

EVALUATING WILLINGNESS TO PAY FOR SOCIAL FARMING PRODUCTS IN ITALY

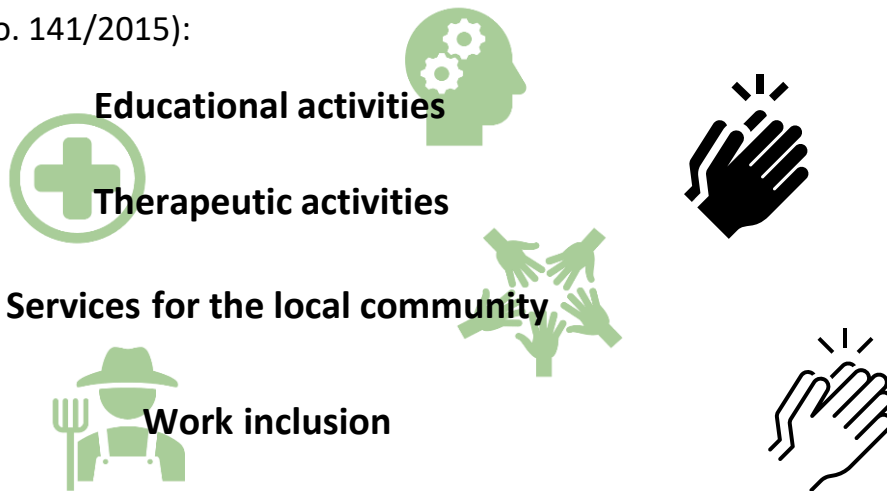
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Califano G. (UNINA)



WHAT DO WE MEAN BY SOCIAL FARMING?

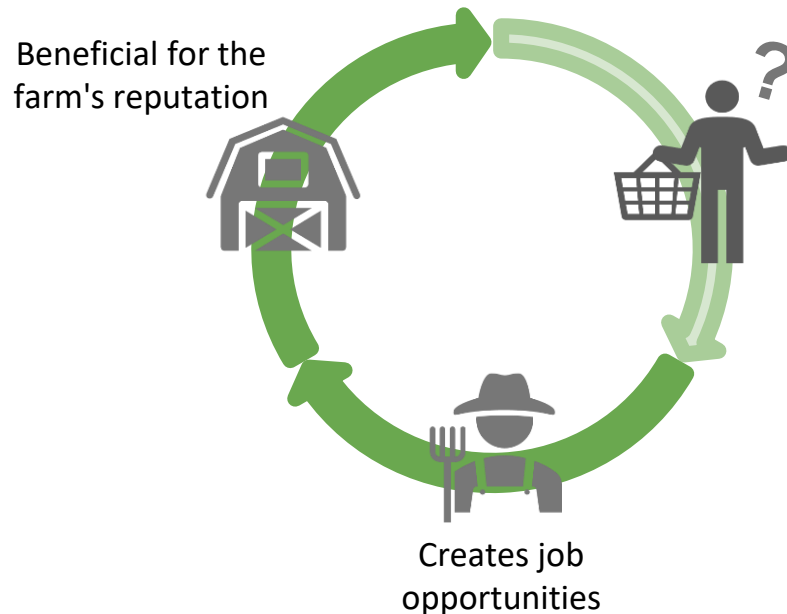
“L’agricoltura sociale è un insieme di pratiche solidali e responsabili, che possono contribuire in modo determinante al conseguimento di uno sviluppo locale sostenibile, alla realizzazione di azioni di welfare di comunità e alla produzione di cibo sano” (Giarè et al., 2022)

The domains of social farming (law no. 141/2015):



WORK INCLUSION

Involves the employment of individuals with limited job security, thereby helping to reduce unemployment and providing them with the opportunity to develop professional skills



QUESTIONS



What is the consumers' willingness to pay for social farming products?

Are there any psychological, cognitive, and emotional drivers behind their preferences?



SAMPLE AND SURVEY

The study uses a quantitative approach by administering a questionnaire to a representative sample of 851 individuals residing in Italy, aged between 18 and 65, who are responsible for food purchases within their households



Section 1

Familiarity with certain terms you might find on food product labels

Section 2

Choice Experiment

Section 3

Indicate your level of agreement or disagreement with certain statements using Likert scales

Section 4

Socio-demographic characteristics



CHOICE EXPERIMENT



€1,80

Option A



€1,20

Option B

Which product would you buy?

