Thesis of the Doctoral (PhD) Dissertation

THE INFLUENCE OF ECOLABELS ON THE PURCHASING INTENTION OF ECOLABELLED LOCAL PRODUCTS IN MOROCCO

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1. INTRODUCTION OF THE TOPIC AND OBJECTIVES

The world has been experiencing an accelerating economic growth that led to the proliferation of over-consumption and the over-utilization of natural resources (Tan & Lau, 2010). Consequently, preserving natural resources and halting environmental degradation is becoming one of the conditions for survival (Hojnik et al., 2020). Furthermore, environmental protection has long been an essential theme in marketing, and the extensive promotional campaigns established by corporations intensified public concern, which significantly influenced market trends in this area (Kautish & Dash, 2017).

In Morocco, the state of the environment is alarming. A study that was conducted by the World Bank estimated the cost of environmental degradation at 3.7% of GDP (Baguare, 2008). This degradation manifests in multiple ways, predominantly influencing natural resources, such as water, soil, and ecosystems, which leads to environmental pollution, including air pollution and waste. The primary causes of this situation are rooted in the already established economic and social structures, in addition to the deficiencies of the public administration. The growing recognition of the urgency of environmental problems resulted in the creation and execution of different initiatives that were established to tackle such issues, such as institutional frameworks, regulations, action plans, and incentives (Baguare, 2008). Nevertheless, different parties, including ministries, started the implementation of different programs that aim to improve environmental governance. For instance, The Moroccan Sustainable Consumption and Production National Action Plan (SCP-NAP) was developed by the Moroccan Ministry of Environment and Sustainable Development, with the support of the United Nations Environment Program (UNEP), that focuses on the agri-food sector, in addition to the fulfillment of the Sustainable Development Goals (SDG), mainly SDG 12.1 (Switchmed, 2025).

Alongside policy-driven approaches to sustainability and protection of environment, Morocco has been paying an increasing attention and acknowledgement of its local products, also known as terroir products, in order to advance sustainable consumption, in addition to achieving a sustainable growth in the agri-food industry of the country (Toumi, 2008). The concept of “terroir”, first introduced in the 19th century, was initially defined as a geographically defined area populated by a distinct community. Later, different studies in geography, sociology, economics, and agronomy had refined its definition to highlight the closer connection with cultural heritage and ecological specificity (Hammou & El Fadi, 2024). With the acceleration of globalization and the rise of standardized mass production, a counter trend has also appeared, i.e. consumer preferences have greatly shifted towards locally sourced and environmentally sustainable (Turgeon, 2010), ecolabelled local products.

To further advance and develop local products, Morocco inaugurated the Green Morocco Plan (GMP) in 2008, with the purpose of enhancing these products and improving their promotion among Moroccan consumers primarily and international consumers secondarily. The GMP had broader aims, mainly

bolstering economic growth, reducing poverty, and managing resources in a sustainable manner (Montanari & Bergh, 2019).

Nevertheless, the GMP introduced the ecolabelling of local products as a means to bolster the confidence of consumers and improve the competitiveness of such products in the Moroccan market. The Distinctive Signs of Origin and Quality (SDOQ), established by the Moroccan Ministry of Agriculture, Maritime Fisheries, Rural Development, and Water and Forests (MAPMDREF), and overseen by the National Office for Food Safety (ONSSA), encompass the Protected Geographical Indication (PGI), Protected Designation of Origin (PDO), and Agricultural Labels, which establish comprehensive frameworks for quality assurance, environmental sustainability, and product authenticity (MAPMDREF, 2015; ONSSA, 2025). In addition to these labels, further labels were established, namely "Terroir du Maroc" and "Bio Maroc," in order to consolidate the marketing efforts and improve the visibility of certified local products in both domestic and international markets (ADA, 2015; Benazizi, 2022).

Ecolabelling functions as a distinct, visual, and legally safeguarded marker that helps consumers identify products that fulfill defined environmental standards as opposed to conventional products. Additionally, ecolabels assist in reducing information asymmetry between producers and consumers and improve the credibility of products, thus enhancing the trust of consumers and incentivizing producers to continually improve their standards (Ecolabels, 2024; Larceneux, 2003; Stein, 2009; Taufique et al., 2014).

Research on ecolabels has been concentrated in developed countries, with less focus on developing countries (Prieto-Sandoval et al., 2016). Thus, investigating the intention of Moroccan consumers to purchase ecolabelled local products is deemed to be essential, as cultural differences significantly shape their understanding of such products and are key determinants of consumer behavior (Mufidah et al., 2018; Mkik & Mkik, 2020). Additionally, knowledge and awareness of ecolabels differ between developed and developing countries. Developing countries tend to have lower levels of knowledge, which in turn affects consumer attitudes and purchasing intentions (Mustafa et al., 2022). From a policy framework perspective, developing countries often have ecolabelling programs. However, such programs are not fully integrated into broader policy frameworks and tend to rely on voluntary participation and international certification (Notohamijoyo et al., 2020).

Therefore, the main aim of the dissertation is to assess the purchasing intention of Moroccan consumers vis a vis ecolabelled local products, by integrating the Theory of Planned Behavior (TPB) and the Theory of Consumption Values (TCV). The TPB was included to elucidate the relationship between attitudes, perceived behavioral control, and subjective norms in the context of ecolabelled local products consumption (Kayani et al., 2023). The TCV argues that consumer decisions are impacted by a variety of value dimensions that are also essential for comprehending the reasons why consumers might favor one product over the other. The integration of both theories would enable the assessment of rational and emotional aspects of Moroccan consumers' decision-making when it comes to the purchasing intention of ecolabelled local products (Neiba & Singh, 2024; Wang et al., 2022).

In order to enhance the predictive power of the research model, three additional variables were incorporated, namely ecolabel knowledge, ecolabel credibility, and trust in certifying institutions, reflecting and accounting for the influence of information, credibility, and trust on consumer intentions. Knowledge of ecolabels helps provide consumers with the required information to ease their decision-making process, and the more knowledge increases, the more consumers showcase favorable attitudes towards purchasing ecolabelled local products (Daugbjerg et al., 2014; Waris & Hameed, 2020). Moreover, ecolabel credibility assists in building consumer trust, which in turn helps enhance consumer confidence in the ecolabelled products and thus increases the probability of purchase (Daugbjerg et al., 2014). Finally, the behavior of consumers is significantly impacted by their trust in certifying institutions. The authenticity of the ecolabels and the claims associated with the products are more likely to be believed by consumers when they have faith in these institutions (Daugbjerg et al., 2014). The dissertation examines the following questions and addresses the following objectives:

Research Questions

- What is the influence of various consumption values (quality functional value, price functional value, emotional value, conditional value, social value, and epistemic value) on the intention of Moroccan consumers to purchase ecolabelled local products?
- What is the influence of ecolabel knowledge on the purchasing intention of ecolabelled local products directly and indirectly through the attitude towards ecolabelled local products?
- How does ecolabel credibility impact the purchasing intention of ecolabelled local products directly and via the attitude towards ecolabelled local products in the Moroccan context?
- What is the impact of trust in certifying institutions on the purchasing intention of ecolabelled products independently and through the attitude towards ecolabelled local products in the Moroccan case?
- Does the attitude towards ecolabelled local products have any influence on the purchasing intention of ecolabelled local products without the intervention of ecolabel (ecolabel knowledge, ecolabel credibility, and trust in certifying institutions) in the context of Morocco?
- What is the influence of subjective norms related to buying ecolabelled local products on the purchasing intention of those products in the case of Morocco?
- How does perceived behavioral control over buying ecolabelled local products influence the intention of consumers to purchase ecolabelled local products in the Moroccan context?
- Do demographic variables, namely gender, age, education, income, and place of residence moderate the relationship between consumption values (quality functional value, price functional value, emotional value, conditional value, social value, and epistemic value) and the purchasing intention of ecolabelled local products in Morocco?

