

Table S1. F statistics for cluster analysis purposes

ANOVA

		Sum of Squares	df	Average Square	F	Sig.
Zscore : 2.1 On a scale of 1 to 5, rate how much you agree with the following paragraph : I eat healthy food products , what matters to me is what I take into my body .	Between Groups	254.503	2	127.252	263.049	.000
	Within Groups	237.040	490	.484		
	In total	491.543	492			
Zscore : 2.2 On a scale of 1 to 5, rate how much you agree with with the following paragraph : Foreign , imported food products are better quality .	Between Groups	182.428	2	91.214	144.270	.000
	Within Groups	309.799	490	.632		
	In total	492.226	492			
Zscore : 2.3 On a scale of 1 to 5, rate how much you agree with with the following paragraph : I take into account the energy value (Calories) and the amount of fat that I enter into the body .	Between Groups	232.696	2	116.348	218.189	.000
	Within Groups	261.289	490	.533		
	In total	493.985	492			
Zscore : 2.4 On a scale of 1 to 5, rate how much you agree with with the following attitude : When it comes to food I prefer to buy domestic food products .	Between Groups	46.215	2	23.108	25.308	.000
	Within Groups	447.390	490	.913		
	In total	493.605	492			
Zscore : 2.5 On a scale of 1 to 5, rate how much you agree with with the following paragraph : Packaging is important to me when shopping food products .	Between Groups	92.257	2	46.128	56.186	.000
	Within Groups	402.288	490	.821		
	In total	494.545	492			
Zscore : 2.6 On a scale of 1 to 5, rate how much you agree with the following paragraph : I feed the predominantly food in fresh condition .	Between Groups	217.028	2	108.514	192.025	.000
	Within Groups	276.901	490	.565		
	In total	493.930	492			
Zscore : 2.7 On a scale of 1 to 5, rate how much you agree with the following paragraph : I'm trying to not be informed / ao healthy styles of life .	Between Groups	261.324	2	130.662	275.886	.000
	Within Groups	232.069	490	.474		
	In total	493.393	492			
Zscore : 2.8 On a scale of 1 to 5, rate how much you agree with with the following attitude : I have a habit of eating fast food .	Between Groups	47.525	2	23.762	26.157	.000
	Within Groups	445.149	490	.908		
	In total	492.674	492			
Zscore : 2.9 On a scale of 1 to 5, rate how much you agree with with the following attitude : Preserve nature and live in harmony with nature is very important to me .	Between Groups	184.861	2	92.431	147.049	.000
	Within Groups	307.998	490	.629		
	In total	492.859	492			

Table S2. Mean values for variables within a cluster

Report

Average

	Cluster Number of Case			
	1	2	3	In total
2.1 On a scale of 1 to 5, rate how much you agree with with the following attitude : I eat healthy food products , what matters to me is what I take into my body .	4.42	2.54	4.14	3.82
2.2 On a scale of 1 to 5, rate how much you agree with with the following paragraph : Foreign , imported food the products are of better quality .	3.72	2.73	1.90	2.88
2.3 On a scale of 1 to 5, rate how much you agree with with the following paragraph : I take care of energy value (calories) and the amount of fat that I enter into the body .	3.93	1.55	2.63	2.87
2.4 On a scale of 1 to 5, rate how much you agree with with the following attitude : When it comes to food I prefer to buy homemade food products .	3.54	3.10	4.01	3.57
2.5 On a scale of 1 to 5, rate how much you agree with with the following paragraph : Packaging is important to me on occasion purchasing food products .	3.79	2.87	2.52	3.14
2.6 On a scale of 1 to 5, rate how much you agree with the following paragraph : I feed the predominantly food in fresh condition .	4.12	2.04	3.11	3.24
2.7 On a scale of 1 to 5, rate how much you agree with the following paragraph : I'm trying to not be informed / ao healthy styles of life .	4.39	2.13	3.64	3.54
2.8 On a scale of 1 to 5, rate how much you agree with with the following attitude : I have a habit of eating fast food .	2.69	2.91	1.88	2.50
2.9 On a scale of 1 to 5, rate how much you agree with with the following attitude : Preserving nature and living in harmony with nature is very important to me .	3.88	2.10	3.79	3.37

