.402 | 0.174 | 0.004 |  |  |  |  |  |  |  |  |  | 27.623 | 0.116 | 0.035 |
| The selection of the favor food brand regarding the sale status | 10.130 | 0.141 | 0.038 |  |  |  |  |  |  |  |  |  |  |  |  |
| The negative attitude for purchasing food brand which are on sale |  |  |  |  |  |  | 31.716 | 0.178 | 0.000 |  |  |  |  |  |  |
| PREFERENCE REGARDING PRICE MAVENISM ON PURCHASING FOOD | | | | | | | | | | | | | | | | |
| How important is for your purchase of FOOD | | | | | | | | | | | | | | | | |
| Trust the internet as the reliable source about the prices of foods | 11.729 | 0.153 | 0.019 | 27.213 | 0.135 | 0.007 |  |  |  |  |  |  | 39.460 | 0.140 | 0.001 |
| \* chi‐square test, \*\* Cramer’s coefficient, \*\*\* level of significance of 5%: *p* < 0.05. | | | | | | | | | | | | | | | | |

Table S3. Associations between students’ perception on food pricing regarding the connections of price-quality, value-price and prestige-sensitivity and the sociodemographic variables.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Gender |  |  | Age |  |  | Civil state |  |  | Job situation | | | Residency | | |
|  | X2\* | V\*\* | p\*\*\* | X2 | V | p | X2 | V | p | X2 | V | p | X2 | V | p |
| PREFERENCE REGARDING THE PRICE – QUALITY ON PURCHASING FOOD | | | | | | | | | | | | | | | |
| How important is for your purchase of FOOD | | | | | | | | | | | | | | | |
| The higher the price of a food the higher its quality |  |  |  |  |  |  | 17.232 | 0.131 | 0.028 |  |  |  |  |  |  |
| The common phrase “you get what you pay for” to be generally true |  |  |  |  |  |  | 16.786 | 0.130 | 0.032 |  |  |  |  |  |  |
| The extra money you must pay a bit more for the best food | 12.79 | 0.159 | 0.012 |  |  |  |  |  |  |  |  |  |  |  |  |
| PREFERENCE REGARDING THE VALUE – PRICE ON PURCHASING FOOD | | | | | | | | | | | | | | | |
| How important is for your purchase of FOOD | | | | | | | | | | | | | | | |
| To be priced based on its exact value |  |  |  | 25.368 | 0.130 | 0.013 |  |  |  |  |  |  | 26.675 | 0.115 | 0.045 |
| To be a “good value for money” food |  |  |  |  |  |  | 18.174 | 0.135 | 0.020 |  |  |  |  |  |  |
| PREFERENCE REGARDING THE PRESTIGE – SENSITIVITY ON PURCHASING FOOD | | | | | | | | | | | | | | | |
| How important is for your purchase of FOOD | | | | | | | | | | | | | | | |
| To pay attention when you buy the most expensive brand of a food |  |  |  | 30.044 | 0.141 | 0.003 |  |  |  |  |  |  |  |  |  |
| To feel better buying a high-priced food brand |  |  |  | 23.711 | 0.125 | 0.022 |  |  |  |  |  |  |  |  |  |
| To feel classy buying the most expensive food brand |  |  |  | 22.745 | 0.122 | 0.030 | 15.391 | 0.124 | 0.050 |  |  |  |  |  |  |
| \* chi‐square test, \*\* Cramer’s coefficient, \*\*\* level of significance of 5%: *p* < 0.05. | | | | | | | | | | | | | | | |