- Do demographic variables (gender, age, education, income, and place of residence) moderate the relationship between the attitude toward ecolabelled local products, subjective norms, perceived behavioral control, and the intention of Moroccan consumers to purchase ecolabelled local products in Morocco?

Research Objectives

- To assess of the influence of the different consumption values, namely quality functional value, price functional value, emotional value, epistemic value, conditional value, and social value on the intention of Moroccan consumers to purchase ecolabelled local products.
- To investigate the impact of ecolabel knowledge, ecolabel credibility, and the trust in certifying institutions on the purchasing intention of ecolabelled local products in Morocco.
- To study the effect of attitudes towards ecolabelled local products, perceived behavioral control, and subjective norms related to the choice of ecolabelled local products on the intention to purchase those products in Morocco.
- To investigate the moderating role of demographic variables, including gender, age, education, income, and place of residence on the relationship between consumption values, attitude towards ecolabelled local products, perceived behavioral control, subjective norms, and the intention to purchase ecolabelled local products in the Moroccan context.

Study Hypotheses

Several studies examined perceived value through the lens of the theory of consumer values, particularly in the context of green marketing. For instance, Biswas (2017) and Biswas & Roy (2015) examined sustainable consumption among consumers and found that when consumers have a behavioral intention to purchase green products, they exhibit a positive intention to pay a price premium for them. The theory was also used to assess consumers' green purchasing behavior. Gonçalves et al. (2016) found that consumption values contribute differently to the green product purchase, with the functional value as the main cause of the behavior, especially when combined with the emotional, conditional, or social values.

H1: There is a significant relationship between consumption values and the purchasing intention of ecolabelled local products.

H1.1: Quality functional value and price functional value have a positive influence on the purchasing intention of ecolabelled local products.

H.1.2: Emotional value has a positive impact on the intention to purchase ecolabelled local products.

H1.3: Epistemic value has a positive influence on the purchasing intention of ecolabelled local products.

H1.4: Conditional value has a positive influence on the purchasing intention of ecolabelled local products.

H1.5: Social value has a positive influence on the intention to purchase ecolabelled local products.

A comprehensive understanding of ecolabels serves as an educational accelerator; when consumers recognize that ecolabels indicate lower environmental impact, they perceive green products as more environmentally favorable. Moreover, greater knowledge of ecolabels is associated with improved environmental attitudes, thereby promoting sustainable purchasing behavior (Recio-Román et al., 2024). In addition, the perceived credibility of ecolabels among consumers was found to influence the purchase of green products. Chen and Chang (2012) found that Taiwanese consumers' preferences for electronic goods were influenced by their trust in ecolabels. Nevertheless, mistrust in ecolabels is also caused by the increasing number of ecolabels in the market, which leads to greater uncertainty for consumers and reduces the informativeness of ecolabels. Such increase is due to the increasing demand of consumers, in addition to the willingness of companies to comply and meet such demand and prove their efforts in contributing to sustainability (Nygaard, 2023).

H2: Ecolabel-related factors significantly influence the purchasing intention of ecolabelled local products.

H2.1: Ecolabel knowledge positively influences the purchasing intention of ecolabelled local products directly and through attitude towards ecolabelled local products.

H2.2: Ecolabel credibility positively impacts the purchasing intention of ecolabelled local products directly and through the attitude towards ecolabelled local products.

H2.3: Trust in certifying institutions positively influences the purchasing intention of ecolabelled local products directly and through the attitude towards ecolabelled local products.

Various studies have established a positive relationship between attitude and the purchase intention toward ecolabelled products (Ahmed et al., 2020; Chen, 2007; Grankvist & Biel, 2007). Furthermore, prior research has shown that perceived behavioral control directly predicts intentions and behavior, and that greater perceived control is associated with greater willingness to expend additional effort to make a given behavior successful (Johe & Bhullar, 2016). Research has found that subjective norms play an important role in determining consumers' sustainable choices. For instance, word-of-mouth was preferred for both green and non-green restaurants (Dewald et al., 2014).

H3: Attitude towards ecolabelled local products has a positive influence on the purchasing intention of ecolabelled local products.

H4: Perceived behavioral control exhibits a positive influence on the purchasing intention of ecolabelled local products.

H5: Subjective norms significantly impact the purchasing intention of ecolabelled local products.

Demographic factors influence consumers' purchasing intentions with respect to product attributes (Ming Wong & Tzeng, 2019). For instance, consumers' lifestyles are shaped by their income, which is reflected in their purchasing choices (Kotler et al., 2020). In their study assessing purchasing behavior related to recycled products in China, Wong & Hao (2019) examined the effects of age, gender, income, and a reference group on consumers' intentions and behaviors. The study concluded that income influenced the purchasing intention of Chinese consumers, which, in turn, transformed into purchasing behavior.

H6: Demographics (gender, age, education, income, and region) moderate the relationship between attitude towards ecolabelled local products (H6.1), perceived behavioral control (H6.2), and subjective norms (H6.3) and the purchasing intention of ecolabelled local products.

H7: Demographics (gender, age, education, income, and region) moderate the relationship between quality functional value (H7.1), price functional value (H7.2), epistemic value (H7.3), emotional value (H7.4), conditional value (H7.5), and social value (H7.6) and the intention to purchase ecolabelled local products.

Figure 1 details the proposed model of the dissertation.