- a. Option A
- b. Option B
- c. No purchase

CHOICE EXPERIMENT



PRICE

CHOICE EXPERIMENT



€1,80



€1,20

ORGANIC



PIANO STRATEGICO
DELLA PAC
IL FUTURO DELL'AGRICOLTURA SOSTENIBILE



MINISTERO DELL'AGRICOLTURA
DELLA SOVRANITÀ ALIMENTARE
E DELLE FORESTE



Finanziato
dall'Unione europea

RETERURALE
NAZIONALE
20142020

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CHOICE EXPERIMENT



€1,80



€1,20

ITALIN ORIGIN



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SOCIAL FARMING



PIANO STRATEGICO
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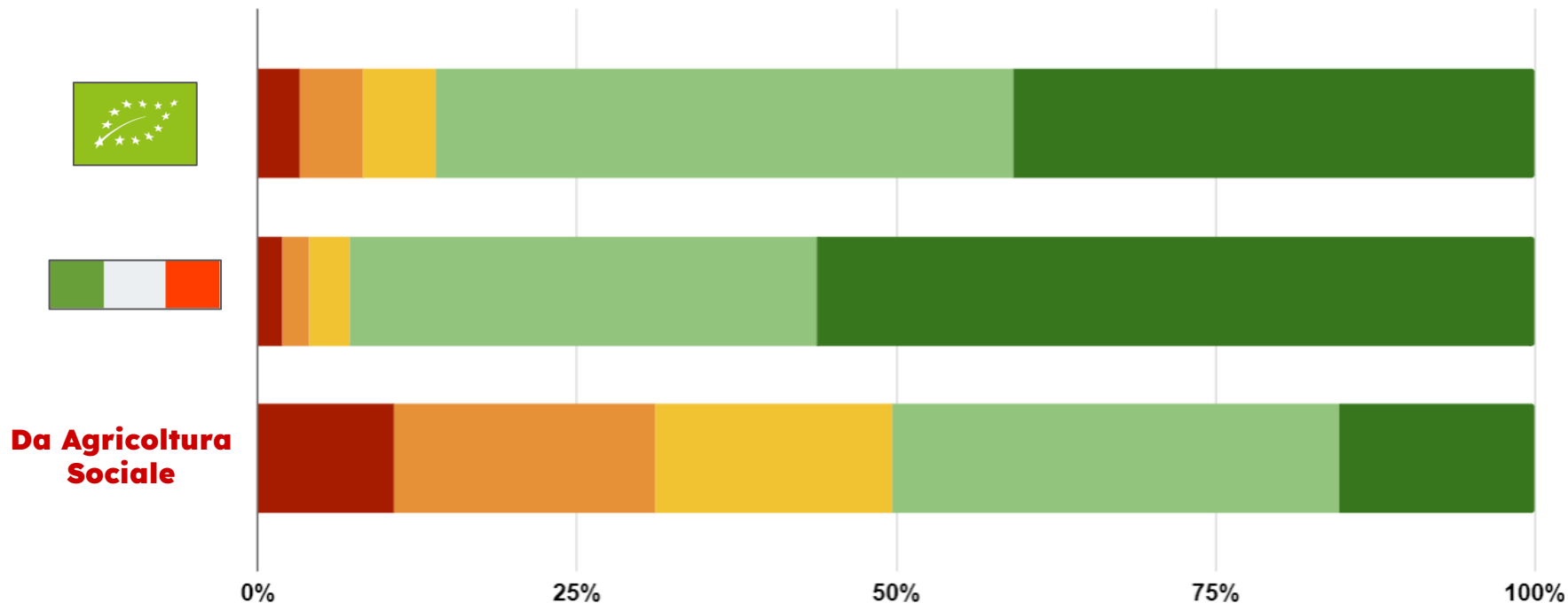


RETERURALE
NAZIONALE
20142020

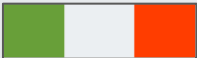
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FAMILIARITY WITH CERTIFICATIONS

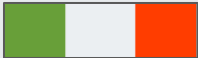
■ Not familiar at all ■ Slightly familiar ■ Not sure ■ Somewhat familiar ■ Very familiar

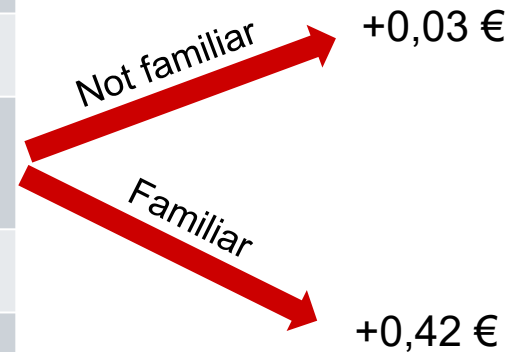


WILLINGNESS TO PAY (WTP)

