



ACT TRUE PRICING

Conscious Catering



CONSULTANCY REPORT

INTRODUCING TRUE PRICING IN BUSINESS RESTAURANTS

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Disclaimer

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Preface

Sustainability is becoming more and more of a focus throughout all sorts of industries. It is a relevant subject for all industries to think about, whether they want it or not. Over a quarter of greenhouse gas emissions comes from the food industry, with beef production being the largest factor. This issue has to be solved by making changes, and the catering sector is introducing a concept to do their part.

The concept of true price is being explored in the catering sector within the Netherlands. This way of pricing adds the environmental costs to the standard price. These environmental costs are based on impact on, for example, climate change, soil quality and human health. The goal of adding these costs to the price is to contribute to initiatives and projects that help reduce environmental impact and to promote sustainable production. Another goal is to make the customers aware of what the effect of their purchases is on the environment. The consortium consisting of CE Delft, Hutten and Wageningen University & Research (WUR) are conducting a project with exactly these two goals. The project consists of three phases. The first two phases of the project focused on the inclusion of true prices in catering contracts and on establishing agreements between the different parties. The third phase of the project is where our student consultancy group comes in. This phase is about experimenting with true pricing in different catering facilities.

The student consultancy group consists of 5 members with different backgrounds and a variety of interests. Each of these backgrounds give a unique perspective on the subject of true pricing. The group was formed for the academic consultancy training course which is part of Master programs at Wageningen University & Research. With this report we are part of the third phase of the project, which is about measuring the customers' reactions to the true price and about how to give information to the customers. During two weeks, the team was present in the restaurants where customers had the choice to pay either the normal price or the price including environmental costs. We were there to spread surveys, conduct interviews and observe customers, leading to an in-depth understanding of the customers' attitude to the prices and the implementation of the project.

With this report we aim to share the results of our research and give our insights and advice on how to implement true pricing in the catering industry. This report would not have been possible without the project and cooperation of the commissioners and their expertise, the locations provided by Hutten, the advice and counsel of our coach and the help of the hard-working employees at the business restaurants. We want to thank everyone, along with all the customers that were part of our research, for their input.

Daphne Louws - Manager
Nienke Hellinga - Secretary
Menno Plenter - Controller
Tim van Lagen - Member
Christa Sierink - Member



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Executive summary

The consortium consisting of CE Delft, Hutten, WUR, CZ and BDO set up an experiment in cooperation with the student consultancy team to do research into the customers' attitude towards the true price and to gain insight into how to implement true pricing. This experiment is part of a project by the consortium with the goal of introducing true pricing into the catering businesses of Hutten. The aim of this project is in line with a bigger project in the Netherlands to make the catering industry sustainable.

The two-week experiment was set up in two restaurants of Hutten, one at Wageningen University and Research, and one in the restaurant of BDO Accountants & Advisors in Amstelveen. Customers could choose to either pay the normal price or the true price. In the first week, limited information was provided to the customers and employees of the restaurant. In the second week, there was more information about what was included in the environmental costs and about where the extra costs they pay will end up. During the research, the student team was present to spread surveys, conduct interviews and make observations.

The results of the different data collecting methods all indicated that providing additional information to the customer does not have a straightforward effect on buying behaviour. The effect is dependent on the characteristics of the customers. Most of the customers at the WUR already paid the true price when there was little information provided, and when more information was provided this was not enough to satisfy their interest. Most customers at BDO did not pay the true price when little information was provided, and when more information was provided, they paid the true price even less often.

Besides gaining insight in the effect of information provision on buying behaviour, insights into the practicalities that are important to successfully research and implement true pricing in the catering sector were also generated. The learning points and corresponding recommendations can be roughly assigned into 7 categories:

- ⇒ Communication and responsibility of the involved parties
- ⇒ Centralised training for catering employees
- ⇒ Variety in communication tools
- ⇒ Tailor-made communication strategies
- ⇒ Developing a user-friendly cash register system
- ⇒ Ample time to prepare true pricing implementation
- ⇒ Follow-up research



Introduction

Project background

In 2021, CE Delft and caterer Hutten started a joint project with the aim of increasing the sustainability of the catering sector. During the project, the concept of true pricing will be applied to achieve the desired increase in sustainability. The first two phases of the project focused on the inclusion of true prices in catering contracts and on establishing agreements between the different parties. The third phase of the project would consist of applying true pricing in restaurants catered by Hutten and to study the consumer response to this concept (de Graaff & de Koning, 2022). CE Delft asked the student consultancy team to execute this phase of the project.

Project aim and research questions

This project aims to gain more insight into the impact of true pricing by investigating how information about true pricing influences the buying behaviour of consumers when confronted with true prices.

☞ Main research question

How does providing information about true pricing affect buying behaviour of customers in two business restaurants catered by Hutten that implemented true pricing?

☞ Sub questions

- ☞ What is the emotional attitude of customers regarding true pricing under the influence of minimal and comprehensive information about true pricing in the business restaurants?
- ☞ What is the intended behavioural attitude of customers regarding true pricing under the influence of minimal and comprehensive information about true pricing in the business restaurants?
- ☞ What is the cognitive attitude of customers regarding true pricing under the influence of minimal and comprehensive information about true pricing in the business restaurants?
- ☞ What are the differences in buying behaviour of customers under the influence of minimal and comprehensive information about true pricing in the business restaurants?

Reading guide

First, true pricing will be placed in a broader context and the theoretical framework used for this study will be introduced. Secondly, the set-up of the experiment that was carried out will be explained. The results of this experiment will be presented thereafter. Conclusions will be drawn from the results and finally, several recommendations will be given.



Context

Relevance of true pricing

The EU food system in its current form is not sustainable on multiple fronts; for example, the declining biodiversity indicates environmental unsustainability and the frequent occurrence of dietary related diseases reveal social unsustainability (European Commission et al., 2020). Moreover, the Intergovernmental Panel on Climate Change (IPCC) estimated that between 21% and 37% of the total amount of Greenhouse Gas (GHG) emissions could emanate from the global food system (Mbow et al., 2019).

Policymakers have also come to the realisation that the food system needs to change. The Farm-to-Fork strategy aims to promote a sustainable food system on the EU level, one of the goals being the establishment of food systems with a net zero or positive impact on the environment (European Commission, n.d.). As dietary choices cause a wide variability in GHG emissions related to food consumption, the climate impact of the food system could be reduced by changing dietary choices (Hollander et al., 2017). An intervention that aims to achieve this, is true pricing (de Graaff & de Koning, 2022). True pricing aims to indicate the societal impacts of the food system by adding an additional fee to the regular price, which represents the societal cost generated by the production and consumption of the product (Meeusen & Baltussen, 2021). The concept gained attention, including from the Dutch Ministry of Agriculture, Nature and Food Quality (van den Broek & van Soest, 2020). The Ministry started the “Perennial Experimental Real and Honest Prices” (“Meerjarig Experimenteerprogramma Echte en Eerlijke Prijzen” in Dutch), which aims to investigate how true pricing can be brought into practice (van den Broek & van Soest, 2020). Besides, Wageningen University and Research, together with several partners, is also conducting research on the implementation of true pricing (Wageningen University & Research, n.d.).

Other true pricing initiatives

In the Netherlands, there are multiple other initiatives that involve true pricing. One example of this is the organisation “True Price”, which has the aim of making products sustainable and affordable by making the true price of products visible to consumers and by giving consumers the choice to pay the true price for their products (True Price, n.d.-a). The organisation provides advisory services related to true pricing to businesses, for instance by calculating the true prices of products (True Price, n.d.-b).

The “True Price Coalition” is related to the “True Price” organisation and consists of different parties (businesses, societal organisations, governmental bodies, etc.) that collectively strive to reach sustainability by applying the concept of true pricing (True Price Foundation, n.d.).



Another true pricing initiative comes from coffee bar “Het Wagenhuis”. This restaurant applies true pricing to their products in order to make consumers aware about the fact that product prices are often too low because they don’t include ecological and social consequences of production and consumption (Het Wagenhuis, n.d.).

Studying consumer attitude

The attitude of consumers towards true pricing determines to a great extent if true pricing is an effective tool to change consumer behaviour and to create opportunities to make the food system more sustainable. Therefore, it is important to study the consumer attitude with regard to true prices. The research activities used by the student consultancy team are based on the book about attitude written by Eagly and Chaiken (1993). The authors measured attitude by splitting it into 3 aspects: affection, cognition, and behaviour. Later, Huskinson and Haddock (2006) explained these three aspects in a concise way: “Affection information refers to feelings an individual associates with an attitude object. Cognitive information refers to beliefs or attributes an individual associates with an attitude object. Behavioural information refers to past behaviours or behavioural intentions relevant to an attitude object” (pp. 454). By splitting attitude into these three aspects, a deeper understanding is gained on what is behind the customers’ attitude, leading to more meaningful results. Furthermore, the different aspects can be compared and inconsistency between attitude and behaviour can be investigated. An overview of the attitude components in relation to the true pricing intervention is given in Figure 1.

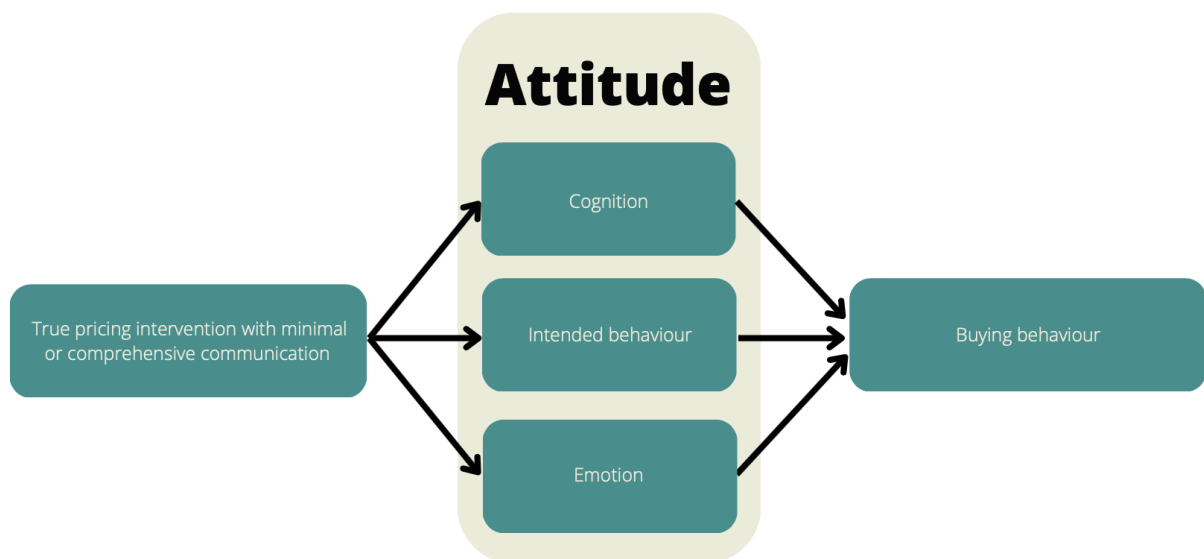


Figure 1. Overview of the relationships between the true pricing intervention and the attitude aspects cognition, emotion and buying behaviour, based on the attitude model described by Eagly and Chaiken (1993)



Research – The experiment

Investigating the effect of communication strategy

In order to investigate the effect of the applied communication strategy on the attitude and buying behaviour of restaurant guests, a period containing minimal communication should be compared with a period containing comprehensive information. Therefore, the experiment consisted of two phases. Each phase lasted one week. Throughout the experiment, restaurant guests could choose whether they wanted to pay the normal price or the true price. The true prices of the restaurant products were calculated by CE Delft. In Appendix IV – Menus, menus of both locations can be found.

The experiment was executed at two different restaurants that are catered by Hutten. These locations were BDO in Amstelveen and the restaurant of WUR, which is one of the educational buildings of Wageningen University and Research. The experimental phases were carried out simultaneously at the two locations. The WUR restaurant is mostly visited by students and staff of Wageningen University and Research. However, as the restaurant is located in a public building, other people are also allowed to make use of the restaurant. The restaurant at BDO is used only by employees and visitors of BDO. A description of the restaurants and the placement of the communication can be found in Appendix II – Restaurant descriptions.

During the first phase of the experiment, there was minimal communication provision about true pricing to restaurant guests and catering staff. More comprehensive communication was given to catering staff and restaurant guests during the second phase of the experiment (Figure 2). By measuring and comparing the attitude and buying behaviour of restaurant guests in the first and second phase of the experiment, the effect of the communication strategy on the attitude and buying behaviour of restaurant guests could be deduced.

The (table)flyers, narrowcasting, e-mail, and storytelling were provided by caterer Hutten, the contents of these communication messages were set up in collaboration with the research team. The research team wrote the instructions for the catering staff. An overview of the contents of each communication tool can be found in Appendix I – Means of communication.

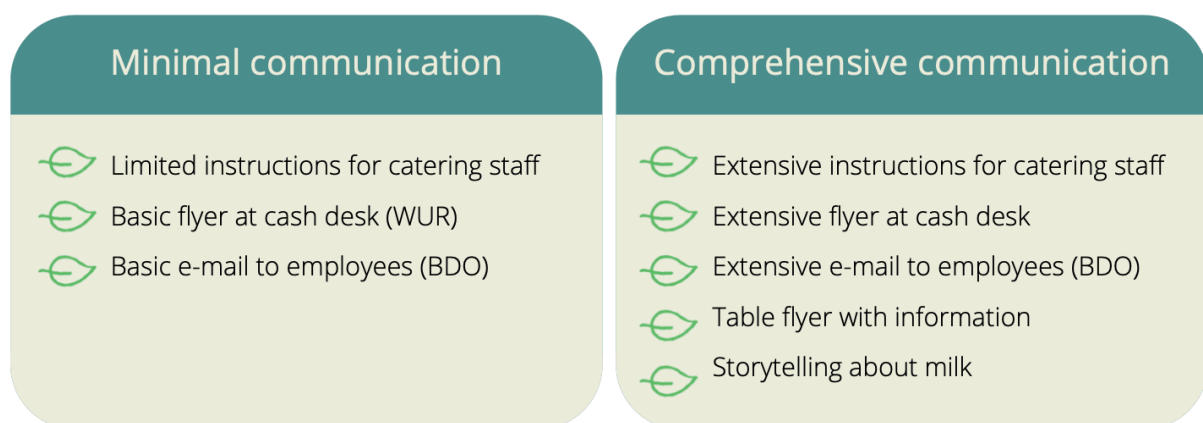


Figure 2. Overview of the two experimental phases and the means of communication that were applied in each of the two weeks.



Data collection

Data was collected in four different ways (Figure 3).