Multiple Comparisons

LSD

Dependent Variable	(I) Affiliation cluster after other analyzes	(J) Affiliation cluster after other analyzes	Average Difference (IJ)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
2.1 On a scale of 1 up to 5 rate how much to agree with the following paragraph : I eat healthy food products ,it is essential to me what I enter in organism.	1	2	-2.110 *	.089	.000	-2.28	-1.94
		3	-1.457 *	.093	.000	-1.64	-1.27
	2	1	2.110 *	.089	.000	1.94	2.28
		3	.653 *	.077	.000	.50	.80
	3	1	1.457 *	.093	.000	1.27	1.64
		2	-.653 *	.077	.000	-.80	-.50
2.2 On a scale of 1 up to 5 rate how much to agree with the following paragraph : Foreign , imported food products are better quality .	1	2	-.931 *	.132	.000	-1.19	-.67
		3	.430 *	.139	.002	.16	.70
	2	1	.931 *	.132	.000	.67	1.19
		3	1.361 *	.114	.000	1.14	1.59
	3	1	-.430 *	.139	.002	-.70	-.16
		2	-1.361 *	.114	.000	-1.59	-1.14
2.3 On a scale of 1 up to 5 rate how much to agree with the following paragraph : I take care of energy values (calories) and amount of fat which I enter in organism .	1	2	-2.620 *	.105	.000	-2.83	-2.41
		3	-.738 *	.111	.000	-.96	-.52
	2	1	2.620 *	.105	.000	2.41	2.83
		3	1.882 *	.091	.000	1.70	2.06
	3	1	.738 *	.111	.000	.52	.96
		2	-1.882 *	.091	.000	-2.06	-1.70
2.6 On a scale of 1 up to 5 rate how much to agree with the following paragraph : I feed the predominantly groceries in fresh condition .	1	2	-2.163 *	.116	.000	-2.39	-1.94
		3	-1.346 *	.122	.000	-1.59	-1.11
	2	1	2.163 *	.116	.000	1.94	2.39
		3	.817 *	.100	.000	.62	1.01
	3	1	1.346 *	.122	.000	1.11	1.59
		2	-.817 *	.100	.000	-1.01	-.62
2.7 On a scale of 1 up to 5 rate how much to agree with the following paragraph : I try to be informed about healthy life style	1	2	-2.613 *	.092	.000	-2.79	-2.43
		3	-1.618 *	.097	.000	-1.81	-1.43
	2	1	2.613 *	.092	.000	2.43	2.79
		3	.995 *	.080	.000	.84	1.15
	3	1	1.618 *	.097	.000	1.43	1.81
		2	-.995 *	.080	.000	-1.15	-.84

2.9 On a scale of 1 up to 5 rate how much to agree with the following paragraph : Preserving nature and living in harmony with nature is very important to me	1	2	-2.139 *	.114	.000	-2.36	-1.91
		3	-1.695*	.120	.000	-1.93	-1.46
	2	1	2.139*	.114	.000	1.91	2.36
		3	.445*	.099	.000	.25	.64
	3	1	1.695*	.120	.000	1.46	1.93
		2	-.445*	.099	.000	-.64	-.25

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

Table 3. Analysis of the variance of the first question, ie the factors that generally influence the decision of the respondents when buying food products

Multiple Comparisons							
LSD							
Dependent Variable	(I) Affiliation cluster after other analyzes	(J) Affiliation cluster after other analyzes	Average Difference (IJ)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
1.1 On a scale of 1 up to 5 rate how much product quality influence on your decision on occasion purchases food product :	1	2	-.305 *	.088	.001	-.48	-.13
		3	-.051	.092	.578	-.23	.13
	2	1	.305 *	.088	.001	.13	.48
		3	.253 *	.076	.001	.10	.40
	3	1	.051	.092	.578	-.13	.23
		2	-.253 *	.076	.001	-.40	-.10
1.2 On a scale of 1 up to 5 rate how much origin of the product influence on your decision on occasion purchases food product :	1	2	-1.063 *	.159	.000	-1.37	-.75
		3	-.392 *	.167	.019	-.72	-.06
	2	1	1.063 *	.159	.000	.75	1.37
		3	.671 *	.137	.000	.40	.94
	3	1	.392 *	.167	.019	.06	.72
		2	-.671 *	.137	.000	-.94	-.40
1.3 On a scale of 1 up to 5 rate how much attractive packaging of the product influence on your decision when buying food product :	1	2	-1.022 *	.152	.000	-1.32	-.72
		3	-.342 *	.160	.033	-.66	-.03
	2	1	1.022 *	.152	.000	.72	1.32
		3	.680 *	.132	.000	.42	.94
	3	1	.342 *	.160	.033	.03	.66
		2	-.680 *	.132	.000	-.94	-.42