Attributes	Coeff	St. er.	Marginal WTP (€)
	0,441 ***	0,045	+0,47
	0,266 ***	0,046	+0,28
Da Agricoltura Sociale	0,213 ***	0,043	+0,23
Price	-0,936 ***	0,504	
Opt out	-2.824 ***	0,121	

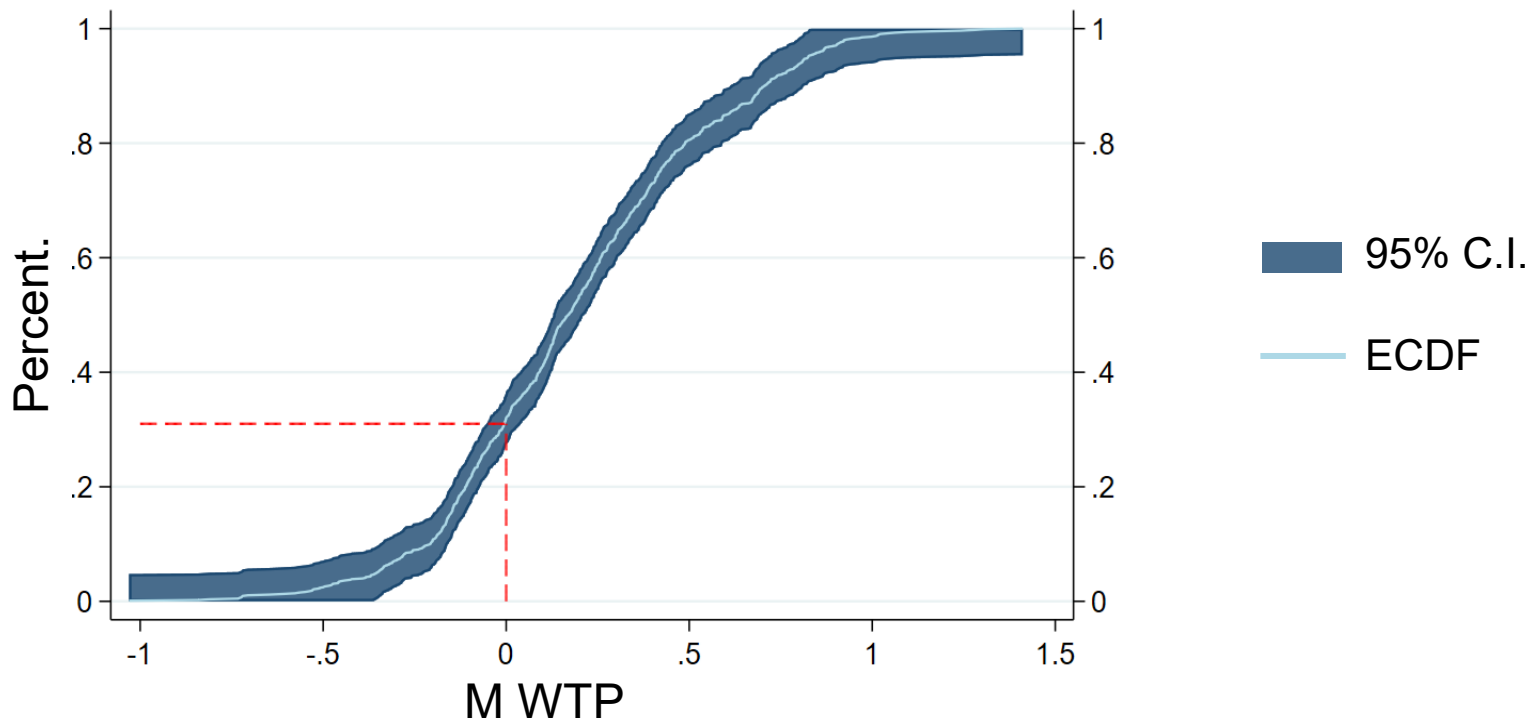
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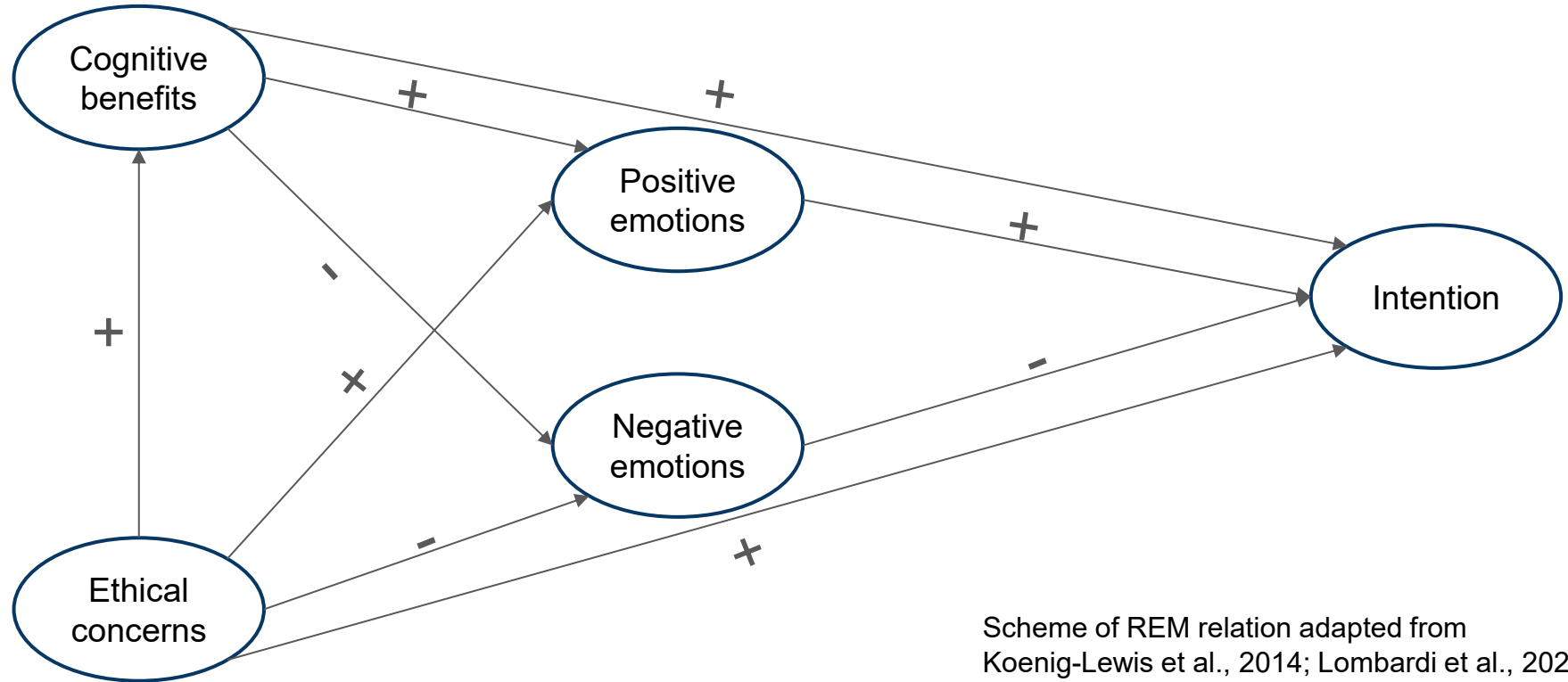