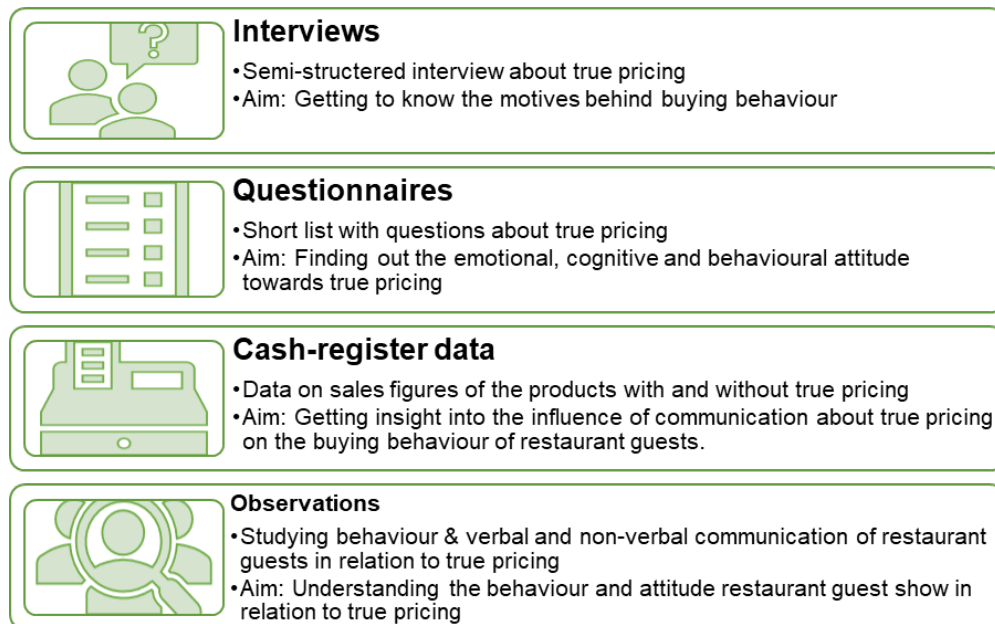


Figure 3. Overview of the applied data collection methods and their characteristics.

🔍 Questionnaires

In order to find out the emotional, cognitive and behavioural attitude of restaurant guests in relation to the communication about true pricing, they could fill in questionnaires in the restaurants. The questionnaire contained questions about background demographics such as age and visiting frequency, as well as questions based on the three aspects of their attitude (Appendix III – Questionnaires). For each of the two experimental phases, a separate questionnaire was created. In the second phase, additional questions were asked about the more comprehensive information provided. This was done to gain more in-depth information about the effect of the additional information.

🔍 Interviews

Interviews on the two locations were conducted to learn about the motives behind the buying behaviour of the restaurant guests. The interviews were semi-structured, which means that the interviewer had a list of guiding questions to keep the conversation going but the interviewer had the freedom to ask additional questions that fitted the flow of the conversations. The interviews were on a 1-to-1 basis and people were selected randomly to participate in the interviews. Approximately two interviews per location per day were administered.

🔍 Observations

On the days that the researchers were present on the locations, observations were made on the behaviour and verbal and non-verbal communication of the restaurant guests in relation to the presence of and communication about true pricing. These observations included conversations, gestures and facial expressions. The researchers also observed the interactions the catering staff had with the restaurant guests. The observations were made discreetly, such that the guests and catering staff were not aware of the fact that they were being observed. An overview of the codes that were used to analyse the data, as well as examples of coded interviews and observations, can be found in Appendix VI – Codes used in Atlas.Ti and Appendix VII – Examples interview, observation and codes.

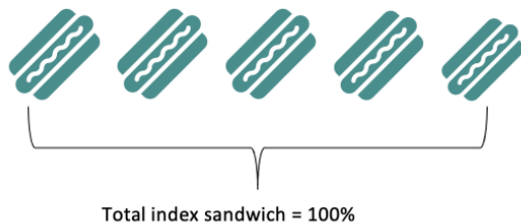


🔗 Cash register data

In order to study the actual buying behaviour of restaurant guests when confronted with the choice of paying the true price of their product, the cash register data was analysed. Cash registers at both locations were adapted to accommodate the choice between the normal price and the true price. At WUR, there was only one cash register which was operated by a member of the catering staff. However, at BDO there were cash registers that restaurant guests could operate themselves by scanning their product or using the touchscreen.

To analyse the cash register data, indexing was used. Indexation of the cash-register data enabled the comparison of the two different business restaurants. Moreover, by indexing the cash-register data, data on the sales figures could be published without making business-sensitive information of caterer Hutten known to the public. These indexes can be interpreted by seeing the sales on day one of week 0 (the week prior to the experiment) as a baseline. Say the sales on that day were 5 sandwiches, these 5 sandwiches are referred to as the baseline of 100%. On another day (day X) there might be 4 sandwiches sold, this will be indexed as 80%. As there are two prices (normal and true price) per product in week 1 and 2, indexation is also used to split the total index into an index for the normal price and an index for the true price. Coming back to the example of the sandwiches, if on day X, 1 sandwich is sold at the true price and the other 3 sandwiches are sold at the normal price, the true price index for the sandwich is 20% and the normal price index for the sandwich is 60%. A graphical representation of the sandwich example is given in Figure 4. This process is repeated for every product on every day and in the end gives relative numbers to work with and compare between weeks and locations. After calculating all the indices per product, the sum of indexes of all the products on every day of week can be compared to the sum of indexes of other weeks and other locations.

Day 1: 5 sandwiches sold at normal price



Day X: 4 sandwiches sold in total.

Of these 4 sandwiches, one sandwich is sold at the true price.



Figure 4. Graphical representation of the indexation process.



Results

Questionnaires

A total of 89 questionnaires were filled in. 25 were filled in at WUR in week one, 12 at WUR in week two, 23 at BDO in week one and 29 at BDO in week two. The questionnaires can be found in Appendix III – Questionnaires.

🔗 Relative purchase frequency

A sizable difference is seen in Figure 5. Where at the WUR 90% of respondents purchase something twice per week or less, 40% of the respondents at BDO visited the restaurant more than 3 times per week and 70% did so at least once or twice per week.

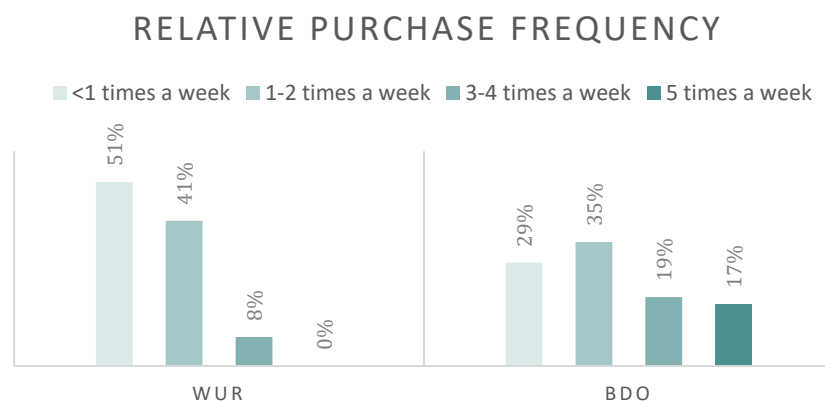


Figure 5. Relative purchase frequency of respondents at WUR and BDO.

🔗 Age and sex distribution

The age distribution (Figure 6) is similar between the two locations. At both locations, a large number of respondents are aged between 21 and 25. At BDO an even larger portion is aged between 26 and 30, while at the WUR, other age categories are represented. The distribution of sex (Figure 7) is similar at both locations, more respondents were female than male, and a very small group of people chose a different option.

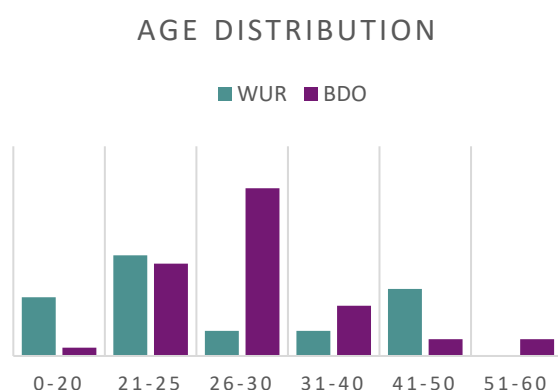


Figure 6. Age distribution of the respondents at the two locations.

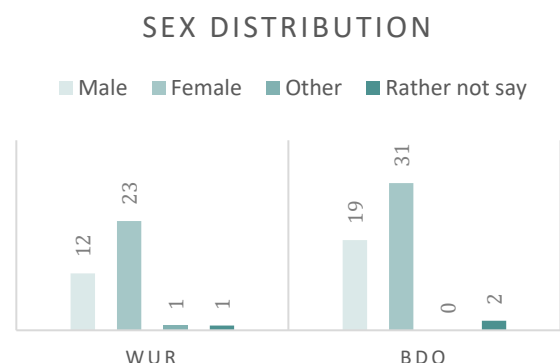


Figure 7. Distribution of sexes of the respondents on the two locations.



🔗 Did the respondent pay the environmental costs

There is a sizable difference between the two locations Figure 8. At the WUR, the majority paid the true price, while at the BDO, the majority did not.

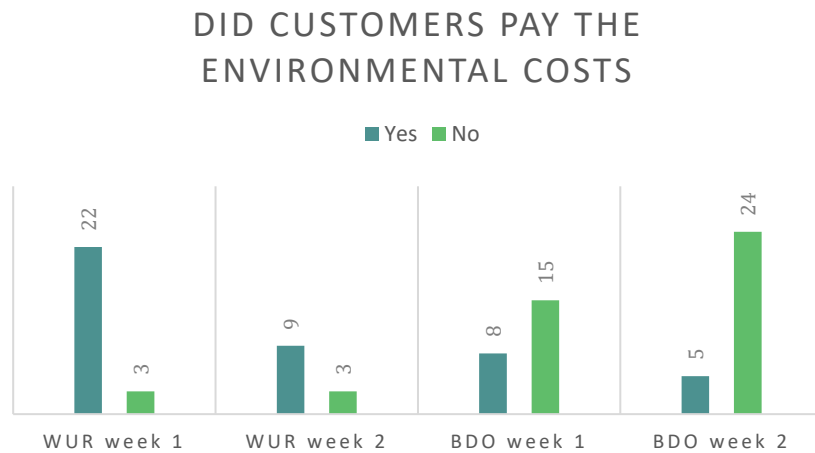


Figure 8. Bar chart of whether or not the respondent paid the true price on the two locations and in two different weeks.

Next, the questions based on the three different parts of attitude were analysed. The difference between these two weeks was analysed using an independent samples t-test. This test looks at the means of the questions in the two weeks and determines whether these are significantly different. Firstly, the difference in location was ignored and the difference in weeks was looked at. This test gave some unexpected results, which can be found in Figure 9. The means are based on the answers the respondents could give, from 1 being 'strongly disagree' to 5 being 'strongly agree'. 4 of the 5 questions gave a significant difference indicated with an asterisk, insignificance being depicted with a faded colour. In these faded columns, there was no significant difference, but it's still included in the figure to show the different means.

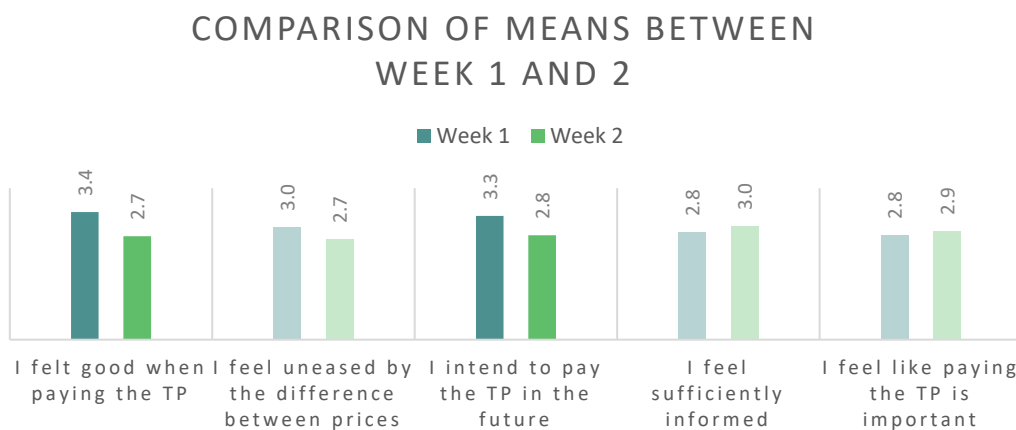


Figure 9. A comparison of means of the attitude questions between week 1 and 2, where the scale goes from 1 for strongly disagree to 5 for strongly agree.

The part that was unexpected is that when more information was provided, respondents felt worse when paying the true price and had less intention of paying the true price. This unexpected result came from the difference in the number of questionnaires filled in at the different locations. At the BDO location respondents scored lower on all these questions and in week 2 there were more questionnaires filled in at BDO. This means the attitude of BDO, which is more negative towards the true price, weighs heavier on this result.



To remedy this, the two locations were looked at separately. At the two locations, only one question yielded a significant result. At the WUR, respondents in week 2 felt like paying the true price was more important. At BDO, respondents in week 2 felt less good when paying the true price. The overall difference between weeks was small. In Figure 10, a comparison of means is shown between the two weeks. This is analysed separately for the two locations but shown in one figure.

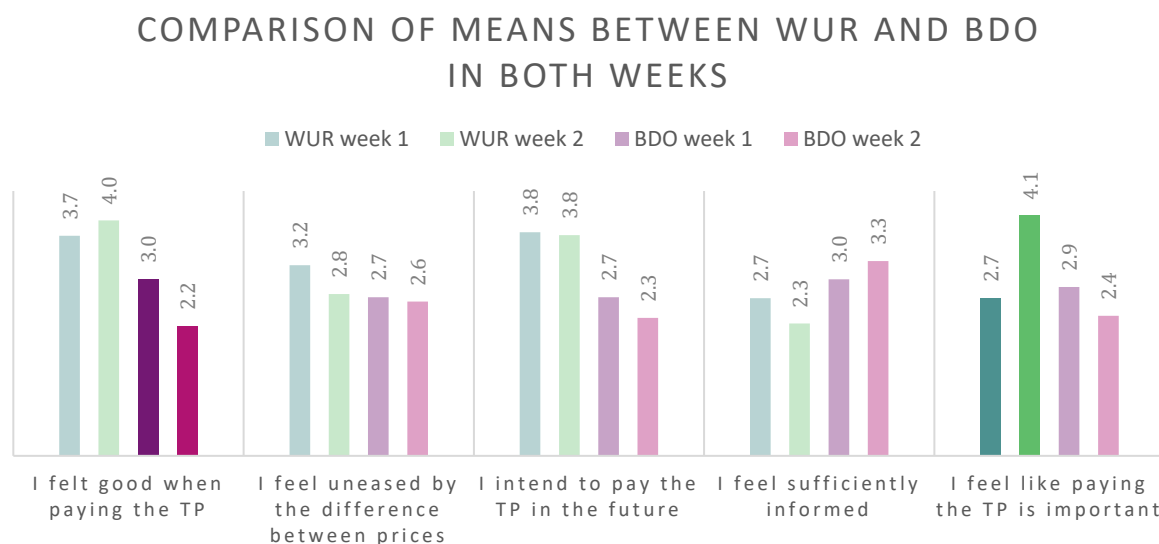


Figure 10. A comparison of means of the difference between weeks, separated per location.

