

## **From its roots, organic inspires science, and vice versa**

**Book of Abstracts of the Science Forum at the Organic World  
Congress 2021, September 8-10, 2021**

**Rennes, France**

**Gerold Rahmann, Frédéric Rey, Reza Ardakani, Khalid Azim, Véronique  
Chable, Felix Heckendorn, Paola Migliorini, Bram Moeskops, Daniel Neuhoff,  
Ewa Rembiałkowska, Jessica Shade, Marc Tchamitchian (eds.)**

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# Organic World Congress 2021

FRANCE

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## DETERMINANTS OF ORGANIC FOOD CHOICE IN GERMANY: THE CASE OF YOUNG ADULTS

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**Abstract:** The purpose of this paper is to explore the values that underlie young adults purchase motivation of organic food. Online chat-based laddering interviews were conducted with 30 organic and non-organic consumers. The results revealed several values of young adults that are relevant for organic food purchase. Values that were frequently revealed in relation to organic food purchase were well-being, universalism, hedonism and benevolence.

Values that were explored in relation to non-purchase of organic food were security, hedonism and self-direction. The findings show that egoistic values were more relevant for young adults organic food purchase intention than altruistic values. The findings of this study can be used by producers and marketers by increasingly considering the values in their marketing strategies.

**Keywords:** laddering, means-end chain, organic food, purchase behaviour, values, young adults