1.4 On a scale of 1 up to 5 rate how much the fact that the product does not contain additives and harmful matters affecting your decision when buying food product :	1	2	-.534 *	.119	.000	-.77	-.30
		3	-.284 *	.125	.024	-.53	-.04
	2	1	.534 *	.119	.000	.30	.77
		3	.250 *	.103	.016	.05	.45
	3	1	.284 *	.125	.024	.04	.53
		2	-.250 *	.103	.016	-.45	-.05
1.5 On a scale of 1 up to 5 rate how much clearly indicated deadline product life influence on your decision on occasion purchases of food product :	1	2	-.545 *	.124	.000	-.79	-.30
		3	-.473 *	.131	.000	-.73	-.22
	2	1	.545 *	.124	.000	.30	.79
		3	.073	.107	.499	-.14	.28
	3	1	.473 *	.131	.000	.22	.73
		2	-.073	.107	.499	-.28	.14
1.6 On a scale of 1 up to 5 rate how much good price of the product influence on your decision when shopping food product :	1	2	.347 *	.117	.003	.12	.58
		3	.409 *	.123	.001	.17	.65
	2	1	-.347 *	.117	.003	-.58	-.12
		3	.061	.101	.544	-.14	.26
	3	1	-.409 *	.123	.001	-.65	-.17
		2	-.061	.101	.544	-.26	.14
1.7 On a scale of 1 up to 5 rate how much recommendation (friends, experts,nutritionists, doctors) influence on your decision when buying food products:	1	2	-.221	.145	.129	-.51	.06
		3	.102	.152	.505	-.20	.40
	2	1	.221	.145	.129	-.06	.51
		3	.322 *	.125	.010	.08	.57
	3	1	-.102	.152	.505	-.40	.20
		2	.322 *	.125	.010	-.57	-.08
1.8 On a scale of 1 up to 5 rate how much product advertising influence on your decision on occasion purchases food product	1	2	-.583 *	.153	.000	-.88	-.28
		3	.108	.161	.505	-.21	.42
	2	1	.583 *	.153	.000	.28	.88
		3	.691 *	.133	.000	.43	.95
	3	1	-.108	.161	.505	-.42	.21
		2	-.691 *	.133	.000	-.95	-.43
1.9 On a scale of 1 up to 5 rate how much the fact that it is manufacturer known influence on your decision on occasion purchases of food product :	1	2	-.479 *	.157	.002	-.79	-.17
		3	-.062	.165	.707	-.39	.26
	2	1	.479 *	.157	.002	.17	.79
		3	.417 *	.136	.002	.15	.68
	3	1	.062	.165	.707	-.26	.39
		2	-.417 *	.136	.002	-.68	-.15
1:10 On a scale of 1 to5 rate how clearly written composition on the packaging of the product affects on your decision when buying food products	1	2	-.951 *	.140	.000	-1.23	-.68
		3	-.383 *	.147	.010	-.67	-.09
	2	1	.951 *	.140	.000	.68	1.23
		3	.568 *	.121	.000	.33	.81
	3	1	.383 *	.147	.010	.09	.67
		2	-.568 *	.121	.000	-.81	-.33
1:11 On a scale of 1 to 5, rate how pleasant ambience of	1	2	-.761 *	.156	.000	-1.07	-.45
		3	-.254	.164	.121	-.58	.07

