

## Supplementary material

### University of Thessaly

Department of Agriculture Crop Production and Rural Environment

Laboratory of Agriculture Economy and Consumer Behavior

### Questionnaire

#### Part I (about you)

1.1 Age: |\_\_| |\_\_|

1.2 Gender: Male/Female

1.3 Nationality:

1.4 Monthly income:

1. <500 €
2. 500–1000 €
3. 1000–1500 €
4. 1500–2000 €
5. 2000–2500 €
6. 2500–3000 €
7. >3000 €

1.5 Type of job:

1. Employed
2. Unemployed
3. University Student
4. Other (please specify)

1.6 Educational level:

1. High school graduate
2. Bachelor's degree
3. Master's degree
4. PhD's degree

**Part II** (Food) Traditional and local products are those that are produced in a specific part of a country for a very long period of time and in most cases their name is linked with the culture and the tradition of this region.

Please rate the following sentences (1–5 scale)

- 2.1 Buying local and traditional products is good consumer behavior.
- 2.2 Using local and traditional food products is good practice for my health.
- 2.3 It is good for my wage to consume local and traditional products.
- 2.4 People whose opinion is important to me approve of buying and using local and traditional products.
- 2.5 People whose opinion is important to me recommend that I buy and use local and traditional products.
- 2.6 It depends on me whether or not I will consume local and traditional products.
- 2.7 I don't feel good when other people see me buying local and traditional products.
- 2.8 I intend to increase my consumption of local and traditional products.
- 2.9 I want, from now on, to consume local and traditional products.

**Part III** Please rate the following sentences (1–5 scale)

- 3.1 Health is better than wealth.
- 3.2 Consuming local and traditional products is dangerous for my health.
- 3.3 I am afraid of jeopardizing my health by consuming local and traditional food products.
- 3.4 Consuming local and traditional products can cause irreversible damage to my health.
- 3.5 Consuming local and traditional products is economically beneficial.

- 3.6 Consuming local and traditional products is beneficial for my health.
- 3.7 It is hard to find local and traditional products.
- 3.8 I buy local and traditional food products from small local shops.
- 3.9 I buy local and traditional food products from supermarkets.
- 3.10 Media persuade me to consume local and traditional products.
- 3.11 Media persuade me to consume healthy products.
- 3.12 My friends influence me to consume local and traditional products.