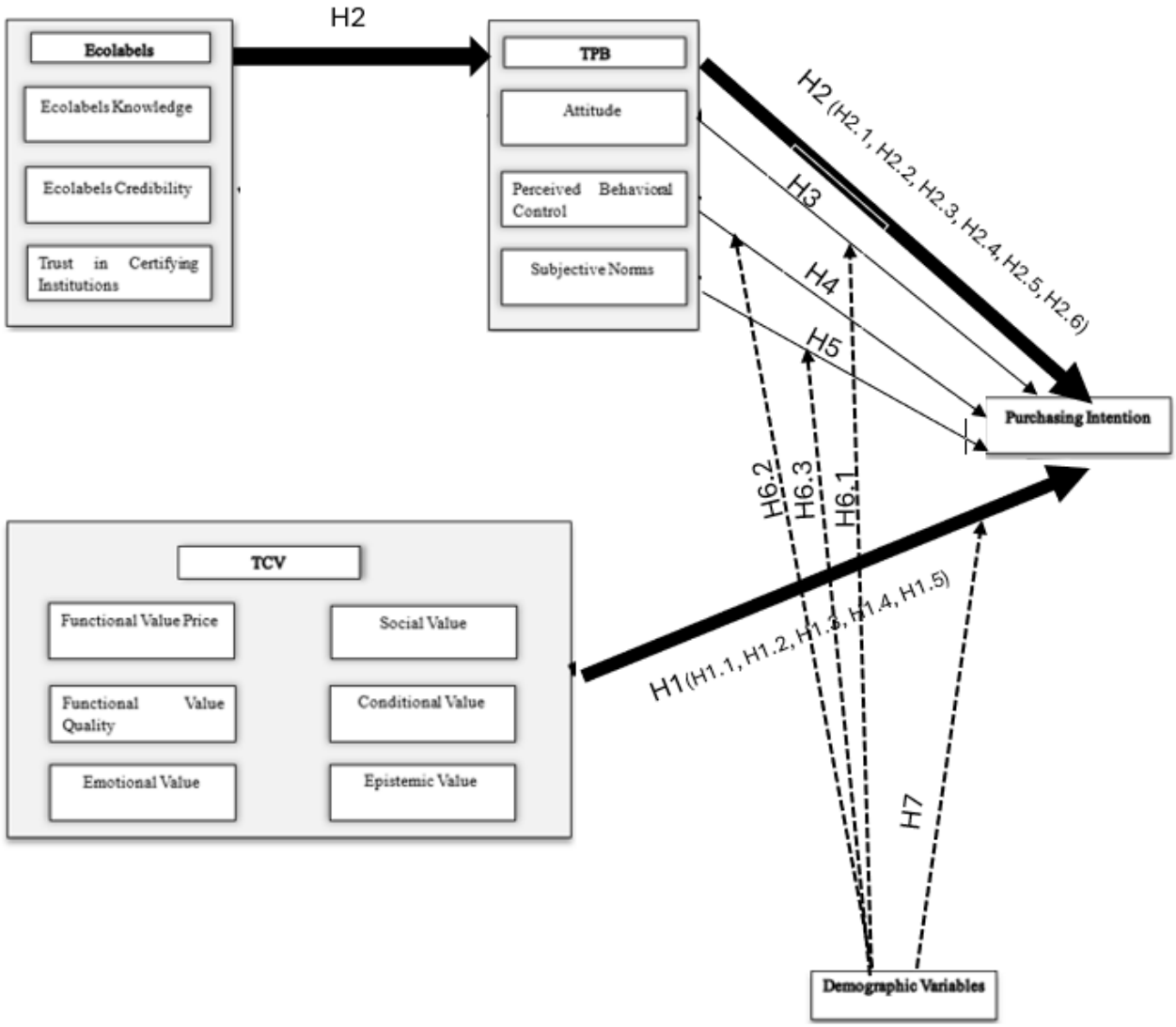

Figure 1: The Dissertation's Proposed Model

Source: Author's own compilation, 2025

2. MATERIAL AND METHOD

2.1. Sampling Strategy

The research is conducted in the Moroccan context. Thus, it targeted population residing within the geographic boundaries of Morocco. To select participants, the research relied on the non-probability sampling method. Given constraints related to access and resources, convenience sampling was considered to be appropriate. This method is especially used when obtaining a representative sample from the target population proves to be challenging because of certain constraints, including time, resources, or any other limitation (Wang, 2024; Winton & Sabol, 2022). Nevertheless, while the usage of this method is advantageous in certain cases, representativeness issues arise, particularly when the sample does not accurately represent the bigger population and its capability in producing trustworthy and replicable results (Wang, 2024). However, results of studies that used this sampling technique were proven to be reliable, with various findings obtained through randomly selected samples replicating the original results (Krupnikov et al., 2021). When it comes to the sample size, guidelines established by Roscoe (1975) were employed, which recommended that in the case of behavioral studies, a suitable sample size is one that is superior to 30 and inferior to 500. Additionally, he suggested that any sample size greater than 500 would lead to a Type II error (not rejecting the null hypothesis when it is actually false). In the context of the current research, the target sample size was, therefore, equal to 400 respondents, and after data cleaning, the final sample size was 326.

2.2. Respondents' Profile

The main background variables assessed include gender, age, educational level, income, and region of residence. Table 1 details the distribution of the respondents based on these variables.

Table 1: Sample Distribution by Gender, Age, Educational Level, Region of Residence, and Income (N=326)

Demographical Factors		**Frequency**	**Percentage**
Gender	Female	180	55
	Male	146	45
Age	18–24 years	105	32
	30–39 years	55	17
	40–49 years	43	13
	50–59 years	29	9
	60 years or above	17	5
Educational Level	Baccalaureate (High School)	38	12
	Bac+2 (Short-Cycle Higher Education)	64	20
	Bac+3 (Undergraduate Education)	95	29
	Bac+5 (Graduate Education)	129	39
	Casablanca-Settat	98	30

Region of Residence	Rabat-Kenitra	70	21
	Marrakesh-Safi	57	18
	Fes-Meknes	51	16
	Tanger-Tetouan-Al Hoceima	34	10
	Other	16	5
Income	Less than 4000 MAD	44	13
	4001–7000 MAD	79	24
	7001–10000 MAD	112	34
	More than 10001 MAD	91	28

Source: Author's own compilation, 2025

Note: 1 MAD ≈ 0.09 EUR.

2.3. Instruments and Data Collection Procedures

The data were collected using an online self-administered questionnaire. The questionnaire was designed and administered via Google Forms, and distributed online on social media platforms Facebook and WhatsApp. Data was collected from January 2024 to June 2024.

Although online data collection enables faster and broader access to participants, it also presents challenges, including sampling concerns, because the participating population on online platforms is biased toward particular demographic groups, which makes it challenging to ensure representativeness. Selection bias is another challenge arising from participants' personal preferences for specific topics that influence their decision to participate in certain studies. Another bias is in-group bias, in which participants from the same online platform may know one another and form mutual bonds. The excessive use of the subject pool, where participants on online platforms complete many studies that can also be related in certain instances (Newman et al., 2021).

The questionnaire was composed of 13 sections, each corresponding to one research construct. Each section included a maximum of four items, with a total number of items equal to 44, divided as follows: Ecolabel Knowledge (EK) had four items, Ecolabel Credibility (EC) had four items, Trust in Certifying Institutions (CIT) had three items, Purchasing Intention (PI) had three items, Quality Functional Value and Price Functional Value (FVQ and FVP) had four items each, Social Value (SV) had four items, Emotional Value (EV), Conditional Value (CV), Epistemic Value (EPV), Subjective Norms (SN), Perceived Behavioral Control (PBC), and Attitude towards Ecolabelled Products (ATT) had three items each. The questionnaire items were based on various previous studies (Aitken et al., 2020; Amin & Tarun, 2021; D'Souza et al., 2022; Khan & Mohsin, 2017; Lin & Huang, 2012; Mohd Suki et al., 2022; Mufidah et al., 2018; Pedersen et al., 2023; Riskos et al., 2021), and they were measured by a 5-point Likert scale, where a rating of 1 signified a strong disagreement with the statement, whereas a rating of 5 meant a strong agreement with the statement.. The questionnaire also included demographics questions, namely gender, age, education, income, and region of residence. Appendix 1 details the content of the questionnaire.

2.4. Pilot Study

The pilot study consisted of 50 Moroccan respondents who filled out the questionnaire between the 5th and 21st of January 2024, to test the reliability and validity. The questionnaire was found to be reliable and valid, so data collection proceeded with all 44 items.