Next, instead of comparing the two weeks with each other, the means of the two locations were compared. After conducting interviews and making observations, the results of this were expected. The respondents at the WUR compared to respondents at BDO felt better when paying the true price, had a higher intention of paying the true price, felt less well informed and thought paying the environmental costs was more important. The means of this can be found in Figure 11, and are based on the answers the respondents could give, from 1 being 'strongly disagree' to 5 being 'strongly agree'. 4 of the 5 questions gave a significant difference, insignificance being depicted with a faded colour.

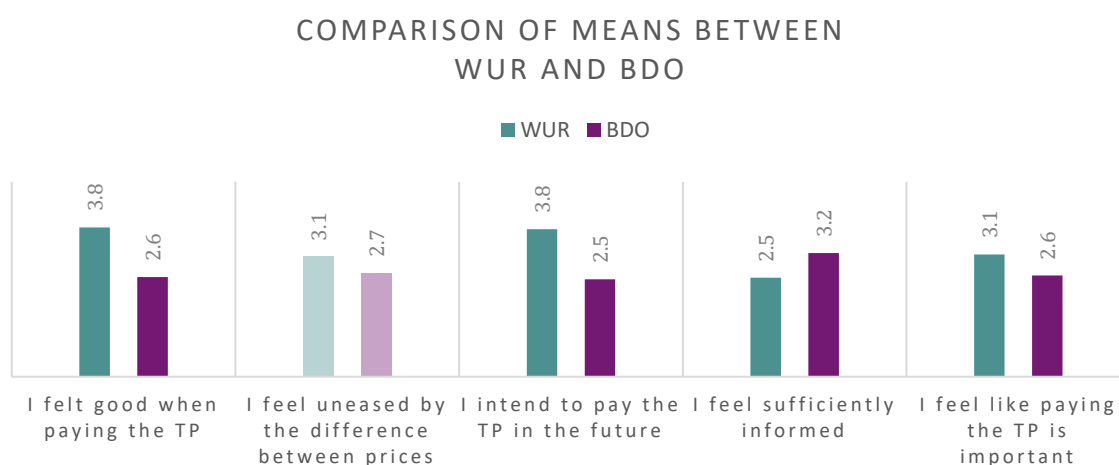


Figure 11. A comparison of means of the attitude questions between WUR and BDO, where the scale goes from 1 for strongly disagree to 5 for strongly agree.

Lastly, two yes/no questions and one open question were analysed. The first question is about whether or not the respondent noticed the environmental costs on the price cards before going to the cash register, which was only asked in week one. It turned out that on both locations, most of the



respondents noticed the environmental cost. The second yes/no questions tested whether the respondent had seen the extra information provided, which was only asked in week two. Here, a difference between the two locations can be seen. At WUR, most of the respondents did not notice the communication while at BDO, most of the respondents did notice the communication. Lastly, the respondents were asked to write down where the extra revenue would go. This was an open question which was analysed by checking if it was answered incorrectly, almost correctly or completely correctly. At both locations, the majority of the respondents gave an incorrect answer to this question. However, at BDO, 6 respondents gave the correct answer, while at WUR, no one gave the correct answer. This can also be seen in Figure 12, Figure 13 and Figure 14 respectively.

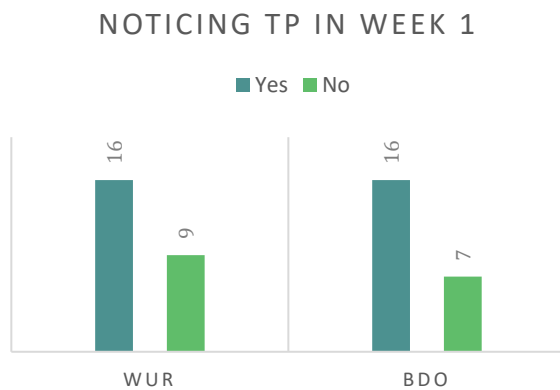


Figure 12. Bar chart of whether the respondent noticed the TP before paying at the two locations in week 1.

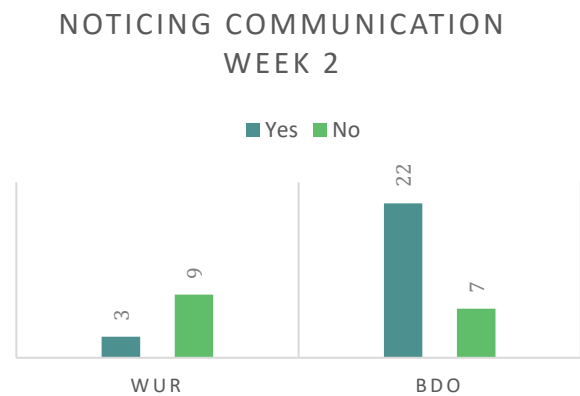


Figure 13. Bar chart of whether the respondent noticed the communication about EC before paying at the two locations in week 2

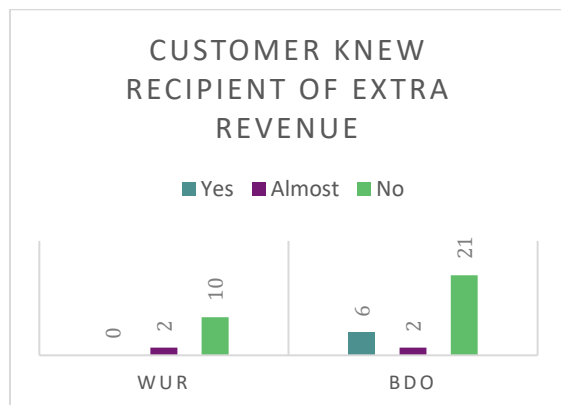


Figure 14. Bar chart of whether the respondent knew where the extra revenue was going on the different locations in week 2.



Interviews

Week 1

⇒ BDO

During the first week at BDO, we noticed that it was difficult to get to speak to customers. Even though it was difficult we still managed to speak to some of the customers. When asking them if they had paid for the true price, all of the customers answered that they had not. When asking the customers why they had not paid the true price answers like this were given:

“I do not have time to think about things like this. I just want to buy my food, eat it and go on with my work.”

“I have looked at the price and I think it’s too expensive. Maybe if I could pay the true price for one food item I would do it, but now I had to pay for my colleague as well, and that was too expensive for me.”

We also got responses that people thought it was ridiculous to pay the true price, because the food in the restaurant was already expensive. Also, respondents said that they did not care about their own environmental impact, and so they did not want to pay. Furthermore, other customers explained that they did think it was a good idea, but they wanted BDO to pay the true price.

“I think that paying the true price for food is a good idea, however, I think that we as employees should not be the ones doing that. I think that BDO should pay the true price for us.”

⇒ WUR

What became clear during the interviews was that the people that buy food in WUR have an interest in the project and in the concept of true pricing. They are open to interviews and take some time to answer questions. Of the seven people interviewed, six had paid the true price for their products. They gave several reasons for their decision to pay for the true price. For example:

“So, I think I was expecting triple the price, but then I heard it was only like 30 or 40 cents more. And then I was like, oh, you know, that is very small for doing something very good.”

“Well, I think it’s important to acknowledge the environmental impact that something you consume has. Obviously, because you choose to consume it, you have to support the consequences in a way”

The other reasons that interviewees gave for paying the true price were because they were aware of the environmental problems the world is facing, and they wanted to contribute to mitigating the impact of their food choices by paying the true price. One interviewee chose to not pay the true price. This person explained that he had not seen the difference in the prices and therefore had not paid. When asking him if he would have seen the difference in the prices he would have paid, he answered:

“No.”

Striking was that of the seven interviews conducted at WUR, 6 of the interviewees had a suggestion towards the content of the information that was provided to them. When asking the interviewees if they felt properly informed, they mostly answered that they did not feel fully informed. Six of the interviewees suggested that they wanted to see more information about how the price was built up. They wanted to see what components were used to calculate the new price. An example of such suggestions were as follows:



"It'll be interesting to know how it was calculated. Like is that the price of growing food, or the water, or the land? Like what is it? Is the transportation included to ship the ingredients here, or what else?"

"I think.. I mean.. It's maybe most likely just my interest in this area, but I would have liked to see exactly what part of the food was correlated to what impact. So each ingredient and what specific impact this had on the price calculation".

"I think that a 0.07 cent difference in the price for this product is not so high, so that makes me wonder, what is included in the true price, and what is not?"

These examples shine light on the fact that the people who were interviewed already have some knowledge about true pricing. They want to be informed properly, to their standards of what they already know about the subject.

Week 2

BDO

In week two, it was again difficult to get people to want to answer some questions. In the end, we have taken 5 interviews with the employees of BDO in week two. Of the 5 persons, only one had paid the true price. The people who had not paid the true price gave the following reasons:

"I am in a hurry, and I do not have time to think about things like this. I just paid the normal price and now I am going back to work."

"Everything is already super expensive here, and I am not going to pay more money. I think that BDO should pay the true price, not me."

"I think that this is like guilt tripping us for the fact that the environment is not doing so well. However, what impact can we make as tiny little consumers? It's the big fish in this world that pollute the earth, they should clean up their mess. I do not want to be held accountable for that".

One person that did pay the true price said the following:

"I think it is really important to pay the true price. I think that many people do not know how important it is, nor what it entails. Therefore, I think you should not even give people the option to choose. You should just make it an obligation. The people here will accept that much quicker."

We also asked people at BDO if they felt informed properly about the true prices. All the interviewees said that they had seen the information in their mail boxes, and that they had seen the flyers. However, four of them explained that they just do not have an interest in topics that are related to the environment. *"I just don't care that much."*, was a common phrase used in interviews and conversations.

WUR

In week two, there was a more equal division in people who had paid for the true price and people who had not. Of the 10 interviewees, 5 paid for the true price and the other 5 did not. Reasons people gave for not paying the true price were with regard to the fact they did not know where the money was going to end up. For example:



"I don't know where the money that I paid is going to end up. Is it going to be the caterer? Or is it used for something good?"

Also, people were still confused about how the prices had been calculated. Examples of this confusion are the following:

"When I sat down at the table I saw the flyer, but it still wasn't clear to me what I was paying."

"Maybe if I knew what was included in the price, I would pay it. I saw the two prices and the flyer, but I could not really make out of it what the costs were exactly."

"Before paying the true price, I would like to know what is included in this price, and what factors are determining this price difference."

There were also interviewees who explained why they did pay the true price. They gave the following reasons:

"I have a background in environmental studies, and I have heard of true pricing before. I think it is very important that businesses give something back to the environment because they take a lot away from it. I am happy to help them with that by paying a little extra myself."

"This concept is the subject of a lot of discussions. The option to pay this price is not offered to me a lot. However, I do think this is interesting and I don't mind paying a little extra."

Also, many interviewees were suggesting that the information could have been displayed in a more clear way. Not all of them had noticed the information. Suggestions where flyers they could look at while eating. Moreover, half of the interviewees said that they had not seen any difference in the communication and information between this week (2) and the previous week (1).



Observations

Week 1

⇒ BDO

At BDO, the first day of the implementation of the experiment did not go very smoothly. The customers at BDO have to operate their own cash desk. It is self-service. The new cash menu was difficult for them to understand, and a lot of resistance was displayed among the customers. It was striking to see what a small change in the system of these people provoked amongst them.

Even though the experiment was a topic that many customers talked about in the restaurant and at the eating spots, their judgement towards the true price and experiment was negative. Some customers were even cynical, and phrases like this were used:

“Oh, this money will go to the little trees and little animals”

“Why would I ever pay this?!”

A form of social pressure was also observed at BDO, but the other way around. People would walk in groups in the restaurant and one person in the group would say they were not going to pay the true price. Others then looked at each other, nodded, pulled their shoulders up and started to do the same, which was not paying the true price.

“I am really not going to pay for the true price!”

Also, people reacted negatively towards the questionnaires. They looked at it with confused faces or shook their heads in a judgemental way. One person even took all of the questionnaires and the pens, and moved them to another place in the restaurant where they were hardly noticeable anymore. This act was kind of a sabotaging move, but it was also a display of how this man felt towards the experiment. Furthermore, we also observed copying behaviour regarding the questionnaires. A long time, no customer picked a questionnaire, and others followed the rest. However, after a while, one customer picked out a questionnaire and started filling it in. Moments after, other customers saw this person filling in the questionnaire, and started doing the same. It was clear that copying behaviour was quite present at BDO.

⇒ WUR

The most noteworthy thing from the observations at WUR this week was that hardly any of the customers asked questions about the true price when presented with the choice between the normal price or the true price. Moreover, when people did ask for some information about the true price and what it was for, the cash desk worker could not give an answer. This course was part of the experiment. Without receiving an informative answer from the worker, most of the customers still paid the true price.

Furthermore, it was striking to see that some people came into the restaurant as a group. At the cash desk, we would see that if one person started to pay the true price, others would follow this decision. Also, people in groups would often discuss the true price and the price differences in the restaurant with each other before coming to the cash desk. On another day, we overheard a group of girls saying to each other that there is a lot of social pressure in Wageningen to pay for the true price.



It also appeared that the customers at WUR really take their time to choose a product. They walk slowly and carefully analyse the food that is presented to them. Then they make a choice. Also, for many customers it was not clear that there was a price difference. At least, they had not noticed this before talking to the cash desk employee.

Week 2

BDO

In week 2 at BDO it was striking that most of the customers did not pay attention to the informative flyer at the cash desk. They would pick their food, put it on a tray and walk to the cash desk. The informative flyer was positioned on the cash desk, and they would put their tray on the flyer without looking at it. Only a few customers paid a few seconds of attention to the flyer, and would then proceed to scan their products in order to check out. Whereas in the first week people would talk about the experiment and the true price at the cash desk, the informative flyer was not a topic of conversation amongst the customers.

Some of the customers were in the restaurant for the first time. They would look at the menu with a confused mimic on their faces. Most of the time, another colleague went to them and explained the menu and the reason for the choice offered between the normal price and the true price. None of them would actually advise to pay the true price. Instead, they would say:

“Oh you can just pick the normal price if you want to.”

“You can choose for yourself what you want to do”.

When we were sitting down in the restaurant, we overheard some customers talking about the true price option. One of them would ask a colleague if he had paid the true price. The colleague answered that he is already driving an electric car, and therefore he did not have to pay the true price. Other colleagues would ask each other what they had chosen that day. Implying that they would not pay the true price everyday, but once in a while. Overall, we heard much joking about the true price, and the tone of the customers was not serious when talking about the true price. An example of such a joke was:

“I can not afford to pay the true price, because I already have to spend all my money on traffic fines.”