the piece is the product sales affect your decision when buying food products:	2	1	.761	.156	.000	.45	1.07
		3	.506*	.135	.000	.24	.77
	3	1	.254	.164	.121	-.07	.58
		2	-.506*	.135	.000	-.77	-.24
1:12 On a scale of 1 to 5 rate how much the fact that the product is good - looking influence on your decision when buying food products:	1	2	-.260	.137	.058	-.53	.01
		3	.075	.144	.602	-.21	.36
	2	1	.260	.137	.058	-.01	.53
		3	.335*	.118	.005	.10	.57
	3	1	-.075	.144	.602	-.36	.21
		2	-.335*	.118	.005	-.57	-.10
1:13 On a scale of 1 up to 5 rate how much the fact that it is product environmentally friendly (Bio) affects your decision on occasion purchases of food product :	1	2	-1.890*	.130	.000	-2.15	-1.63
		3	-1.217*	.137	.000	-1.49	-.95
	2	1	1.890*	.130	.000	1.63	2.15
		3	.673*	.113	.000	.45	.89
	3	1	1.217*	.137	.000	.95	1.49
		2	-.673*	.113	.000	-.89	-.45
1:14 On a scale of 1 to rate how best ratio of price and the quality of the product affects your decision when buying food products :	1	2	.110	.095	.246	-.08	.30
		3	.121	.099	.224	-.07	.32
	2	1	-.110	.095	.246	-.30	.08
		3	.011	.082	.892	-.15	.17
	3	1	-.121	.099	.224	-.32	.07
		2	-.011	.082	.892	-.17	.15

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

Table 4: Distribution of respondents by clusters based on socio- demographic characteristics

Multiple Comparisons

LSD							
Dependent Variable	(I) Affiliation cluster after other analyzes	(J) Affiliation cluster after other analyzes	Average Difference (IJ)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
19. Gender :	1	2	-.033	.059	.581	-.15	.08
		3	-.012	.063	.851	-.13	.11
		1	.033	.059	.581	-.08	.15
	2	3	.021	.051	.682	-.08	.12
		1	.012	.063	.851	-.11	.13
		2	-.021	.051	.682	-.12	.08
20. Years of age :	3	2	.346 *	.166	.038	.02	.67
		3	.163	.175	.352	-.18	.51
		1	-.346 *	.166	.038	-.67	-.02
	2	3	-.183	.144	.203	-.47	.10
		1	-.163	.175	.352	-.51	.18
		2	.183	.144	.203	-.10	.47
21. Marital status:	3	2	.201 *	.093	.032	.02	.38
		3	.081	.098	.412	-.11	.27
		1	-.201 *	.093	.032	-.38	-.02
	2	3	-.120	.081	.137	-.28	.04
		1	-.081	.098	.412	-.27	.11
		2	.120	.081	.137	-.04	.28
22. Number of children :	3	2	.246	.136	.071	-.02	.51
		3	.083	.143	.562	-.20	.36
		1	-.246	.136	.071	-.51	.02
	2	3	-.163	.118	.167	-.39	.07
		1	-.083	.143	.562	-.36	.20
		2	.163	.118	.167	-.07	.39
23. Number of members households :	3	2	-.357	.190	.061	-.73	.02
		3	-.451 *	.199	.024	-.84	-.06
		1	.357	.190	.061	-.02	.73
	2	3	-.094	.165	.568	-.42	.23
		1	.451 *	.199	.024	.06	.84
		2	.094	.165	.568	-.23	.42

		2		-.245 *	.117	.037	-.48	-.01
	1	3		-.295 *	.124	.018	-.54	-.05
		1		.245 *	.117	.037	.01	.48
24. Education :	2	3		-.050	.102	.625	-.25	.15
		1		.295 *	.124	.018	.05	.54
	3	2		.050	.102	.625	-.15	.25
		2		.868 *	.412	.036	.06	1.68
25. What do you do	1	3		1.445 *	.429	.001	.60	2.29
(occupation):		1		-.868 *	.412	.036	-1.68	-.06
	2	3		.577	.340	.091	-.09	1.25
		1		-1,445 *	.429	.001	-2.29	-.60
	3	2		-.577	.340	.091	-1.25	.09
		2		.106	.090	.240	-.07	.28
	1	3		.008	.095	.931	-.18	.19
		1		-.106	.090	.240	-.28	.07
26. Employment status:	2	3		-.098	.078	.211	-.25	.06
		1		-.008	.095	.931	-.19	.18
	3	2		.098	.078	.211	-.06	.25
		2		-.051	.165	.756	-.37	.27
27. Please you to	1							
on the next scale		3		-.115	.173	.508	-.46	.23
mark total		1		.051	.165	.756	-.27	.37
monthly income	2	3		-.064	.143	.655	-.34	.22
Your household		1		.115	.173	.508	-.23	.46
(Eur):	3	2		.064	.143	.655	-.22	.34

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