2.5. Statistical Analysis Techniques

The dissertation used the Partial Least Squares Structural Equation Model (PLS-SEM) to achieve the main objectives and finalize the research model results. The main statistical methods employed are the following:

- Reliability and Validity assessment: The outer model of the research was assessed through the calculation of the outer loading for each item. Internal consistency was checked through Cronbach's Alpha and Composite Reliability. Convergent and discriminant validity were evaluated through the Average Variance Extracted (AVE), Fornell–Larcker criterion, the Heterotrait-Monotrait Ratio (HTMT), and cross loadings. Multicollinearity was evaluated through the Variance Inflation Factor (VIF).
- Structural model assessment: In this assessment, bootstrapping was conducted in order to study the significance of the structural model path coefficients. The current dissertation used 5000 as a sample size for bootstrapping to ensure the stability and accuracy of the standard errors and confidence intervals, in addition to maintaining computational efficiency (Hair et al., 2022).
- Predictive power of the research model: The predictive power was evaluated through the assessment of the Coefficient of Determination (R^2), the Predictive Relevance (Q^2), Effect Sizes (f^2 and q^2), and the assessment of the significance and relevance of path coefficients.
- Evaluation of the moderation effect: The f square effect size of the interaction effect was evaluated. The results of the moderation analysis were later illustrated through slope plots to facilitate drawing conclusions. Slope plots were illustrated through the Jeremy Dawson website (Dawson, 2014; Jeremy Dawson, 2025).

3. MAIN FINDINGS OF THE DISSERTATION

3.1. Assessment of the Measurement Model

The evaluation of the measurement model begins with the examination of factor loadings, followed by the establishment of the construct reliability and validity.

3.1.1. Factor Loadings

In the context of the current dissertation, factor loadings superior to 0.40 were retained. While two factor loadings were within the acceptable range (EC_1, EK_4), the remaining items had factor loadings above 0.70, considered to be strong (Hair et al., 2022). Consequently, no items were removed from the dissertation. Figure 2 details the factor loadings of the structural model.

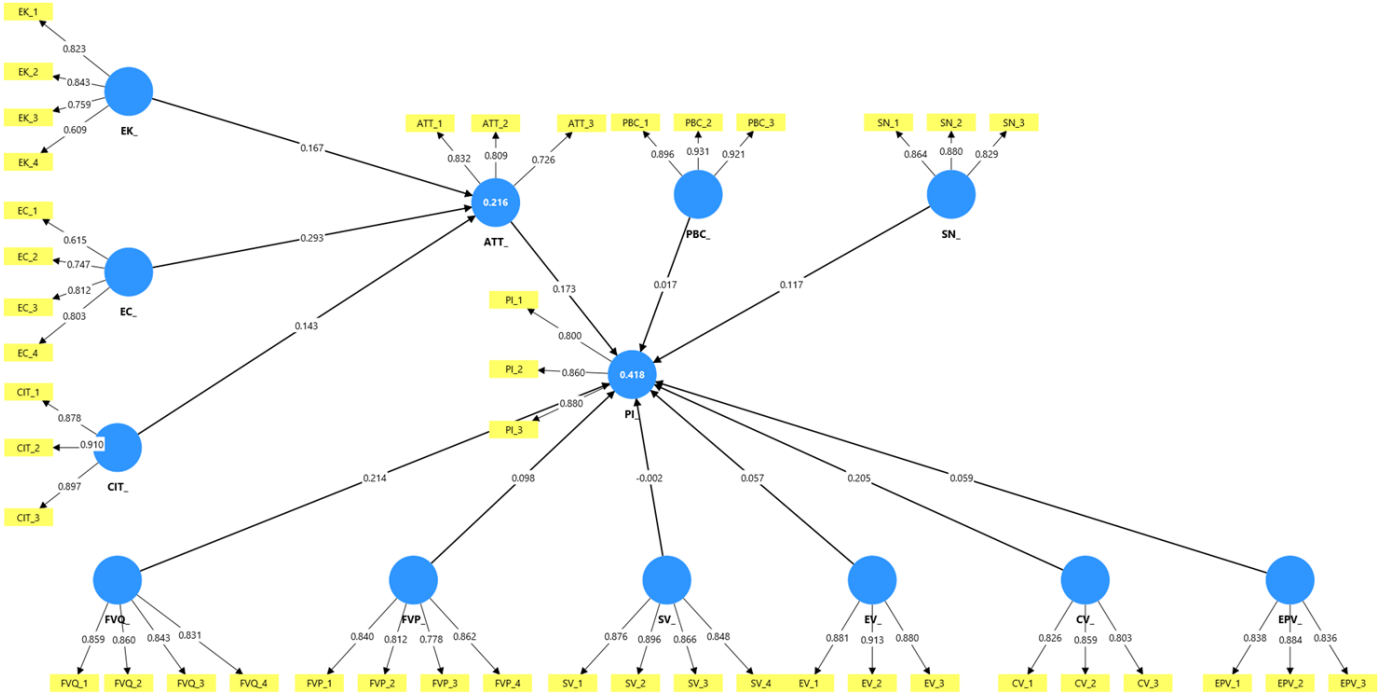

Figure 2: Structural Model Outer Loadings (N=326)

Source: Based on Author's calculations, 2025

Note: ATT: Attitude, CIT: Trust in Certifying Institutions, CV: Conditional Value, EC: Ecolabels Credibility, EK: Ecolabels Knowledge, EV: Emotional Value, EPV: Epistemic Value, FVQ: Quality Functional Value, FVP: Price Functional Value, PBC: Perceived Behavioral Control, PI: Purchasing Intention, SN: Subjective Norm, SV: Social Value.

3.1.2. Multicollinearity Indiactor

Variance Inflation Factor (VIF) statistic is used to assess multicollinearity among the indicators (Cengiz & Akdemir Cengiz, 2023). The values of VIF are below the recommended threshold of 5 (Hair et al., 2022), with 2.131 as the highest value (Social Value – SV), indicating an absence of multicollinearity problems and enabling the confident interpretation of results.

3.1.3. Reliability Analysis

Two methods were used to establish reliability, Cronbach's Alpha, and Composite Reliability, as displayed in Table 2. All values for Composite Reliability were above the threshold of 0.7 (Hair et al., 2022). Moreover, the scores for Cronbach's Alpha were all above 0.70 (Hair et al., 2022), except for the Attitude (ATT) where it was equal to 0.698. However, the Cronbach's Alpha value for Attitude (ATT) was accepted, since the value can decrease to 0.60 in the context of exploratory studies (Hair et al., 2019). Consequently, reliability was accepted.

Table 2: Reliability Assessment (N=326)

Items	Cronbach's Alpha	Composite Reliability
ATT	0.698	0.832
CIT	0.876	0.924
CV	0.774	0.869
EC	0.737	0.834
EK	0.756	0.847
EPV	0.815	0.889
EV	0.871	0.921
FVP	0.843	0.894
FVQ	0.870	0.911
PBC	0.905	0.940
PI	0.804	0.884
SN	0.821	0.893
SV	0.895	0.927

Source: Based on Author's calculations, 2025

Note: ATT: Attitude, CIT: Trust in Certifying Institutions, CV: Conditional Value, EC: Ecolabels Credibility, EK: Ecolabels Knowledge, EV: Emotional Value, EPV: Epistemic Value, FVQ: Quality Functional Value, FVP: Price Functional Value, PBC: Perceived Behavioral Control, PI: Purchasing Intention, SN: Subjective Norm, SV: Social Value.

3.1.4. Validity Analysis

Validity analysis is conducted through the assessment of convergent and discriminant validity. Convergent validity is evaluated through the examination of the Average Variance Extracted (AVE). All values exceed 0.50 (Hair et al., 2022; Hair et al., 2017), hence convergent validity is established. Table 3 displays the AVE value for each of the constructs.