WUR

In week 2 at WUR it was striking to see that many of the customers paid the true price. What also was noticeable, was the fact that there was a lot of copying behaviour and sometimes even observed peer pressure to pay the true price. Students would encourage other peer students to also pay for the true price. Most of the customers paid the true price. The only people who did not pay said it was because they did not have enough money, or said it was too expensive for them.

“Ah, it’s just 15 cents more, just pay it man!”

“Just pay the price, then I will pay for your beer.”

It was also striking that when the cash desk employee would ask people what choice they wanted to make, many people had not noticed the price differences. They would walk back to the food and look at the price tags to compare the costs. Many of them would come back and say that the difference in the costs was not large, and that they did not expect this. The little price difference was often the



deciding factor for the customers to pay the true price. Some customers even asked if they could pay the true price before being given an option. Striking was also that customers that looked older, would often not pay for the true price, they would say that the products normally already have high costs and they don't want to pay more.

The questionnaires were less popular. Customers would say they would fill it in, but then walked past the flyers and did not do it. Other customers would explain that they had already filled in the questionnaire last week, and did not want to do it again. Many customers would notice the questionnaire, look at them, but still not fill them in.

What is also noteworthy, is that it made a big difference who was working behind the cash desk. Employees who could explain better what the experiment was about, and what the true price entailed, resulted in more customers paying the true price. One employee would not offer the customers a choice. The customers then just had to pay the normal price. This happened many times. Striking however was that only a few customers would ask to pay the true price. The rest would not ask about the two prices on the price tags or the flyers.



Cash register data

As mentioned in the previous chapter, indexing was used to compare the different experimental weeks and the different study sites. This chapter will start by comparing the indices of the different weeks for each location separately. Thereafter, the true price indices of the different weeks will be compared between the two locations. Finally, a remarkable trend during the experiment at WUR will be discussed.

BDO

In Figure 15, one can see the weekly index levels at the BDO restaurant during weeks 0 (the baseline), week 1 and week 2. As there was only one price per product during week 0, the purple beam in Figure 15 shows the total index of all the products sold in this week. For both week 1 and 2, there were two prices per product (normal price and true price). Therefore, two indices (one for the normal price and one for the true price) were calculated for each of these two weeks. The light green bar represents the normal price index of the products sold in that week. The blue-green bar represents the true price index of the products sold in that week. The light green and blue-green beam combined represent the total index of all the products sold in this week.

For the restaurant at BDO, a total week index of 3356.63% was reached in week 1. This total index consisted of 2790.21% normal price and 566.42% true price. Monday and Tuesday of week 1 were excluded from the analysis because of problems with the cash-register systems. In week 2, the total week index amounted to 3633.95%. This weekly total was built up out of 3369.68% normal price and 264.27% true price. Thus, at BDO the true price index of week 1 is 302,15% larger than the true price index of week 2 (Figure 15).

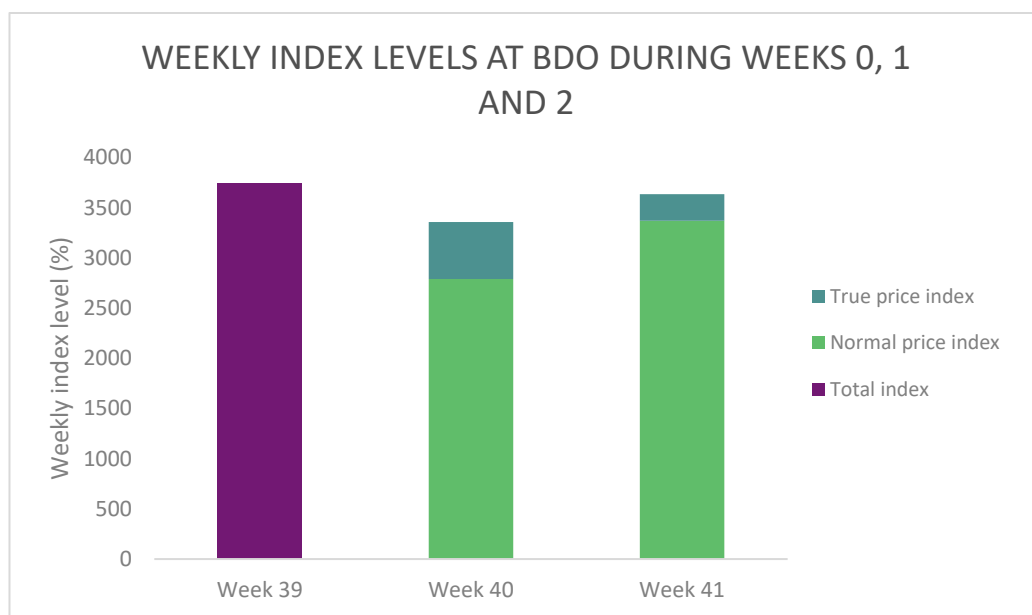


Figure 15. Weekly index levels at BDO during weeks 0, 1 and 2.



WUR

In Figure 16, one can see the weekly index levels at the WUR restaurant during weeks 0 (the baseline), week 1 and week 2. As there was only one price per product during week 0, the purple beam in Figure 16 shows the total index of all the products sold in this week. For both week 1 and 2, there were two prices per product (normal price and true price). Therefore, two indices (one for the normal price and one for the true price) were calculated for each of these two weeks. The light green bar represents the normal price index of the products sold in that week. The blue-green bar represents the true price index of the products sold in that week. The light green and blue green beam combined represent the total index of all the products sold in this week.

At the WUR restaurant, a total week index of 1546.95% was reached in week 1. This total index consisted of 1139.17% normal price and 407.77% true price. In week 2, the total week index amounted to 1819.49%. This weekly total was built up out of 1413.73% normal price and 405.76% true price. When comparing week 1 and 2, it becomes clear that the true price index of week 1 is only 2.01% higher than the true price index of week 2 (Figure 16).

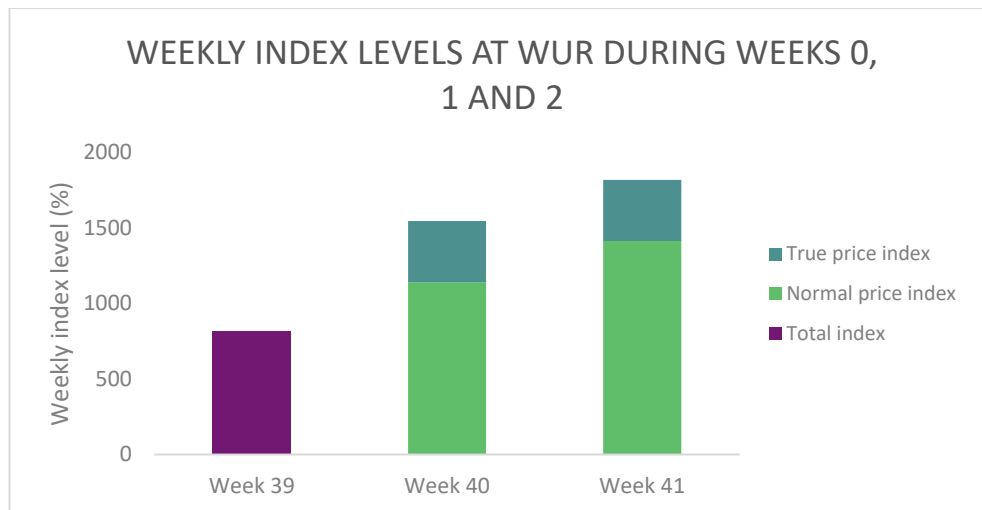


Figure 16. Weekly index levels at WUR during weeks 0, 1 and 2.

True price index BDO vs WUR

In Figure 17, one can see the true price indices for weeks 1 and 2 for both locations. Visual inspection of Figure 17 makes clear that for both locations, the provisioning of comprehensive information about true pricing in week 2 did not lead to higher true pricing indices as compared to the provisioning of minimal information in week 1. Instead, on both locations the true price index was lower in week 2 compared to week 1. As the difference between weeks 1 and 2 is only 2.01% for the WUR restaurant, these results would suggest that the amount of information about true pricing hardly has an effect on the sales of products at the true price. For BDO, the difference in the true price index between week 1 and 2 was quite large and therefore, these results would indicate that providing more information about true pricing has a negative effect on the sale of products at the true price in this restaurant. Thus, at both locations it seems like providing comprehensive information about true pricing does not work better than providing minimal information. However, as the experiment was executed in only two restaurants for only two weeks, no firm conclusions can be drawn from these results.



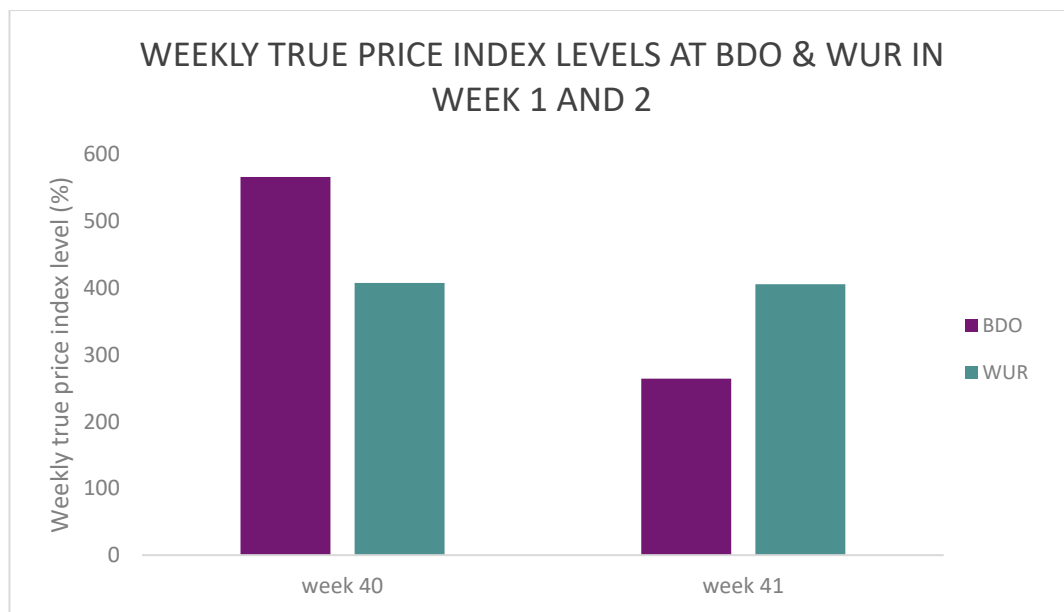


Figure 17. Weekly true price index level of WUR and BDO for week 1 and week 2.

🔗 Notable daily trend at the WUR restaurant

In the WUR restaurant, the researchers observed that the catering employee that was present on Tuesdays, Wednesdays, Thursdays and Fridays did not always ask the guests whether they wanted to pay the true price. In order to verify this observation, the proportion of products sold at the true price per day for weeks 1 and 2 in the WUR restaurant is depicted in Figure 18. What becomes clear from this figure is that on both Mondays, the proportion of products sold at the true price was higher than on the other days of the week, especially in week 2. Thereby, this figure confirms the observations about the influence of the employee operating the cash-register on the sales of the products at true price.

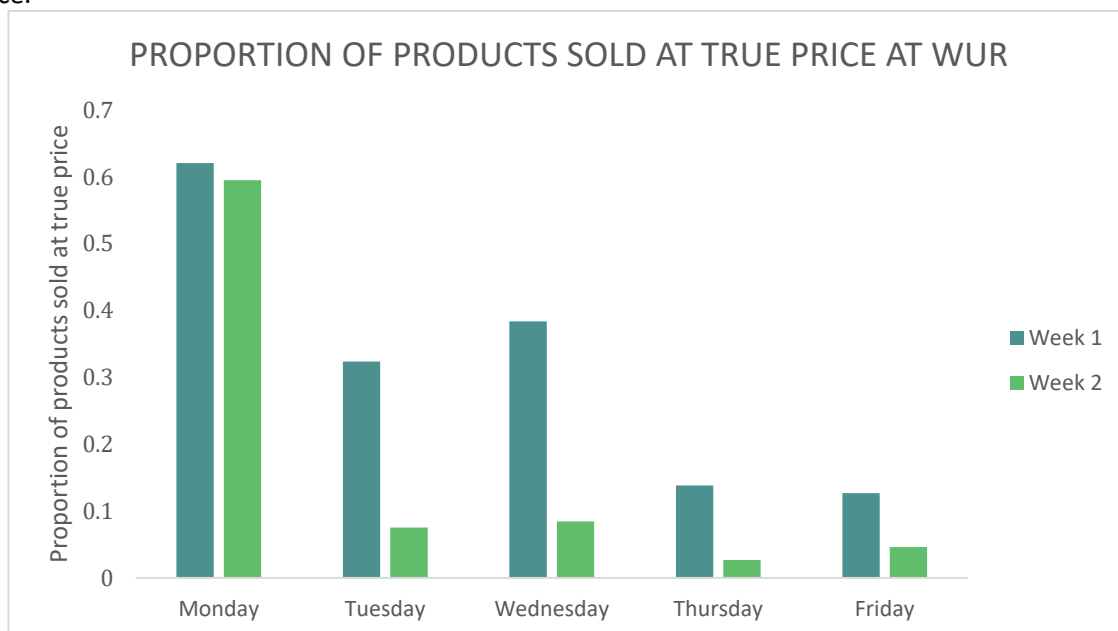


Figure 18. Proportion of products sold at the true price at the WUR restaurant.



Conclusions

Main research question

- ⇒ How does providing information about true pricing affect buying behaviour of customers in two business restaurants catered by Hutten that implemented true pricing?

The effect of providing information about true pricing on buying behaviour of customers is not straightforward. The effect of the information provided is different for all customers. Many customers choose to either pay or not pay the true price, regardless of whether there is information available or not. The information that was provided within this experiment was not enough for the people that already paid the true price to be satisfied with it, and it was also not enough for the people that did not pay the true price to switch. The people that chose to pay the true price wished to see more information about the calculations of the true price. The people who had not paid the true price explained that more information would often not change their decision.

From the results, it becomes clear that the two locations react differently to the information provided. Whereas people at the WUR already paid the true price before information was provided, they were interested in more detailed information than was provided in week 2 of the experiment. Mostly, these people already had intrinsic motivation to have a positive influence on the environment. However, whereas customers were not interested in paying the true price at BDO, they were at some points even less interested in paying it after more information was provided. We can see here that the provision of information may not always influence people in a good way, but that it can also lead to resistance. In conclusion, the provided information in this experiment did not significantly lead to changed buying behaviour. Nonetheless, it does stir up the conversation amongst customers about true prices, and the environment. Thus, instead of leading to a changed buying behaviour, the information provided did lead to a higher level of consciousness and awareness amongst customers. In the end, these conversations and discussions may lead to a change in buying behaviour and the payment of true pricing in the future.