CUMULATIVE DISTRIBUTION OF M WTP

Attribute: **Da Agricoltura Sociale**



THE RATIONAL-EMOTIONAL MODEL



Scheme of REM relation adapted from
Koenig-Lewis et al., 2014; Lombardi et al., 2023

THE RATIONAL-EMOTIONAL MODEL

All constructs were assessed using items on a 5-point Likert scale, ranging from “strongly disagree” (1) to “strongly agree” (5)

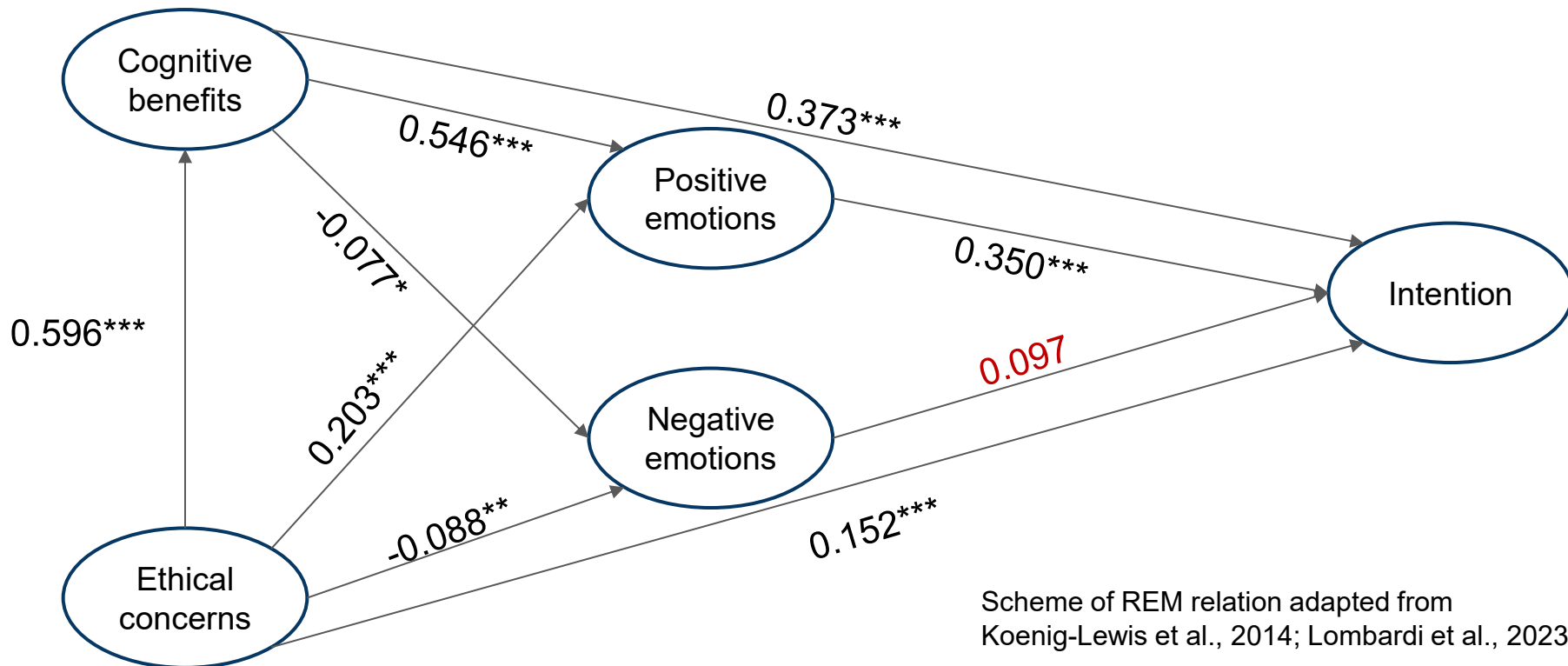
Constructs	Items N.	α Crombach	References
Ethical concerns	4	0.886	Aiello, A., Chirumbolo, A., Leone, L., & Pratto, F. (2005). A study for the validation of the Social Dominance orientation scale. <i>Rassegna di psicologia</i> , 22(3), 24-36.
Positive emotions	3	0.875	Terraciano, A., McCrae, R. R., & Costa Jr, P. T. (2003). Factorial and construct validity of the Italian Positive and Negative Affect Schedule (PANAS). <i>European journal of psychological assessment</i> , 19(2), 131.
Negative emotions	3	0.959	
Cognitive benefits	4	0.907	Koenig-Lewis N, Palmer A, Dermody J, Urbye A (2014) Consumers' valuations of ecological packaging—rational and emotional approaches. <i>J Environ Psychol</i> 37:94–105
Intentions	3	0.933	