Table 3: Convergent Validity Assessment (N=326)

Items	Average variance extracted (AVE)
ATT	0.624
CIT	0.801
CV	0.689
EC	0.560
EK	0.584
EPV	0.728
EV	0.795
FVP	0.678
FVQ	0.719
PBC	0.840
PI	0.718
SN	0.736
SV	0.759

Source: Based on Author's calculations, 2025

Note: ATT: Attitude, CIT: Trust in Certifying Institutions, CV: Conditional Value, EC: Ecolabels Credibility, EK: Ecolabels Knowledge, EV: Emotional Value, EPV: Epistemic Value, FVQ: Quality Functional Value, FVP: Price Functional Value, PBC: Perceived Behavioral Control, PI: Purchasing Intention, SN: Subjective Norm, SV: Social Value.

When it comes to discriminant validity, three elements were examined, namely the Fornell–Larcker Criterion, cross loadings, and the Heterotrail-Monotrait ratio (HTMT). In the context of the Fornell and Larcker Criterion, all constructs have a square root of AVE that is superior to their correlations with the remaining constructs, both in rows and columns. Additionally, cross loadings help identify if an item belonging to a particular construct, i.e. loads more onto its parent construct instead of the remaining model constructs (Hair et al., 2022). According to the evaluation of cross loadings, the factor loadings of all items are higher in the underlying construct to which they belong. Furthermore, the Heterotrait-Monotrait ratio (HTMT) was examined to fully establish discriminant validity. In the context of the current dissertation, all constructs had values that were below the threshold of 0.90 (Hair et al., 2022). Thus, based on the above assessments, discriminant validity was established.

3.2. Relationships and Effectiveness of the Structural Model

3.2.1. Assessing the Predictive Power of the Research Model

Table 4 displays the variance explained in each of the model's endogenous constructs (R-square), namely the attitude towards the ecolabelled local products (ATT) and the purchasing intention of ecolabelled local products (PI), in addition to their predictive relevance (Q-square). Based on the results, it can be concluded

that the model exhibits predictive capability about the attitudes and intention of the sampled Moroccan consumers towards purchasing ecolabelled local products.

Table 4: Predictive Power and Predictive Relevance of the Research Model (N=326)

Constructs	R-square	R-square Interpretation	Q-square	Q-square Interpretation
ATT	0.216	Passable	0.189	Moderate
PI	0.418	Passable	0.359	Strong

Source: Based on Author's calculations, 2025

Note: ATT: Attitude, PI: Purchasing Intention.

3.2.2. Assessing Constructs' Effect Size

Table 5 presents the outcome constructs' effect size assessment. When it comes to the relation to the attitude towards ecolabelled local products (ATT), ecolabel credibility (EC) highlighted the strongest effect (0.076), whereas in relationship with the purchasing intention of ecolabelled local products, conditional value (CV) and quality functional value (FVQ) had the biggest impact (0.052). However, even these suggest small effect sizes.

Table 5: Constructs' Effect Size Assessment (N=326)

	ATT	f-square Interpretation	PI	f-square Interpretation
ATT			0.025	Small
CIT	0.020	Small		
CV			0.052	Small
EC	0.076	Small		
EK	0.031	Small		
EPV			0.005	Negligible
EV			0.003	Negligible
FVP			0.010	Negligible
FVQ			0.052	Small
PBC			0.000	Negligible
PI				
SN			0.014	Negligible
SV			0.000	Negligible

Source: Based on Author's calculations, 2025

Note: ATT: Attitude, CIT: Trust in Certifying Institutions, CV: Conditional Value, EC: Ecolabels Credibility, EK: Ecolabels Knowledge, EV: Emotional Value, EPV: Epistemic Value, FVQ: Quality Functional Value, FVP: Price Functional Value, PBC: Perceived Behavioral Control, PI: Purchasing Intention, SN: Subjective Norms, SV: Social Value.

3.2.3. Path Coefficients of Proposed Relationships

Table 6 shows the path coefficients of the research constructs. In total, fifteen relationships were examined, with nine hypotheses accepted and six rejected.

Table 6: Assessment of the Constructs' Path Coefficients (N=326)

Relationships	Corresponding Hypothesis	Path Coefficients	t statistics	p-value
FVP->PI	H1.1	0.098	1.623	0.052
FVQ->PI	H1.1	0.214	3.564	<0.001
EV->PI	H1.2	0.057	0.847	0.199
EPV->PI	H1.3	0.059	1.170	0.121
CV->PI	H1.4	0.205	3.909	<0.001
SV->PI	H1.5	-0.002	0.027	0.489
EK->PI	H2.1	0.093	2.013	0.022
EK->ATT->PI	H2.1	0.029	1.751	0.040
EC->PI	H2.2	0.017	0.265	0.395
EC->ATT->PI	H2.2	0.051	1.967	0.025
CIT->PI	H2.3	0.019	0.325	0.373
CIT->ATT->PI	H2.3	0.025	1.321	0.093
ATT->PI	H3	0.153	2.015	0.022
PBC->PI	H4	0.016	0.306	0.380
SN->PI	H5	0.112	1.685	0.046

Source: Based on Author's calculations, 2025

Note: ATT: Attitude, CIT: Trust in Certifying Institutions, CV: Conditional Value, EC: Ecolabels Credibility, EK: Ecolabels Knowledge, EV: Emotional Value, EPV: Epistemic Value, FVQ: Quality Functional Value, FVP: Price Functional Value, PBC: Perceived Behavioral Control, PI: Purchasing Intention, SN: Subjective Norm, SV: Social Value. Values in red refer to the rejected hypotheses.

The findings indicate that not all consumption values had a significant positive influence on the purchasing intention of eco-labeled local products (PI), with only quality functional value (FVQ) and conditional value (CV) having an observed positive impact. Thus, hypotheses 1 is partially confirmed with two supported sub-hypotheses out of five. All ecolabel dimensions exhibit a positive influence on the purchasing intention of ecolabelled local products (PI), with ecolabel knowledge (EK) fully impacting the purchasing intention, firstly through a direct effect, and secondly through an indirect effect through the attitude towards ecolabelled local products (ATT), and ecolabel credibility (EC) and trust in certifying institutions (CIT) partially impacting the purchasing intention (PI) through the attitude towards ecolabelled local products (ATT). Hence, hypothesis 2 is partially accepted, with one sub-hypothesis fully and two sub-hypotheses partially accepted. The results confirm that attitude towards ecolabelled local products (ATT) exhibits a positive influence on the purchasing intention of ecolabelled local products (PI), resulting in the acceptance of H3. However, the relationship between the perceived behavioral control (PBC) and purchasing intention (PI) is not significant; thus, H4 is rejected. The findings confirmed that the relationship between social norms (SN) and purchasing intention (PI) is positive; hence, H5 is accepted.

3.2.4. Moderating Effects

To evaluate whether the relationships between consumption values (FVP, FVQ, EV, EPV, CV, SV) and the purchasing intention of ecolabelled local products (PI), and the relationship between attitude towards ecolabelled local products (ATT), perceived behavioral control (PBC), subjective norm (SN), and the purchasing intention (PI) were influenced by demographic variables, namely gender, age, education, income, and region of residence, a moderation analysis was conducted. Table 7 details the significant relationships of the moderation analysis.