Subquestions

- What is the emotional attitude of customers regarding true pricing under the influence of minimal and comprehensive information about true pricing in the business restaurants?

Before providing comprehensive information about true prices, the attitude of consumers regarding true pricing was quite different between the two consumer groups of BDO and WUR. From the start, respondents from BDO had lower scores with regard to their feelings about paying the true price than respondents from WUR. However, the results in week 2 have not changed after providing more information. Scores of BDO kept a low level, and WUR scored higher at emotional attitude. Interviews and observations have confirmed this. People at BDO had not changed their emotional attitude after the provision of information, and the few who were feeling positive already felt like this in week 1 without the information. People at WUR had in general a more positive emotional attitude towards true pricing and this had not changed after the provision of more information. Also, there was no decline in emotional attitude with regard to the true pricing when looking at both groups. To conclude, the information that was presented did provoke emotions in people, but the information was not able to change the emotional attitude of people.

- What is the intended behavioural attitude of customers regarding true pricing under the influence of minimal and comprehensive information about true pricing in the business restaurants?

Provision of information on true pricing did not change the intended behaviour of the customers. Whereas at the WUR the customers in week 1 were already willing to pay the extra costs gladly, they still did so in week 2. However, whereas the customers at BDO did not want to pay the environmental costs often in week 1, they still did not want to pay them in week 2. The respondents of the questionnaire also did not give significantly different answers after seeing the information. Customers generally did not notice the information before paying, or they mentioned that the information provided was not enough for them to change their behaviour. In conclusion, the intended behavioural attitude of customers regarding true pricing before and after providing information about true pricing remained the same, which was very positive at the WUR and negative at BDO.



⇒ What is the cognitive attitude of customers regarding true pricing under the influence of minimal and comprehensive information about true pricing in the business restaurants?

After analysing the interviews, no considerable difference was noticed between week 1 and 2 of the experiment. Some of the customers had already an affinity with the subject, and due to their interest in true pricing as a concept they already knew plenty about it. Other customers in WUR did know about the concept, but when talking to the customers of WUR, their knowledge had not increased about the subject under the influence of the provided information. At BDO, a minimal amount of customers knew about the concept of true pricing and other customers had a low interest in the subject. After talking to the customers in week 2, it appeared that the information provided had not contributed to their knowledge about true pricing.

Looking at the questionnaire, hardly any difference was seen between week 1 and week 2. In week 2, some customers did remember that the revenue of the true price would be donated to Stichting Natuur and Milieu. This meant that some of the customers did read the informative flyer, but this has no relation to their cognitive attitude about true pricing as a concept. In conclusion, at both locations, there was no significant change in the cognitive attitude regarding true pricing under the influence of minimal and comprehensive information about true pricing in the business restaurants.

⇒ What are the differences in buying behaviour of customers under the influence of minimal and comprehensive information about true pricing in the business restaurants?

In order to see a difference in the buying behaviour of consumers under the influence of minimal and comprehensive information about true pricing in the business restaurants, we had to analyse the weekly cash register data. What we derived from this data, is that the provision of information about true pricing did not lead to an increase in the number of products sold at the true price at both locations. At BDO, provision of information led to less products being sold at the true price. Meaning, in the first week, with minimal information provided, customers chose more often for the true price than in week 2 when comprehensive information was provided. At WUR, the number of products being sold at the true price remained almost constant after the provisioning of information. The difference between customers paying the true price in week 1 and 2 was 2% less in week 2. One factor that unintentionally could have influenced the results is the employee at WUR that repeatedly neglected to ask the customers if they wanted to pay the normal price or the true price, and also did not explain the true price experiment. The data showed that on the days that this customer worked there was a slight decline in customers paying the true price. In conclusion, the results show that there is no effect of providing comprehensive information on the buying behaviour of customers with



regard to true price. However, these conclusions should be made with great care as there were a lot of factors that unintentionally influenced the results. It should be taken into account that we did not repeat this experiment in other restaurants. Moreover, to actually be able to draw more grounded conclusions it is advised to execute this experiment in more restaurants and let the experiment run over a longer period of time.



Lessons learned and recommendations

Based on the preparation phase towards the execution of the research, and the research conducted, lessons learned have been documented. The lessons learned provide insights into the practicalities that are important for successful research and the implementation of true pricing in the catering sector. Listed below are 6 categories, that have had a significant influence on the preparatory phase of this research, and on the execution phase of this research. Every category will have an explanation about what exactly happened and how it had an influence on the experiment as a whole and on the quality of the obtained data. Thereafter, a line-up of recommendations will follow. These recommendations are meant to give guidance and suggestions to future researchers supposing that they will conduct a similar experiment.

Involved parties

It was found that preparing and executing the research required more people and disciplines than anticipated. Not only the commissioners and the student research team, but also IT, catering employees, communication experts, building managers, hostesses, price calculators and facility employees proved to be necessary as the project advanced. Recruiting and facilitating these people to work together in a short time span proved to be a challenge from time to time. As there were so many parties involved, there were several lines of communication. However, sometimes some parties were not included in communication when they should be, which led to miscommunication. Furthermore, there was no clear overview of the involved parties, their job description, contact details and responsibilities, leading to a disorganised administration. Additionally, there were some changes in the people that were involved in the project, some of which were not (clearly) communicated. This caused some confusion.

☞ Recommendations

- ☞ Make up an overview of all parties involved, including names, roles and contact details. This overview should be known by the managers and regularly updated.
- ☞ Clear and complete communication between the relevant parties should occur timely.
- ☞ All parties should be managed in their expectations, both before and during the project, and their responsibilities should be adapted accordingly.



Catering employees

Several differences between catering employees result in uneven participation in the experiment. One of the factors which can lead to differences is affinity with the subject, as employees who are not interested in sustainability and true prices, showed less participation in the research compared to others. Secondly, some employees simply did not have the time, as their job is already very busy as it is. Not offering customers the option to pay the true price, not displaying the communication materials and not reading the instructions are some examples of ways in which catering employees did not comply with the research guidelines. Thirdly, some employees found it difficult answering detailed questions about true pricing, simply because they did not have the answers. Instead, they became shy, answered what they thought was the correct answer, or gave their own opinion to the customers. This resulted in customers not receiving the information they were looking for. Fourthly, changes in management could cause incomplete transfer of the instructions or requirements, and new management could even counteract the research, as they did not see the added value of true pricing. Lastly, some employees had difficulties speaking English, or they had a disadvantage in the labour market. In these cases, the employees were very willing to implement the experiment, but they found it difficult to take the changes in the cash register into account, to remember the instructions that were given to them, and to talk to customers in a different language. Especially at the WUR location this last factor showed a visible effect. As already mentioned in the section on the results of the cash-register data, the number of true price articles sold on Mondays are considerably higher compared to other days of the week. On Mondays, a different catering employee was operating the cash desk, who experienced less difficulties with explaining the research project to restaurant guests than the catering employee that was present on the other days.

⇒ Recommendations

- ⇒ Create organised centralised training sessions for employees. This would ensure normalised information provision catered to the needs of the employees.
- ⇒ The cash register should be as efficient and user friendly as possible, to lower the threshold for employees to implement the true pricing.
- ⇒ It is recommended that there is some sort of on-demand information available, which employees hand out to customers when they have questions.
- ⇒ Make more hours available to work with true prices. These hours can either be in the form of an extended contract, or in the form of an extra employee. An extended contract for existing employees would ensure that there is more time on a day-to-day basis, and true pricing can be implemented with a site-specific approach.

Information provision

During this research, information on true pricing was provided to the customer in multiple ways. Depending on the location, information was provided through email, flyers and the catering staff. The



use of narrowcasting was also planned, but the implementation proved to be lacking, as in one of the research locations the research was not promoted on the narrowcasting at all. At the other research location the narrowcasting was accidentally not shown in the relevant building, but in two buildings where the research was not conducted. From the conducted interviews it became clear that multiple ways of communication reached a large audience. In this research, customers at both locations received the same information on true pricing. However, the target group at these locations differs greatly. At the WUR location, interest and background knowledge on sustainability and true pricing is considerably higher compared to the BDO location. At the WUR location, customers were already aware of the information that was provided, except for the fact that revenues going to Stichting Natuur en Milieu. The results of the questionnaire and interviews showed that customers did not feel sufficiently informed in both the first and second week. When they were interested in the topic, customers asked more in-depth questions on the true pricing, but this could not be answered by either the catering employees or the communication materials at hand. Customers at the BDO location showed less interest in true pricing, and they generally had less background knowledge on the topic. Here, very few customers asked for additional information.

⇒ Recommendations

- ⇒ Different needs of target groups should be taken into account by tailoring the provided information to the needs of the target group
- ⇒ Tailored information should be easily accessible, with more in-depth information available for interested customers. An example of this is adding a QR-code to flyers leading to a website with more information.

Customers

Just like with catering employees, there is also a wide variety in customer's affinity with the subjects of sustainability and true pricing, and the consecutive willingness to pay. This was also seen in interviews, questionnaires, and the desired methods for receiving information. Additionally, there is a difference in the financial, social, and cultural climate of the customers. Interestingly enough, students, the main target group at WUR, generally have limited financial means compared to employees of the BDO location. Yet, students at WUR are more willing to pay extra to compensate for the environmental costs. This might be the result of the social and cultural climate of both groups. It was seen that there is a big impact of social control and peer pressure on the buying behaviour, which works in both ways. It was observed that when a (prominent) member of a group of customers vocally expressed not to pay the true price because it is nonsense, the other members of the group do not pay the price either. However, if customers encourage the group to pay the true price because they think that is the morally correct thing to do, the other group members generally pay the true price as well. Whereas social control and peer



pressure into both paying and not paying the true price was observed in both locations, at WUR, encouraging towards paying the true price was observed more than at BDO, where customers discouraged each other to pay extra. This social control might be the result of the cultural climate in which the target groups are located. One of the core values of WUR is sustainability, and people with an above average interest in this topic are generally drawn to that university. It is seen that at WUR students feel more responsible towards behaving in a sustainable way and encourage each other to do so. Furthermore, one of the characteristics of the lunch culture at BDO are the self-service cash desks. Customers are used to a certain way of checking out their products, and a change in that system is a change in the status quo. Customers were observed to be confused and irritated by the change, and therefore were not encouraged to pay the true price.

⇒ Recommendations

- ⇒ Map the needs of customers with regard to specific kinds of information to be able to develop tailor-made solutions that will encourage customers to pay the environmental costs. This is important because the research showed that customers responded differently to the information that was used. They therefore have different needs with regard to the content of the information, and the way the information is presented to them.
- ⇒ It is important to keep in mind that customers' decisions are not solely based on their own attitude but that they are influenced by their sociocultural environment.

Cash register

The cash register was one of the main elements of the research. Whether an employee operated the cash desk, or whether it was self-service for the customers, a user-friendly, functional cash register is essential. Yet, during the experiment, quite some challenges concerning the cash register arose. For example, in the first days of the experiment, the cash register was not user-friendly, both for employees and customers. Moreover, the user instructions did not correspond to the working of the actual system.

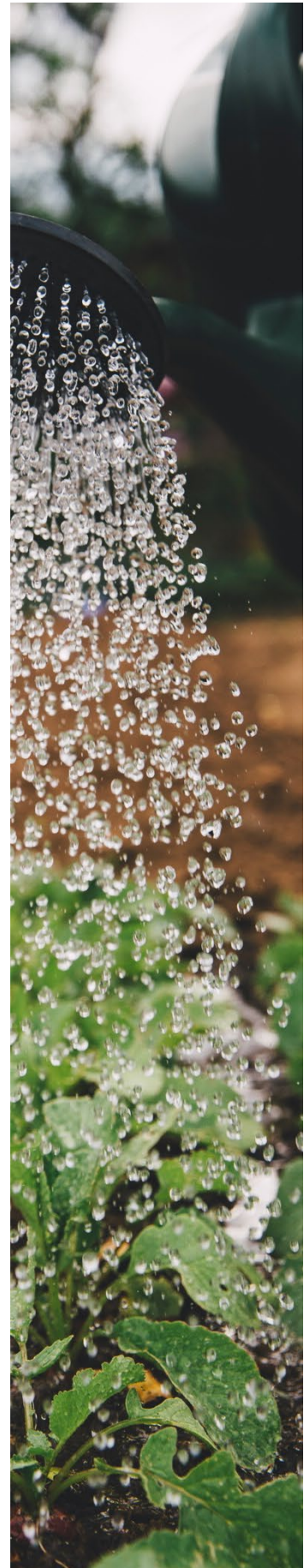
Especially in the self-service cash desks at BDO, this resulted in great frustration. On the first day of the experiment, it became clear that most of the guests at the BDO restaurant had a certain routine at the cash-register. When the guests noticed that the display and corresponding routine at the cash-register had changed, they became irritated and stressed. Moreover, several guests unintentionally paid the true price at the self-service desks. Because of these problems, it was decided to pause the research on Tuesday to improve the system. As these problems also had an unwanted influence on the cash-



register data, it was decided to leave the data of the Monday and Tuesday in week 1 out of the analysis. The fact that less data points were available for the analysis also lowered the reliability of the data obtained for BDO in week 1.

When the adapted and more user friendly system came into place, the research continued, and customers were much happier with the changed system. However, it was noticed that this system had not yet been tested, and there were still some mistakes found. Some of the mistakes were solved quickly, others could not be solved in time. The most prominent points of improvement are that some price tags did not match the prices in the cash register, leaving customers to be forced to pay the normal price, or to pay a disproportionate amount for the true price. Secondly, the cash register was programmed to have combination deals in the normal price, but these were not calculated for the true price. Moreover, the catering employees sometimes made-up dishes with leftover food, in order to prevent food waste. However, these dishes were not present on the cash desk, and no true price had been calculated as well. Lastly, customers at a self-service cash desk could scan the products before choosing to pay the true price. When this happened, the normal price was scanned by default, and this could not be changed, even though the customer chose to pay the true price after scanning. All these problems had their repercussions on the quality of the data that was collected.

The researchers also attempted to calculate the total additional revenue generated by the sale of products at the true price. As every product has its own environmental cost (except for the compiled products at the BDO restaurant), it is important to know the external cost of each product as well as the number of products that were being sold in order to calculate the total additional revenue. However, inconsistencies between the cash-register data and the product lists that the researchers received made it not possible for the researchers to calculate the total additional revenue that was generated. For instance, some products were registered as being sold at the true price while these products were not included in the product list the researchers received. Therefore, the external cost of these products were unknown and as a consequence, the researchers were not able to calculate the additional revenue that these products generated. Another example is the fact that in the cash-register data of the WUR restaurant sandwiches were split out into four categories ("basic with animal components but no beef", "basic plant-based", "luxury with animal components but no beef" & "luxury plant-based") during the two experimental weeks. However, the menu list that the researchers received only contained two different sandwich categories ("plant-based" and "including animal components but no beef") instead of the four categories. As the menu list did not indicate which sandwiches belonged to category "basic" and which ones to category "luxu" the researchers were not able to connect the number of sandwiches sold in a category to the corresponding external cost.