THE RATIONAL-EMOTIONAL MODEL

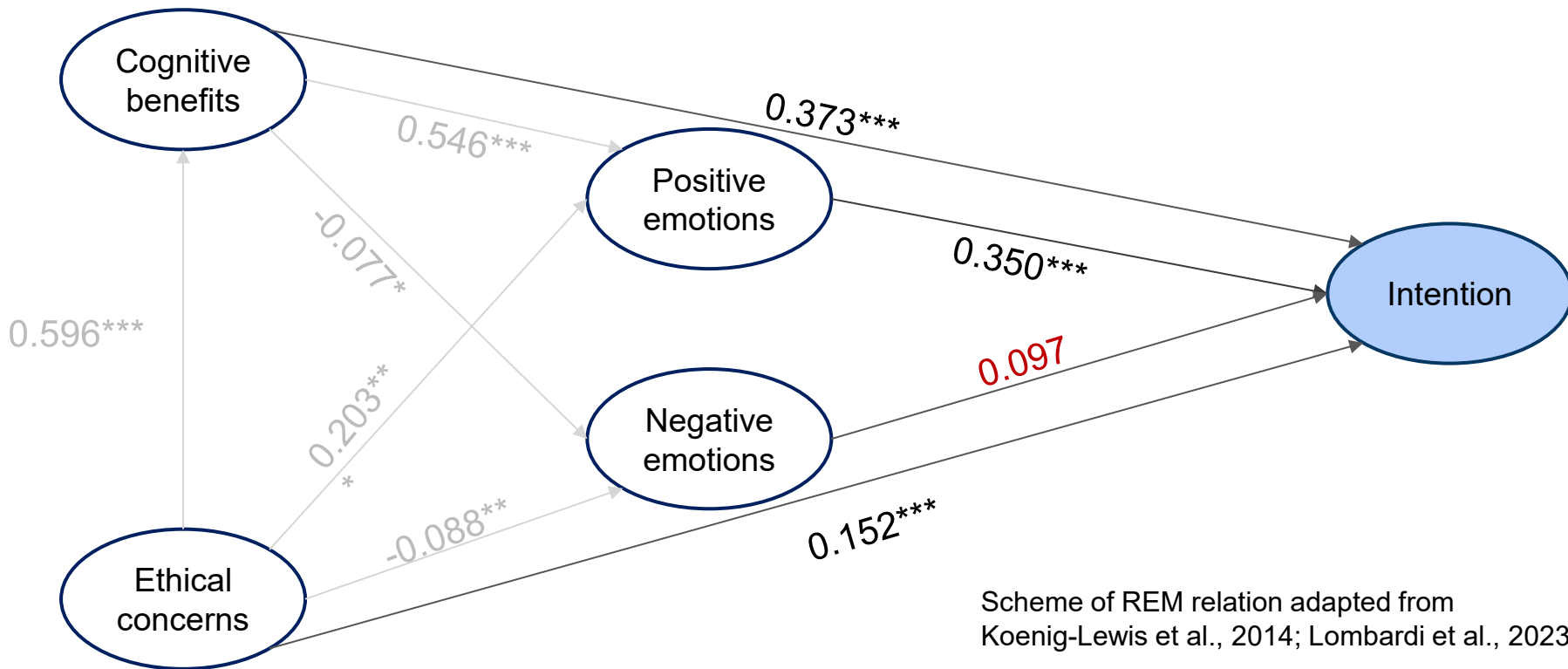
All constructs were assessed using items on a 5-point Likert scale, ranging from “strongly disagree” (1) to “strongly agree” (5)

Constructs	Items example
Ethical concerns	<i>Bisognerebbe aumentare l'eguaglianza sociale</i>
Positive emotions	<i>Acquistare alimenti provenienti da aziende che si occupano di agricoltura sociale ti farebbe sentire entusiasta</i>
Negative emotions	<i>Acquistare alimenti provenienti da aziende che si occupano di agricoltura sociale ti farebbe sentire turbato/a</i>
Cognitive benefits	<i>Le aziende che si occupano di agricoltura sociale promuovono l'inclusione sociale</i>
Intentions	<i>Acquisterò alimenti provenienti da aziende che si occupano di agricoltura sociale nel prossimo futuro</i>

THE RATIONAL-EMOTIONAL MODEL



THE RATIONAL-EMOTIONAL MODEL



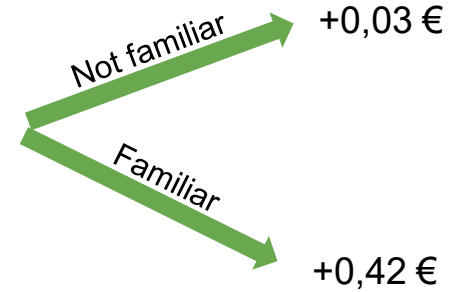
Scheme of REM relation adapted from
Koenig-Lewis et al., 2014; Lombardi et al., 2023

CONCLUSION

What is the consumers' willingness to pay for social farming products?



On average, the additional price for a bottle of tomato sauce is +0,23 €



Are there psychological, cognitive, and emotional factors driving their preferences?



Yes, the analysis confirms this hypothesis. The relationships between the constructs were significant and aligned with expectations, except for the connection between Negative Emotions and Intention, which was not significant

CONCLUSION