Table 7: Moderation Analysis Results (N=326)

Interac-tion Terms	Path Coeffi-cient	t statis-tics	p-value	F square	Effect Size Interpretation	R Square Before Moderation	R Square After Moderation	Change in R square
Region x FVP -> PI	-0.133	2.010	0.022	0.018	Negligible	0.159	0.173	0.014
Gender x EPV -> PI	-0.208	1.779	0.038	0.014	Negligible	0.215	0.221	0.006
Income x PBC -> PI	0.140	1.786	0.037	0.013	Negligible	0.055	0.060	0.005
Gender x EV -> PI	0.249	1.649	0.050	0.013	Negligible	0.101	0.118	0.017

Source: Based on Author's calculations, 2025

Note: FVP: Price Functional Value, PI: Purchasing Intention of Ecolabelled Local Products, PBC: Perceived Behavioral Control, EV: Emotional Value, EPV: Epistemic Value.

The results revealed that only four interactions were significant; however, the effect sizes were negligible. Specifically, income positively moderates the relationship between perceived behavioral control (PBC) and the purchasing intention of ecolabelled local products (PI). Additionally, gender weakens the relationship between epistemic value (EPV) and the purchasing intention of ecolabelled local products (PI). Moreover, gender impacted the relationship between emotional value (EV) and the purchasing intention of ecolabelled local products (PI). Furthermore, the region of residence significantly influenced the relationship between the price functional value (FVP) and the purchasing intention of ecolabelled local products (PI). The remaining interaction terms were not statistically significant; thus, it can be concluded that both H6 and H7 are partially accepted. Table 8 presents a summary of the hypotheses and their results to improve the transparency of the dissertation.

Table 8: Summary of Hypotheses and their Results

Hypothesis	Description	Supported/Not Supported
H1	Quality and price functional value, emotional value, epistemic value, conditional value, and social value have a positive influence on the purchasing intention of ecolabelled local products.	Partially Accepted
H2	Ecolabel knowledge, ecolabel credibility, and trust in certifying institutions positively influence the purchasing intention of ecolabelled local products directly and through the attitude towards ecolabelled local products.	Partially Accepted
H3	Attitude towards ecolabelled products has a positive influence on the purchasing intention of ecolabelled local products.	Accepted
H4	Perceived behavioral control exhibits a positive influence on the purchasing intention of ecolabelled local products.	Rejected
H5	Subjective norms significantly impact the purchasing intention of ecolabelled local products.	Accepted
H6	Demographics (gender, age, education, income, and region) moderate the relationship between attitude towards ecolabelled products, perceived behavioral control, subjective norms, and the purchasing intention of ecolabelled local products.	Partially Accepted
H7	Demographics (gender, age, education, income, and region) moderate the relationship between quality functional value, price functional value, epistemic value, emotional value, conditional value, and social value, and the purchasing intention of ecolabelled local products.	Partially Accepted

4. NEW AND NOVEL FINDINGS OF THE DISSERTATION

The main purpose of the dissertation was to assess the influence of ecolabel knowledge, ecolabel credibility, and trust in certifying institutions on the intention to purchase ecolabelled local products in Morocco through the Theory of Planned Behavior (TPB) and the Theory of Consumption Values (TCV) and assess the moderating role of demographics on the relationship between consumption values, attitude towards ecolabelled local products, subjective norms related to, perceived behavioral control over the purchase, and the purchasing intention of ecolabelled local products in Morocco. The main findings of the dissertation related to the specific hypotheses are as follows:

H1: Quality and price functional value (H1.1), emotional value (H1.2), epistemic value (H1.3), conditional value (H1.4), and social value (H1.5) have a positive influence on the purchasing intention of ecolabelled local products.

The dissertation determined that, among the different consumption values, only quality functional value (H1.1) and conditional value (H1.4) had a significant impact on the purchasing intention of ecolabelled local products in the Moroccan context. Moroccan consumers place more importance on the quality of the products they want to purchase, rather than the price they need to pay. Additionally, Moroccan consumers' decision to purchase ecolabelled local products is context-dependent and driven by external factors like promotions, special occasions, and improved accessibility (Bouhid et al., 2023; Oukerrou, 2022). Consequently, **hypothesis 1 was partially accepted**.

In contrast, the partial rejection of H1.1 (price functional value) indicates that, in the context of the current research, Moroccan consumers showcase a certain level of awareness of the difference in quality and environmental aspects between ecolabelled local products and conventional products, which makes them prioritize the quality component over the price they are going to pay. Additionally, the rejection of H1.3 (epistemic value) in the current context suggests a lack of awareness or a lack of ecolabel distinction to promote curiosity and knowledge-seeking. It also suggests the inability of consumers in Morocco to determine which source of information to go to when seeking more knowledge about ecolabelled local products, which reduces the clarity of the concept and leads to confusion vis-à-vis ecolabelled local products. Furthermore, the rejection of H1.5 (social value) signifies that Moroccan consumers' intention to purchase ecolabelled local products is not impacted the slightest by the pressure society exerts, their image, or status, and such intention is not influenced by how ecolabelled local products make them feel. The Moroccan culture is fundamentally collectivist, which is evident in the strong sense of commitment among group members. This group orientation manifests in various social circles, including immediate family, circles of friends, and extended relationships. Additionally, loyalty serves as a cornerstone, anchoring both social norms and laws that guide interpersonal behavior within the society (Boussaadi & Belhcen, 2021). Therefore, in the context of the current research, the notion of recognizing ecolabelled local products and the environment as a whole is not yet integrated into the group values and what it considers to be meaningful

(Tarfaoui & Zkim, 2015). In other words, when the act of consuming ecolabelled local products becomes crucial for the group, social value will yield an impact on the intention of consumers to purchase such products in Morocco.

H2: Ecolabel knowledge (H2.1), ecolabel credibility (H2.2), and trust in certifying institutions (H2.3) positively influence the purchasing intention of ecolabelled local products directly and through the attitude towards ecolabelled local products.

The dissertation found that only ecolabel knowledge had both a direct positive impact and an indirect significant influence, through attitude, on the purchasing intention of ecolabelled local products in the Moroccan context. On the other hand, ecolabel credibility and trust in certifying institutions only had a positive indirect effect, through the attitude towards ecolabelled local products, on the purchasing intention. In other words, stronger ecolabel credibility enhances a more positive attitude, which fosters the likelihood of purchasing ecolabelled local products. Similarly, a high trust in certifying institutions improves the attitude toward ecolabelled local products, eventually increasing the possibility of acquiring such products. Consequently, **hypothesis 2 was partially accepted**.

H3: Attitude towards ecolabelled local products has a positive influence on the purchasing intention of ecolabelled local products.

The attitude towards ecolabelled local products was found to have a direct influence on the purchasing intention of ecolabelled local products in the Moroccan context. Attitude towards ecolabelled local products appears to play a central role in shaping the decision of Moroccan consumers to opt for such products. Thus, **hypothesis 3 was accepted**.

H4: Perceived behavioral control exhibits a positive influence on the purchasing intention of ecolabelled local products.

The dissertation results proved that in the Moroccan context, perceived behavioral control has no impact on the intention to purchase ecolabelled local products. This implies that Moroccan consumers' purchasing intention is impacted by elements other than their beliefs about being able to purchase, such as product availability and access. Therefore, **hypothesis 4 was rejected**.

H5: Subjective norms significantly impact the purchasing intention of ecolabelled local products.

The outcome of the research revealed that subjective norms exhibit a positive influence on the consumers' intention to acquire ecolabelled local products. The dissertation revealed that when Moroccan consumers believe that significant actors in their social circle, including peers, family, friends, or larger societal groups, favor or expect buying ecolabelled local products, they are more likely to consider such behavior. This result is in line with the collectivist nature of the Moroccan culture. Hence, **hypothesis 5 was accepted**.