☞ Recommendations

- ☞ It is recommended to get insight into people's habits and routines at the cash-register before adjusting the system. This is especially important in restaurants where guests have to operate the cash-register by themselves. Making these observations could help in fitting the adjusted cash-register system to the existing routines and habits.
- ☞ The cash-register system should be tested extensively before putting it in use, so that hiccups and mistakes are found and resolved before implementation.
- ☞ For all products on the cash desk, the true price needs to be calculated and correctly included in the cash register in order to ultimately generate a complete overview of the additional revenue that is generated with true pricing.
- ☞ There should be an option to implement ad hoc designed dishes in the cash desk register. This option is needed when a restaurant employee has to use left-over products in order to not let them go to waste.
- ☞ Scanning the products before choosing the normal or true price should not be possible. This prevents customers becoming confused about what they are paying and ensures that they make the choice between the prices.

Time, locations and experimental set-up

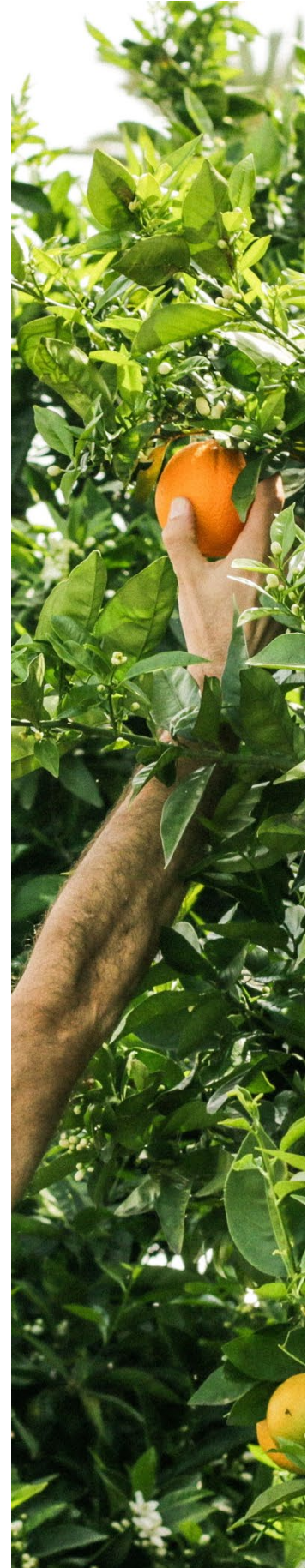
The available time to prepare and execute the true pricing experiment was insufficient. Normally, preparing, executing and processing a similar experiment would take about 9 months. However, this research was prepared, executed and processed in less than 2 months. Moreover, the actual experiment lasted for only 2 weeks. Due to the short time span, the preparations had to be finished under a tight deadline. The relatively short duration of the experiment also lowered the reliability of the data that was obtained and therefore, no firm conclusions can be drawn about the impact of true pricing on buying behaviour. Even though CE Delft and Hutten had partially prepared the experiment before the student team started, many things were still left to do. Calculating all prices, making informative communication tools, changing the cash register and more, took more time than calculated beforehand. This resulted in stressful situations for many of the involved parties. Moreover, the deadlines were not always feasible, as during the experiment, there were some issues as the cash register had not been tested before use. Next to that, the communication materials were not delivered in time to one of the locations. This resulted in frustration among customers, and extra work for the researchers during the experiment.



Besides limited time, the fact that the experiment took place on only two locations also lowered the reliability of the obtained data. Moreover, the fact that the composition of certain products (e.g. sandwiches and soups) differed between the two experimental weeks could also have influenced the buying behaviour of guests.

☞ Recommendations

- ☞ In order to increase the reliability of the results, it is recommended to execute the experiment in at least 25 restaurants for a period of approximately 6 weeks.
- ☞ In order to prevent stressful situations, it is important to realise how much time is needed for preparing and implementing true pricing. Depending on how many FTEs are available, preparations should start at least 2 months ahead.
- ☞ All products and tools should be tested, working, and readily available for both employees and customers before the implementation starts, in order to ensure a smooth integration of true pricing.



Recommendations regarding communication strategy

Based on the lessons learned about the implementation and content of the communication strategy, it is recommended to tailor the communication to the needs of the customers. During the experiment, it became clear that customers at different locations value different kinds of information. Customers at the WUR wanted lots of information about how the extra costs were calculated and which factors were included in the external cost. Moreover, they indicated that they already had background information on the subject. Additionally, most of these customers were willing to pay the environmental costs. At the BDO location, customers were less interested in the information that was provided and were less happy to pay the environmental costs. Based on these findings, a communication approach can be built upon two dimensions: background knowledge and willingness to change. If a strategy requires information to be provided to a location, these two dimensions should be mapped. Putting these dimensions next to each other results in the following model

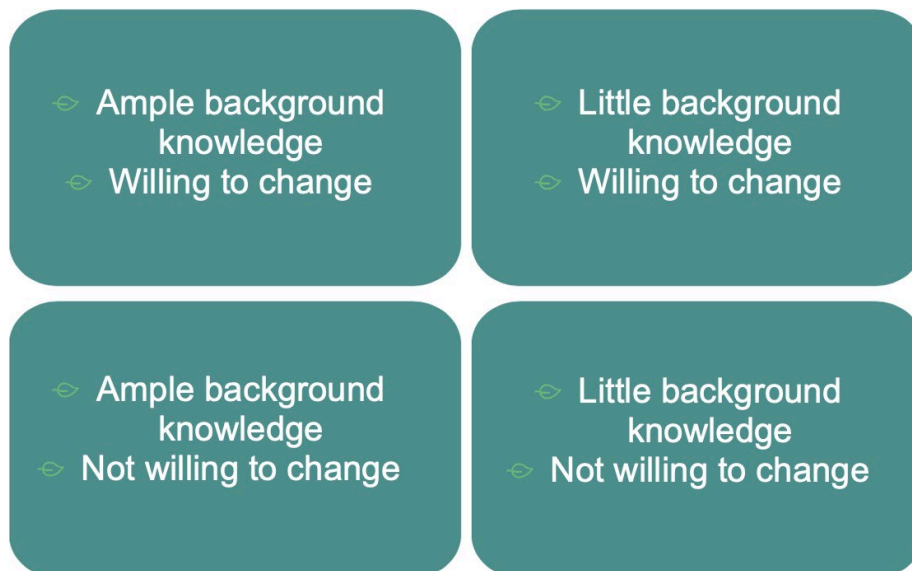


Figure 19. Suggested customer categories for a communication strategy

Implementing the two dimensions in this way makes for four categories. Making a communication strategy for each of the four categories is then essential for this approach. If the dimensions of a location are mapped based on the customers' preferences, a category comes forward, leading to a quick implementation of the corresponding communication strategy.



Follow-up

Besides the above-mentioned categories of experiences and corresponding recommendations, several other questions arose during the course of the research. These questions could not easily be answered in the scope of this experiment, but they give inspiration for follow-up research instead. Four starting points for research can be distilled from the experiences gained so far.

- ⇒ When implementing the true price, is it preferred to calculate the average true price, or the true price per category?

The categories in this case can be defined as used in this experiment, being 'plant-based', 'animal but no beef' and 'beef'. During the current experiment, both approaches were used. At BDO, the average price was calculated, and at WUR the price per product category was used. Using the average price is easier to use on the cash registry, especially on the self-service systems. However, this does not result in customers paying the real true price, as they are overspending on the 'plant-based' category, and underspending on 'beef'. If the desired outcome of implementing true pricing is to nudge consumers into spending more on 'plant-based' than on 'beef', this is probably not the way to achieve that.

- ⇒ When implementing the true price, do customers have to choose between paying the true price or not?

In this experiment, customers had the choice to pay the true price. However, from some observations and interviews, it could be concluded that some people do not want to think about spending extra money or not, but they are willing to pay extra when they have to pay the true price by default. Though it is more effective and less time-consuming to remove the choice, it is questionable if it is ethically responsible to have everyone pay extra. Some people may not want to pay the true price for moral, financial, or other reasons. Further research can determine whether having a choice to pay the true price is desired or not. And if customers still have a choice, how should this be presented? Choosing the true price beforehand, like in the current experiment, by having the true price by default, and having the possibility to switch to the normal price, or the other way around?

- ⇒ When implementing the true price, should the cash registers be self-operated or staffed by employees?

Both self-service and employee-operated cash desks were used in this experiment. The self-service cash desks require less employees and are therefore cheaper, however there is a learning curve and frustration for customers when changes are implemented. The employee-operated cash desks give a more personal touch, and the employee can explain the concept of true pricing. Moreover, employees can be trained in how to use the cash desk. However, the employees might find it difficult to ask the customer which price they want to pay, and there might be some social pressure involved here as well.

- ⇒ When implementing true price, does every location receive the same approach, or is the approach location-specific?

When it comes to communication strategy, this report has already given the recommendation to use a location-specific approach. As the target groups differ, they have different needs for information on true prices. However, for the other factors, such as the three questions described above, it is yet to be determined whether different locations benefit from different approaches. And, perhaps more importantly, whether a location-specific approach is worth the extra effort.



Research justification

⇒ Motive for assigning similar experimental conditions to the two locations

As the education and research activities of Wageningen University and Research are focused on environmental and sustainability themes, the researchers found it likely that the staff and students that visit the restaurant in WUR have more knowledge about environmental issues and true pricing than the people visiting the BDO restaurant. The pre-existing knowledge of guests on true pricing could form a bias for the results obtained in the WUR restaurant. In order to make the research results more representative for the general population, the researchers decided to assign the same experimental conditions to the BDO restaurant.

⇒ Questionnaires

The questionnaires were analysed using the program SPSS, which is a statistical analysis program. This program was used to explore the different questions and find out whether there was a significant difference between week one and two and between the two locations in responses. To gain an understanding of the customers, the general questions were explored separately for each location using cross-tabulation. Additionally, the questions on whether or not the respondent noticed the environmental costs and extra information and whether they knew where the extra revenue was going were also explored with cross-tabulation. Cross-tabulation was chosen because it gives a simple overview of the data, and the output is easily convertible to a visual.

To test the questions with Likert-scales, independent samples t-tests were used. Such a test compares the means of different groups, in this case of week one and two and of the two locations. The result of this test is a table with a P-value that indicates whether two means are significantly different. In this table, four different P-values are noted. To choose one of these, two choices need to be made when looking at the table. Are equal variances assumed, and is the test 1 or 2-tailed? Using Levene's test, the variance of the two means are tested. If this test indicates a significant difference between the variances of the two means, a P-value has to be used in the end that accounts for this difference in variance. After doing this check, there are still two P-values remaining to choose from. One of these P-values is for tests where the effect can only be positive or only negative, the other is for tests where the effect can be both positive and negative. For this research, the latter is chosen. Four independent samples t-tests were done to test the difference between week one and two. First the locations were combined, then the locations were split up, then the two locations were compared to each other. The narrowed down tables of these tests can be found in the appendix V. These tables also include the number of questionnaires (N), the means (M) and standard deviations (SD).

⇒ Interviews

In order to get an overview of the opinions of the customers regarding the experiment and the true price interviews were performed. The interviews are also a way to ground the results of the questionnaire and to give context to these results. In each location, we have tried to interview at least two people per day. In the end this resulted in 12 interviews in total. If possible, the interviews were recorded. The recording was then uploaded in Word, and translated into a transcription of the

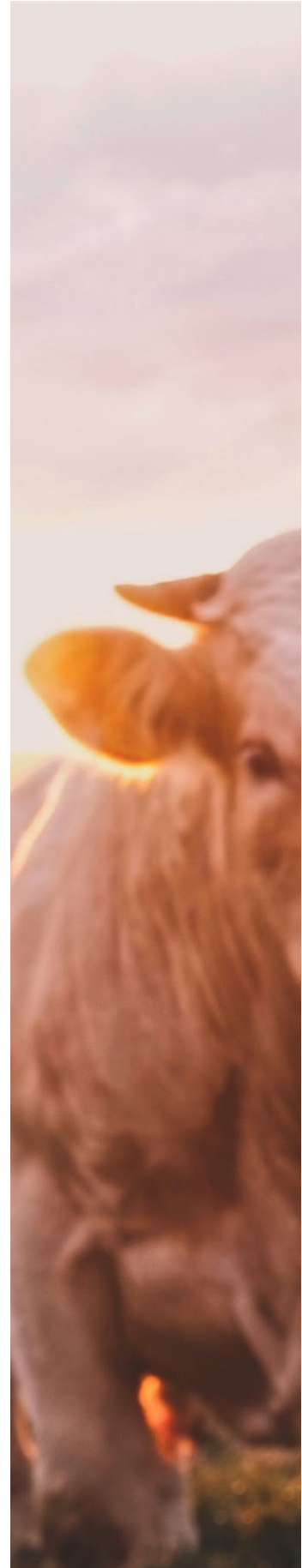


interview. Then, the transcription was uploaded in Atlas.Ti and coded. If not possible to record, we would write down notes during the interview. All the notes were worked out to transcriptions. These transcriptions were also uploaded in Atlas.Ti and coded. After all the interviews were coded, we could analyse the interviews through Atlas.Ti. The analysis of the interviews resulted in conclusions that we could use in order to find answers to our research questions.

Observations

In order to give meaning to the results of the questionnaire and the interviews we had to observe the customers that were part of our experiment. Observations are a great means to get a detailed overview of the context in which the experiment takes place. Moreover, observations can be used to understand why certain answers are given in the interviews and the questionnaires. And, the observations capture moments that could have an influence on the overall results and conclusions of this research.

We have observed the customers 3 times a week, at both locations. At BDO, we would have a tactical spot right behind the cash desk, where we would sit down and pretend to work on other tasks. However, because we were sitting close to the cash desk, we could observe how customers reacted to the new checkout menu, and what they were saying about the prices and the experiment. At WUR, we also sat down close to the checkout, with an overview of the rest of the restaurant. Here we could also look at reactions of customers and we sat close enough to the checkout to hear people talk about the prices and the experiment. The information from these observations was written down in notes that were worked out the same day. All the detailed information from the observations was then uploaded in Atlas.Ti and coded. The codes in Atlas.Ti showed certain patterns and results which we could use which resulted in valuable information that was quite important throughout the whole experiment and for this report.



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Appendix I – Means of communication

Information for catering staff (week 40)

Informatie voor medewerkers week 40

Het onderzoek

Deze week loopt er een onderzoek van studenten van Wageningen University & Research naar de echte prijs van het eten in het restaurant. In het restaurant zijn 2 prijzen zichtbaar. Bij de kassa kiest de gast voor de normale prijs of de prijs incl. milieukosten.