H6: Demographics (gender, age, education, income, and region) moderate the relationship between attitude towards ecolabelled local products (H6.1), perceived behavioral control (H6.2), and subjective norms (H6.3) and the purchasing intention of ecolabelled local products.

The findings of Hypothesis 6 testify that, among the various demographic variables tested, income exhibited a significant moderation effect over the relationship between perceived behavioral control and the intention to acquire ecolabelled local products. However, age, gender, education, and region had no influence on the relationship between subjective norms, attitude towards ecolabelled local products, perceived behavioral control, and the purchasing intention of ecolabelled local products. In other words, individuals of both genders, all age categories, educational levels, and residing in the different regions of Morocco hold similar subjective norms, perceived behavioral control, and attitude towards ecolabelled local products. Thus, **hypothesis 6 is partially accepted**.

H7: Demographics (gender, age, education, income, and region) moderate the between quality functional value (H7.1), price functional value (H7.2), epistemic value (H7.3), emotional value (H7.4), conditional value (H7.5), and social value (H7.6) and the intention to purchase ecolabelled local products.

The dissertation confirmed that region of residence has a moderating effect on the relationship between price functional value and the intention to acquire ecolabelled local products. Particularly, the results displayed that respondents who live in Tanger-Tetouan-Al Hoceima, Rabat-Kenitra, Fes-Meknes, Marrakesh-Safi, and the other regions of Morocco were characterized by higher price sensitivity, and the intention to purchase ecolabelled local products reduced when the price functional value increased. The opposite was recorded in the Casablanca-Settat region, where a rise in price functional value lead to an increase in the intention to acquire ecolabelled local products. Moreover, the research found that gender had a significant moderating effect on the relationship between both emotional and epistemic values and the purchasing intention of ecolabelled local products. Emotional value had a positive impact on female respondents, while it had a negative influence on male respondents' purchasing intention, indicating that women are more responsive to ecolabel messaging or the green branding of local products. On the other hand, epistemic value had a positive influence on male respondents' intention to purchase ecolabelled local products, reflecting their increased curiosity and desire to learn novel information, while its impact on female respondents was negative. Consequently, **hypothesis 7 was partially accepted**.

Demographic variables showed no moderation effects on the relationship between quality functional value, conditional value, and social value, and the purchasing intention of ecolabelled local products within the scope of the current research. This outcome signifies that Moroccan consumers' perceptions regarding product quality, social approval, and situational advantages remain consistent across the different demographic groups.

New and Novel Findings:

The main novelty of the research is being the first study to assess the intention of Moroccan consumers to purchase ecolabelled products using the TPB and TCV, while extending the theories by including ecolabel knowledge, ecolabel credibility, and trust in certifying institutions. The established model has proven to be valid and reliable, which made it capable to measure the interrelations between its constructs.

Furthermore, among the different consumption values, only quality functional value and conditional value yielded a significant influence on Moroccan consumers' intention to purchase ecolabelled local products, while the remaining values, namely, emotional value, epistemic value, price functional value, and social value had no impact on their intention.

Moreover, among the additional variables used in the model, only ecolabel knowledge had a direct impact on the purchasing intention and an indirect influence through the attitude towards ecolabelled local products in the Moroccan context. The remaining variables, namely ecolabel credibility and trust in certifying institutions, had a positive impact on the purchasing intention only through the attitude.

Additionally, the research concluded that while perceived behavioral control had no influence on the purchasing intention of ecolabelled local products, subjective norms and attitude yielded a positive impact.

Finally, the proposed model also assessed the mediating role of demographics, namely gender, age, education, income, and place of residence on the relationships between attitude towards ecolabelled local products, subjective norm, perceived behavioral control, consumption values and the purchasing intention of ecolabelled local products, where only income moderated the relationship between perceived behavioral control and purchasing intention (consumers with higher income were found to be more likely to act on their perceived capacity to acquired labeled local products), region of residence moderated the relationship between price functional value and the purchasing intention (consumers living in the Casablanca-Settat region were less price sensitive compared with respondents living on the remaining regions of Morocco), and gender had a significant moderation effect on the relationship between emotional value, epistemic value, and the purchasing intention (specifically, female respondents were positively impacted by emotional value and negatively influenced by epistemic values, while the opposite was recorded for male respondents).

5. THEORETICAL AND PRACTICAL APPLICABILITY OF THE RESULTS

From a theoretical standpoint, the dissertation assessed the purchasing intention of ecolabelled local products in the Moroccan context through merging the Theory of Planned Behavior and the Theory of Consumption Values, and extended the research model by implementing ecolabel knowledge, ecolabel credibility, and trust in certifying institutions, in addition to studying the moderating role of demographics. The research underlined the role of quality functional value, conditional value, ecolabel knowledge, ecolabel credibility, trust in certifying institutions, attitude towards ecolabelled local products, and subjective norms in shaping the intention to purchase ecolabelled local products in the Moroccan context. Moreover, the dissertation also explored the moderating role of demographics, namely gender, age, education, income, and place of residence on the relationships between attitude towards ecolabelled local products, subjective norm, perceived behavioral control, consumption values and the purchasing intention of ecolabelled local products, where only income moderated the relationship between perceived behavioral control and purchasing intention, region of residence moderated the relationship between price functional value and purchasing intention, and gender had a significant moderation effect on the relationship between emotional value, epistemic value, and the purchasing intention.

From a practical point of view, various recommendations can be proposed regarding the purchasing intention of ecolabelled local products in the Moroccan context. To improve the emotional engagement of consumers with ecolabelled local products, both the Moroccan government and cooperatives should focus on expanding the events where consumers can try ecolabelled local products, in areas that are easily accessible by consumers. In addition, in order to improve the epistemic value of consumers, their awareness can be increased by improving the online print of the available labels and the local products that obtained these labels, through the provision of information on social media in a way that is simple and easy to understand. Nevertheless, both epistemic value and emotional value were impacted differently by the gender of respondents, where females were positively impacted in the case of emotional value and more negatively in the case of epistemic value. In this sense, from the female perspective, marketing campaigns should focus more on the emotional benefits of ecolabelled local products, for instance their environment and health-related benefits, while providing as much practical information about such products as possible. Furthermore, from the male point of view, marketing campaigns can be more direct while highlighting the price and quality advantages of such products.

The price of labeled local products is still an important component, and it should be affordable especially for consumers who reside outside of the Casablanca-Settat region. Furthermore, since the capability to pay for ecolabelled local products differs based on the region where consumers reside, it would be important to establish different pricing strategies for the different regions, to cater to the income disparities that exist and to encourage consumers to pay for ecolabelled local products, however, only within the limit that deters

arbitrage between regions. Furthermore, more emphasis can be placed on regions where consumers are price sensitive.

Also, consumers' knowledge of ecolabels can be enhanced through the provision of information about the labels on the product's packaging, in addition to designing a unified logo that can be displayed on the local products to avoid confusion. It would be important to improve the availability and the accessibility to ecolabelled local products, in addition to improving the awareness of consumers in the different regions of Morocco of such products and the benefits they bring. Furthermore, local producers can opt for the establishment of educational campaign that can increase the awareness and exposure of Moroccan consumers to such products.

With respect to ecolabel credibility and trust in certifying institutions, both these elements can be strengthened through the establishment of clear ecolabelling guidelines and transparent procedures that should be communicated to consumers, while putting more emphasis on the publication of frequent reports that inform the Moroccan consumers about the state of the ecolabelling process and the modifications that are made. Furthermore, the dissertation confirmed the positive influence of subjective norms on the purchasing intention of ecolabelled local products, an influence that can be enhanced by leveraging the social circles and engaging the community in the marketing programs established for these products.

Despite the contributions of the research, different limitations should be noted:

- In the first place, the dissertation used non-probability sampling as the main sampling method, thus, the results cannot be generalized to the entire Moroccan population. It can be seen as exploratory in nature, with initial insights into the examined topic. Consequently, future research can opt for probability sampling to get more accurate and generalizable results.
- In the second place, while the current research only assessed the intention of consumers to opt for ecolabelled local products in general, future studies can take examples of the different available local products and assess the purchasing intention of consumers in the Moroccan context.
- Also, the current dissertation assessed only the intention to purchase ecolabelled local products, and future research can examine the actual behavior through observing Moroccan consumers, or tracking their purchases, in addition to conducting diary studies.
- Furthermore, the cross-sectional design limits the ability to evaluate changes in consumer attitudes and intentions over time. Thus, future research can opt for longitudinal designs to better capture and understand how the intention and behavior of consumers evolve over time.
- Additionally, while the current dissertation took into account consumers only, future research can assess the producer side of local products to examine the marketing strategies they use, in addition to including the government side in the research to examine the ecolabelling process, its facilitators, and inhibitors.

- Furthermore, the current dissertation included ecolabels' dimensions in addition to the TPB and TCV dimensions, namely the knowledge, credibility, and trust in certifying institutions. Future research can study the influence of other variables, namely health concern and environmental concern, and their influence on the purchasing intention of ecolabelled local products in the Moroccan context.
- Future research can also rely on qualitative approaches, including interviews and case studies, in addition to the already available quantitative results.
- Finally, researchers can attempt a comparative study between Morocco and the different developing and developed countries to add valuable contributions to the topic.

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7. LIST OF OWN PUBLICATIONS

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Doctoral School: Doctoral School of Management and Business
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List of publications related to the dissertation

Articles, studies (5)

1. **Echchad, M.**: Ecolabels Research: Trends and Way Forward based on Bibliometric Analysis. *Expert Journal of Business and Management. 12* (1), 22-32, 2024. ISSN: 2344-6781.
2. **Echchad, M.**: The influence of social media usage and health consciousness on the purchasing intention of organic products: the mediating role of attitude = La influencia del uso de las redes sociales y la conciencia de la salud en la intención de compra de productos orgánicos: el papel mediador de la actitud. *IROCAMM-International Review Of Communication And Marketing Mix. 8* (1), 88-103, 2023. EISSN: 2605-0447. DOI: http://dx.doi.org/10.12795/IROCAMM.2023.v06.i01.06
3. **Echchad, M.**, Ghaith, A. S. M.: Green Marketing in Morocco: A case study. *SEA: Practical Application of Science. 10*, 7-16, 2022. EISSN: 2360-2554.
4. **Echchad, M.**, Ghaith, A. S. M.: Purchasing Intention of Green Cosmetics Using the Theory of Planned Behavior: The Role of Perceived Quality and Environmental Consciousness. *Expert Journal of Marketing. 10* (1), 62-71, 2022. ISSN: 2344-6773.
5. **Echchad, M.**: The Place of Industry 4.0 in Environmental Sustainability. *Network Intelligence Studies. 10* (19), 7-11, 2022. EISSN: 2344-1712.

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6. Ghaith, A. S. M., **Echchad, M.**, AlHaman, F., Al, S. R.: Assessing the influence of the COVID-19 pandemic on the purchasing intention of vitamins in Kuwait using the theory of planned behavior.
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The Candidate's publication data submitted to the Tudóstér have been validated by DEENK on the basis of the Journal Citation Report (Impact Factor) database.

15 January, 2026

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8. APPENDICES

Appendix 1. The Questionnaire Items

Item No.	Items
EK: Ecolabel Knowledge	
1	EK1: I know the meaning of the term recycled
2	EK2: I know the meaning of the term eco-friendly
3	EK3: I know the meaning of the term organic
4	EK4: I know the meaning of the term biodegradable
EC: Ecolabel Credibility	
5	EC1: Certified local products comply with trustworthy environmental quality norms
6	EC2: The presence of a label increases the credibility of the local product
7	EC3: An ecolabel is a reliable source of information about the environmental performance of the local product
8	EC4: The ecolabel displayed on the local product is a good way of informing consumers about environmental safety
CIT: Trust in Certifying Institutions	
9	CIT1: I can count on both public and private institutions as certifiers for local products
10	CIT2: I trust both public and private institutions as certifiers of local products
11	CIT3: I can always rely on both public and private institutions as certifiers of local products
PI: Purchasing Intention	
12	PI1: I am willing to try purchasing certified local products
13	PI2: I want to purchase certified local products in the next two weeks
14	PI3: I intend to purchase certified local products in the coming next weeks
FVQ: Quality Functional Value	
15	FVQ1: The ecolabelled local product has consistent quality
16	FVQ2: The ecolabelled local product is well made
17	FVQ3: The ecolabelled local product has an acceptable standard of quality
18	FVQ4: The ecolabelled local product would perform consistently
FVP: Price Functional Value	
19	FVP1: The ecolabelled local product is reasonably priced
20	FVP2: The ecolabelled local product offers value for money
21	FVP3: The ecolabelled local product would be economical
22	FVP4: The ecolabelled local product is a good product for the price
SV: Social Value	
23	SV1: Buying the ecolabelled local product would help me feel acceptable
24	SV2: Buying the ecolabelled local product would improve the way I am perceived
25	SV3: Buying the ecolabelled local product would make a good impression on other people
26	SV4: Buying ecolabelled local products would give its owners social approval
EV: Emotional Value	
27	EV1: Buying the ecolabelled local product instead of conventional products would feel like making a good personal contribution to something better
28	EV2: Purchasing the ecolabelled local product would feel like the morally right thing
29	EV3: Purchasing ecolabelled local products instead of conventional products would make me feel like a better human being
EPV: Epistemic Value	
30	EPV1: Before buying the product, I would obtain substantial information about its different makes and models

31	EPV2: I am willing to seek out new information
32	EPV3: I like to search for what is new and different
CV: Conditional Value	
33	CV1: I would purchase ecolabelled local products over conventional substitutes if offered a discount or with other promotional incentives
34	CV2: I would purchase ecolabelled local products over conventional substitutes if offered at subsidized rates
35	CV3: I would purchase ecolabelled local products over conventional substitutes if they are easy to acquire, in the sense that they are accessible nearby
PBC: Perceived Behavioral Control	
36	PBC1: Most ecolabelled local products are widely available
37	PBC2: Most ecolabelled local products are convenient to buy
38	PBC3: Most ecolabelled local products are convenient to find
ATT: Attitude Towards Ecolabelled Local Products	
39	ATT1: Buying ecolabelled local products makes me feel good
40	ATT2: Ecolabelled local products are good for the environment
41	ATT3: For me, the consumption of ecolabelled local products is wanted by everyone
SN: Subjective Norms	
42	SN1: People who influence my decisions would approve of me consuming ecolabelled local products
43	SN2: People who are important in my life would support me consuming ecolabelled local products
44	SN3: Most of the people important to me think that I should consume ecolabelled local products