Om te zorgen dat het onderzoek goede resultaten oplevert, is het belangrijk dat u als medewerker **alleen** de informatie verstrekt die in deze instructie is opgenomen. We gaan ervan uit dat alles soepel gaat verlopen, maar wanneer u lastige situaties ervaart in de communicatie met gasten over dit onderzoek, vragen wij u om contact op te nemen met uw leidinggevende. Uw leidinggevende zet deze problemen waar nodig door naar het onderzoeksteam.

Als onderdeel van het onderzoek vragen we gasten van het restaurant een enquête in te vullen, één keer in week 40 (de week van 3 okt.) en één keer in week 41 (de week van 10 okt.). Wanneer een gast bij u aan de kassa afrekent, zou het onderzoeksteam het op prijs stellen als u de gast attendeert op de enquêtes, en vraagt of hij nu en volgende week ook een enquête wil invullen.

Praktische zaken

Productkaartjes

Bij elk product moet een productkaartje ingevuld worden met 2 prijzen. Wanneer er sprake is van een product met rundvlees is het van belang dat dit duidelijk in de titel vermeld wordt (bijv. “rundercarpaccio” in plaats van “carpaccio”). De lijsten met namen en prijzen hiervoor ontvangt de locatieverantwoordelijke uiterlijk op woensdag 28 september.

Daarnaast vragen wij u om deze week overal de vegan-bordjes te gebruiken voor alle vegan producten. Deze bordjes moeten bij de productkaartjes geplaatst worden.

Kassa

Op de kassa's komt een doorklik menu bij de samengestelde producten waarbij er aangegeven moet worden of het gaat om **1)** vegan **2)** rund of **3)** overig (kip, varken, vis, kaas, zuivel of ei). In de menulijst met prijzen zal dit ook duidelijk aangegeven worden. Zo zie je op de kassa bijvoorbeeld: Belegd broodje plantaardig, Belegd broodje rund en Belegd broodje dierlijk excl. rund. Het is belangrijk om daarbij de juiste variant te kiezen.



Information for catering staff (week 41)

Informatie voor medewerkers week 41

Het onderzoek: De tweede fase

Deze week loopt er, net als vorige week, een onderzoek van studenten van Wageningen University & Research naar de echte prijs van het eten in het restaurant. In het restaurant zijn 2 prijzen zichtbaar. Bij de kassa kiest de gast voor de normale prijs of de prijs incl. milieukosten.

Vorige week kreeg u van ons een minimale instructie zonder inhoudelijke informatie over bijvoorbeeld de milieukosten die in de prijzen verwerkt zijn. Deze week krijgt u wél inhoudelijke informatie die u aan de gast mag doorgeven wanneer zij met vragen bij u komen. De reden dat dit vorige week nog niet mocht, is dat we in ons onderzoek kijken naar het effect van communicatie op de houding en het koopgedrag van gasten wanneer ze kunnen kiezen tussen de twee prijzen.

Om te zorgen dat het onderzoek goede resultaten oplevert, is het belangrijk dat u als medewerker **alleen** de informatie verstrekt die in deze instructie is opgenomen. In deze instructie hebben we zoveel mogelijk relevante inhoudelijke informatie opgenomen. Mocht het voorkomen dat gasten vragen stellen waarvan het antwoord niet in deze instructie staat opgenomen, vragen wij u om contact op te nemen met uw leidinggevende. De leidinggevende zet deze vragen dan weer door naar het onderzoeksteam. Indien noodzakelijk zal het onderzoeksteam dan meer informatie verstrekken.

Als onderdeel van het onderzoek vragen we gasten van het restaurant een enquête in te vullen, één keer in week 40 (de week van 3 okt.) en één keer in week 41 (de week van 10 okt.). Wanneer een gast bij u aan de kassa afrekent, zou het onderzoeksteam het op prijs stellen als u de gast attendeert op de enquêtes.

LET OP: Wanneer een gast aangeeft dat hij/zij de enquête vorige week al heeft ingevuld, mag u aangeven het zeer belangrijk is dat hij/zij dit deze week nog een keer doet! (Zo kunnen we week 40 en 41 beter met elkaar vergelijken).

Praktische zaken

Onderstaande praktische zaken zijn hetzelfde als vorige week.

Productkaartjes

Net als vorige week moet bij elk product een productkaartje ingevuld worden met 2 prijzen. Wanneer er sprake is van een product met rundvlees is het van belang dat dit duidelijk in de titel vermeld wordt (bijv. “rundercarpaccio” in plaats van “carpaccio”). De lijsten met namen en prijzen hiervoor heeft de locatieverantwoordelijke op woensdag 28 september ontvangen.

Daarnaast vragen wij u om ook deze week weer overal de vegan-bordjes te gebruiken voor alle vegan producten. Deze bordjes moeten bij de productkaartjes geplaatst worden.

Kassa

Op de kassa's is er net als vorige week een doorklik menu bij de samengestelde producten waarbij er aangegeven moeten worden of het gaat om **1)** vegan **2)** rund of **3)** overig (kip, varken, vis, kaas, zuivel of ei). In de menulijst met prijzen zal dit ook duidelijk aangegeven worden. Zo zie je op de kassa bijvoorbeeld: Belegd broodje plantaardig, Belegd broodje rund en Belegd broodje dierlijk excl. rund. Het is belangrijk om daarbij de juiste variant te kiezen.

Inhoudelijke informatie

Deze inhoudelijke informatie is nieuw .

Waarom zijn er drie categorieën bij de samengestelde producten?



Bij de samengestelde producten (bijvoorbeeld de belegde broodjes) zijn er drie categorieën, namelijk **1) vegan** **2) rund** en **3) overig** (kip, varken, vis, kaas, zuivel of ei). Elke categorie heeft een andere hoogte van de milieu impact en daardoor ook een andere hoogte in milieukosten. Zo hebben de vegan producten de laagste milieu impact en daardoor ook de laagste milieukosten. De producten met rund hebben de hoogste milieu impact en dus ook de hoogste milieu kosten. De derde categorie, overig, ligt qua milieu impact en milieuprijs tussen de vegan en rund producten in.

Waar gaat de extra opbrengst van deze twee weken naartoe?

De milieukosten die deze week betaald worden, worden gedoneerd aan de Stichting Natuur & Milieu. Deze stichting focust zich op het oplossen van problemen op het gebied van natuur en klimaat in Nederland. Ze doen dit bijvoorbeeld door in gesprek te gaan met beleidsmakers en mensen met campagnes te stimuleren om duurzamer te gaan leven. Daarnaast werken ze samen met bedrijven en andere organisaties om bijvoorbeeld voorstellen voor beleid te maken.

Wat houden de milieukosten die bij de prijs opgeteld worden, in?

De totstandkoming van elk product heeft verschillende soorten impact op het milieu. In de milieukosten die berekend zijn voor de totstandkoming van de producten uit het restaurant zijn de volgende soorten milieu impact meegenomen:

- Impact op klimaatverandering
- Impact op bodemkwaliteit
- Impact op waterkwaliteit
- Impact op menselijke gezondheid
- Impact op landgebruik
- Impact op luchtkwaliteit

Hoe worden de milieukosten berekend?

Om de impact van de totstandkoming van een product op het milieu te kunnen vertalen naar een prijs, is er een speciale rekenmethode ontwikkeld. De rekensom voor de milieukosten is als volgt: *hoeveelheid * impact-indicator * monetarisatiefactor*.

Eerst wordt er bepaald hoeveel impact de productie van een product heeft op het milieu (dit is de impact-indicator). Deze impact wordt dan vermenigvuldigd met de kosten (in euro's) die deze milieu-impact veroorzaakt in de maatschappij. Als laatste stap wordt er dan vermenigvuldigd met de hoeveelheid van het product.

Bijvoorbeeld:

- 1 kg suiker veroorzaakt 0.608 kg CO2 equivalenten, dat bijdraagt aan klimaatverandering
- De maatschappelijke kosten van 1 kg CO2 zijn € 0,057
- De milieukosten voor 1 kg suiker zijn dan: € 0,034 (= 0,057*0.608), afgerond 4 cent.





WHAT IS YOUR *personal* FOOD PRINT

Your trusty old sandwich, that hearty salad, a delicious warm soup, and the snack that boosts your energy levels; everything you eat today impacts the environment. This is what we're calling your personal 'foodprint'.

***The true cost* OF YOUR FOOD, AT A TRULY FAIR PRICE**

You can easily change the negative impact caused by your personal 'foodprint' into something positive by making different choices! And that's what makes us all happy! For example, you can choose to pay the true cost of your personal 'foodprint'. This is the price you usually pay plus the cost of your food's environmental impact. Let's say your lunch usually costs €5.00. If we add the environmental costs onto that, then the true cost of your lunch will be €6.00.

***United* WE STAND** 

This week, students from Wageningen University & Research will be conducting research in your restaurant together with your employer, the Ministry of Agriculture, Nature and Food Quality, research institute CE Delft and Hutten.

The proceeds from the additional environmental costs will go to Stichting Natuur & Milieu, a Dutch environmental organisation. 

Figure 20. Table flyer used in at both research locations in week 2 of the research.

Informative fact milk



Figure 21. Informative sign used at both research locations in week 2 of the research.

Narrowcasting

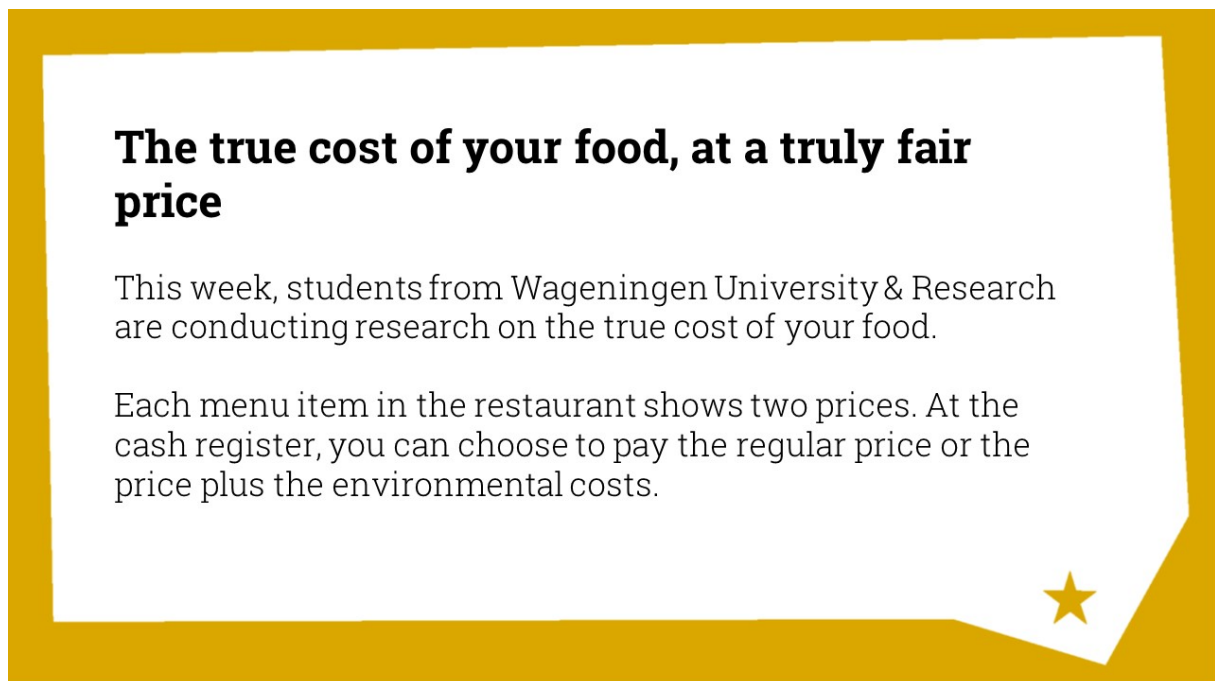


Figure 22. Narrowcasting that was aimed to be used at both locations in both weeks of the research.

Email sent to employees at BDO in week 40

De echte prijs voor jouw eten, wel zo eerlijk toch?

Deze week loopt er een onderzoek van studenten van Wageningen University & Research naar de echte prijs van jouw eten.

In het restaurant zijn 2 prijzen zichtbaar. Bij de kassa kiest u voor de normale prijs of de prijs incl. Milieukosten.

Email sent to employees at BDO in week 41

Food print

Je good old boterham met beleg, die goedgevulde salade, een heerlijk warm soepje en het tussendoortje dat jouw energieniveau een echte boost geeft! Alles wat jij vandaag eet, heeft impact op het milieu. Dit noemen we jouw persoonlijke 'voetafdruk'.

De echte prijs van jouw eten, wel zo eerlijk toch?

De negatieve impact van jouw persoonlijke 'voetafdruk' kun je door het maken van andere keuzes gemakkelijk veranderen naar iets positiefs! Daar word je happy van! Zo kun je ervoor kiezen om de echte prijs voor jouw persoonlijke 'voetafdruk' te betalen. Dit is de prijs die je voorheen ook betaalde, met de milieukosten daarbij opgeteld. Bijvoorbeeld waar de prijs van een lunch eerder €5.00 was, en je daar nu de milieukosten bij optelt, wordt de echte prijs van jouw lunch €6.00.

Samen staan we sterk

Deze week doen studenten van Wageningen University & Research onderzoek in jullie restaurant, samen met jouw werkgever, het ministerie van Landbouw, Natuur & Voedselkwaliteit, onderzoeksbureau CE Delft en Hutten.



Appendix II – Restaurant descriptions

Description of the WUR restaurant & communication placement

The restaurant is located on the ground floor of the WUR building. When entering the building through the main entrance, the restaurant is directly opposite from the entrance. Unlike the restaurant of BDO, the restaurant in WUR only consists of a counter and does not have a separate area where people who bought their lunch in the restaurant can consume it.

The counter is U-shaped. During our experiment, only the check-out register at the left side of the counter was in use. Small shelves with the sandwiches, bowls, etc. are located on the front side of the counter (Figure 23). On the left and right side of the counter, the products that should maintain a high temperature (e.g. grilled cheese sandwiches) are located. The big pans with soup are also located on the left side of the counter. Each product has its own product card. These cards contain the name of the product as well as the normal price and the price including environmental cost (Figure 24). Because of space limitations on the cards, the prices were denoted as “normal” and “+ environm. costs”. As the standard communication in the restaurant is in English, the product cards were also written in English.



Figure 23. Shelves with products.

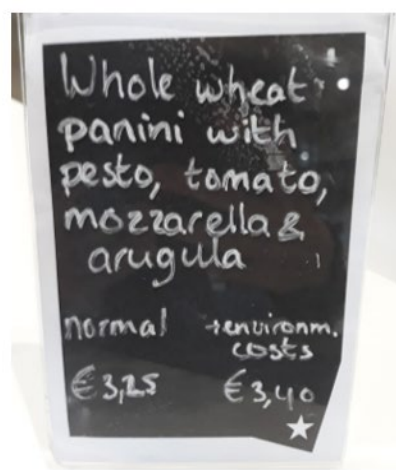


Figure 24. Price card

Next to the cash register, two flyers (one in Dutch and one in English) were present with information about the experiment (Figure 25). A box with questionnaires, pencils and a box for the questionnaires that were filled out were placed on a table next to the counter (Figure 26). Flyers were attached to the two boxes to make guests aware of the fact that they could fill out a questionnaire.

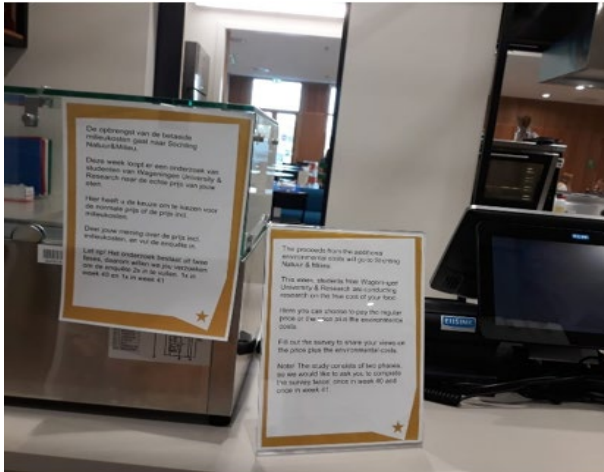


Figure 25. Information next to the cash desk.



Figure 26. Set-up of the questionnaire station.

In the second week of the experiment, table flyers were placed on all the lunch tables in the surrounding area of the counter (Figure 27). Moreover, the storytelling about milk was placed on the counter (Figure 28).



Figure 27. Flyer on a lunch table.



Figure 28. Informative sign on the counter

Description of the BDO restaurant & communication placement

The restaurant is located on the ground floor of the part of the building used by BDO. When entering the BDO-part of the building through the main entrance, the restaurant is accessible via two routes. The restaurant has a serving area where the different products can be chosen and thereafter paid for at the cash desk. Customers operate the cash-register by themselves and there is a seating area where the customers eat their meals (Figure 30).

In the serving area, different islands are situated with the different kinds of products displayed on tables ready to be grabbed. There is a salad bar, a stand with sandwiches, a bar with pans of soup, an area for loose types of bread, a cooler with drinks and bread toppings, and lastly a counter with warm snacks. Between this and the seating area, there are two self-service cash registers (Figure 34). Next to these, there was an instruction on how to use the new cash register system in A4 format (Figure 33). Like WUR, each product has its own product card (Figure 29, Figure 31). These cards contain the name of the product, as well as the normal price and the price including environmental cost. Because of space limitations on the cards, the prices were denoted as “normal” and “+ environm. costs”.

Questionnaires were first placed next to the cash register and later placed on the tables where guests were seated while eating. The box where the questionnaires could be deposited was placed in a central location. Flyers were attached to the boxes to make guests aware of the fact that they could fill out a questionnaire.

In the second week of the experiment, the same flyers as at the WUR were placed next to the cash registers and on the tables (Figure 32).



Figure 29. Sandwiches with a product card.

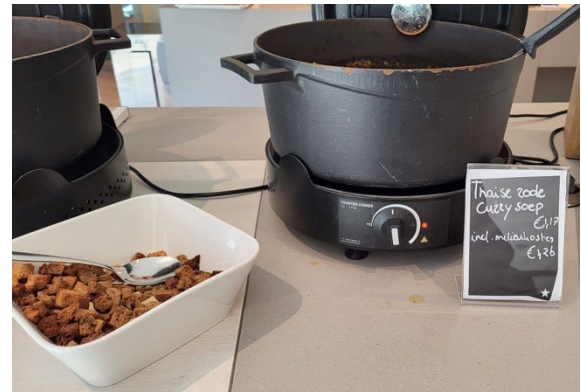


Figure 31. Soup with a product card.



Figure 30. Overview of the restaurant.



Figure 32. Tables with product flyers.





Figure 33. Above: poster regarding questionnaire. Below: instruction on how to use the cash register.



Figure 34. Overview of the restaurant. Green arrows indicate the self-service cash registers.

Appendix III – Questionnaires

Questionnaire week 1

Questionnaire prices including environmental cost

How often do you purchase something from the restaurant?

- ☐ Less than 1 time a week ☐ 1-2 times a week ☐ 3-4 times a week ☐ Every day

What is your sex?

- ☐ Male ☐ Female ☐ Other ☐ I'd rather not say

What is your age?

.....

Did you choose to pay the price including environmental costs?

- ☐ Yes ☐ No

I feel good when choosing to pay the price including environmental costs

- Strongly disagree Disagree Neutral Agree Strongly agree
- ☐ ☐ ☐ ☐ ☐

I feel uneasy by the difference between the normal price and the price including environmental costs

- Strongly disagree Disagree Neutral Agree Strongly agree
- ☐ ☐ ☐ ☐ ☐

I intend to pay the price including environmental costs in the future

- Strongly disagree Disagree Neutral Agree Strongly agree
- ☐ ☐ ☐ ☐ ☐

Did you notice the price including environmental costs before paying?

- ☐ Yes ☐ No

I feel sufficiently informed about the price including environmental costs

- Strongly disagree Disagree Neutral Agree Strongly agree
- ☐ ☐ ☐ ☐ ☐

I feel like paying the environmental costs is important

- Strongly disagree Disagree Neutral Agree Strongly agree
- ☐ ☐ ☐ ☐ ☐



Questionnaire week 2

Questionnaire prices including environmental cost

How often do you purchase something from the restaurant?

- ☐ Less than 1 time a week ☐ 1-2 times a week ☐ 3-4 times a week ☐ Every day

What is your sex?

- ☐ Male ☐ Female ☐ Other ☐ I'd rather not say

What is your age?

.....

Did you choose to pay the price including environmental costs?

- ☐ Yes ☐ No

I feel good when choosing to pay the price including environmental costs

- Strongly disagree Disagree Neutral Agree Strongly agree
- ☐ ☐ ☐ ☐ ☐

I feel uneasy by the difference between the normal price and the price including environmental costs

- Strongly disagree Disagree Neutral Agree Strongly agree
- ☐ ☐ ☐ ☐ ☐

I intend to pay the price including environmental costs in the future

- Strongly disagree Disagree Neutral Agree Strongly agree
- ☐ ☐ ☐ ☐ ☐

Did you see the communication about the price including environmental costs?

- ☐ Yes ☐ No

Who will receive the extra revenue generated by paying the environmental costs?

.....

I feel sufficiently informed about the price including environmental costs

- Strongly disagree Disagree Neutral Agree Strongly agree
- ☐ ☐ ☐ ☐ ☐

I feel like paying the environmental costs is important

- Strongly disagree Disagree Neutral Agree Strongly agree
- ☐ ☐ ☐ ☐ ☐



Appendix IV – Menus

Table 1. Menu BDO week 1

Gerecht	Dag	Maandag	Dinsdag	Woensdag	Donderdag	Vrijdag
Belegde broodjes		Volkoren sandwich met kip en pesto	Volkoren sandwich rosbief Old Amsterdam	Broodje caprese	Broodje humus, geroosterde kikkererwten, gegrilde groenten	Broodje boerenomelet
		Broodje brie, honing, walnoot, tuinkers	Broodje kipkerrie, tuinkers		Zuurdesem Vitello Tonato La Miranda	BLT Sandwich
Warme snack		Oven snack	Oven kaassoufflé	Oven vegetable springrol	X	Yakitori spiesjes met bosuitjes, soja, sesam
		Toast tomaat, mozzarella, pesto	Saucijzenbroodje	Oven Kip loempia		
Maaltijdsalade		Avocado, mango, kip	Caesar salade	Gerookte kip, crispy bacon	Griekse maaltijdsalade La Miranda	X
Wraps		X	X	Wrap tonijn	Wrap spicy chicken	X
Soep		Gebonden tomatensoep	Gebonden Bruine bonensoep	Gebonden pompoensoep	Gebonden Thaise rode curry soep	Gebonden paprikasoep
		Heldere boeren groentesoep met soepballen	Heldere kippensoep	Heldere champignon kervelsoep	Heldere uiensoep	Gebonden champignon kerriesoep



Table 2. Menu BDO week 2

Gerecht	Dag	Maandag	Dinsdag	Woensdag	Donderdag	Vrijdag
Belegde broodjes		Sandwich rode bietenhummus, krokante kikkererwten	Broodje bieslookroomkaas, komkommer, mesclune en zontomaat	Broodje zoete aardappelhummus	Broodje mediterrané serranoham	Sandwich humus, ei, little gem
		Broodje ossenworst met truffelmayo	Italiaanse bol gezond ham, kaas		Sandwich kipkerrie	Friday wrapper
Warme snack		Champignon vlees broodje	Wisselende oven snack	Wisselende oven snack	Wisselende ovensnack	Wisselende oven snack
			Ragoutbroodje bospaddestoelen		Halal broodje hamburger met gebakken rode ui	
Maaltijdsalade		Marokkaanse couscous met granaatappel en humus	Salade met rode biet en geiten crumble	Herfstsalade met vijgen, geitenkaas, peer en walnoot	Salade caprese met rauwe ham en gegrilde courgette	X
Wraps				Wrap gerookte zalm, roomkaas en rode ui		
Soep		Gebonden Marokkaanse harira soep	Gebonden champignonsoep	Oosterse tomaten linzensoep	Gebonden tomatensoep	Gebonden zoete aardappelsoep
		Heldere groentesoep	Tomaten groentesoep	Gebonden romige kip	Gebonden bloemkoolkerriesoep	Oosterse tomaten dahlsoep



Table 3. Menu WUR week 2

Gerecht	Dag	Maandag	Dinsdag	Woensdag	Donderdag	Vrijdag
Belegde broodjes		Broodje zoete aardappelhummus, rucola, gegrilde zoete aardappel	Broodje zoete aardappelhummus, rucola, gegrilde zoete aardappel	Broodje zoete aardappelhummus, rucola, gegrilde zoete aardappel	Broodje zoete aardappelhummus, rucola, gegrilde zoete aardappel	Broodje zoete aardappelhummus, rucola, gegrilde zoete aardappel
		Broodje hybride Hutten Eiersalade	Broodje hybride Hutten Eiersalade	Broodje hybride Hutten Eiersalade	Broodje hybride Hutten Eiersalade	Broodje hybride Hutten Eiersalade
		Broodje kipfilet, vegan kerriemayonnaise, komkommer	Broodje kipfilet, vegan kerriemayonnaise, komkommer	Broodje kipfilet, vegan kerriemayonnaise, komkommer	Broodje kipfilet, vegan kerriemayonnaise, komkommer	Broodje kipfilet, vegan kerriemayonnaise, komkommer
Warme maaltijd		X	Aardappelpuree, vegetarische hachee Quorn, doperwten, tomaat	Aardappelpuree, vegetarische hachee Quorn, doperwten, tomaat	Aardappelpuree, vegetarische hachee Quorn, doperwten, tomaat	Aardappelpuree, vegetarische hachee Quorn, doperwten, tomaat
Maaltijdsalade		Chileense rijst met kip, geroosterde paprika, wortel, ijsbergsa	Chileense rijst met kip, geroosterde paprika, wortel, ijsbergsa	Chileense rijst met kip, geroosterde paprika, wortel, ijsbergsa	Chileense rijst met kip, geroosterde paprika, wortel, ijsbergsa	Chileense rijst met kip, geroosterde paprika, wortel, ijsbergsa
Wraps		Vegan pate, appel, spinazie	Vegan pate, appel, spinazie	Vegan pate, appel, spinazie	Vegan pate, appel, spinazie	Vegan pate, appel, spinazie
Soep		Marokkaanse Harirasoep	Tomaten bouillon	Heldere champignon kervelsoep	Gebonden ministronesoep	Heldere uiensoep



	Heldere boeren groentesoep	Groene currysoep	Gebonden bruine bonensoep	Groentenbouillon kruiden	Gebonden pompoensoep kippenbouillon room
Pokebowl	Japanse rijst, Tempeh, sojaboontjes, avocado, mango, wortel	Japanse rijst, Tempeh, sojaboontjes, avocado, mango, wortel	Japanse rijst, Tempeh, sojaboontjes, avocado, mango, wortel	Japanse rijst, Tempeh, sojaboontjes, avocado, mango, wortel	Japanse rijst, Tempeh, sojaboontjes, avocado, mango, wortel
Salade	Gepofte aardappel cajun, gegrilde courgette, rucola	Gepofte aardappel cajun, gegrilde courgette, rucola	Gepofte aardappel cajun, gegrilde courgette, rucola	Gepofte aardappel cajun, gegrilde courgette, rucola	Gepofte aardappel cajun, gegrilde courgette, rucola
Warme snack	Waldkorn tosti geitenkaas, dadels, rucola	Waldkorn tosti geitenkaas, dadels, rucola	Waldkorn tosti geitenkaas, dadels, rucola	Waldkorn tosti geitenkaas, dadels, rucola	Waldkorn tosti geitenkaas, dadels, rucola
	Volkoren panini pesto, tomaat, mozzarella, rucola	Volkoren panini pesto, tomaat, mozzarella, rucola	Volkoren panini pesto, tomaat, mozzarella, rucola	Volkoren panini pesto, tomaat, mozzarella, rucola	Volkoren panini pesto, tomaat, mozzarella, rucola
Ovensnack	Zwamcijsje	Zwamcijsje	Zwamcijsje	Zwamcijsje	Zwamcijsje



Table 4. Menu WUR week 2

Gerecht	Dag	Maandag	Dinsdag	Woensdag	Donderdag	Vrijdag
Belegde broodjes		Zalm, avocado, vegan mayonnaise	Zalm, avocado, vegan mayonnaise	Zalm, avocado, vegan mayonnaise	Zalm, avocado, vegan mayonnaise	Zalm, avocado, vegan mayonnaise
		Italiaanse grillgroenten, pesto	Italiaanse grillgroenten, pesto	Italiaanse grillgroenten, pesto	Italiaanse grillgroenten, pesto	Italiaanse grillgroenten, pesto
		Kruiden-omelet, vegan mayonaise	Kruiden-omelet, vegan mayonnaise	Kruiden-omelet, vegan mayonnaise	Kruiden-omelet, vegan mayonnaise	Kruiden-omelet, vegan mayonaise
Warme maaltijd		Nasi goreng vega, omeletreepjes, cassave-kroepoek, gebakken uitjes, zoetzuur, satesaus	Nasi goreng vega, omeletreepjes, cassave-kroepoek, gebakken uitjes, zoetzuur, satesaus	Nasi goreng vega, omeletreepjes, cassave-kroepoek, gebakken uitjes, zoetzuur, satesaus	Nasi goreng vega, omeletreepjes, cassave-kroepoek, gebakken uitjes, zoetzuur, satesaus	Nasi goreng vega, omeletreepjes, cassave-kroepoek, gebakken uitjes, zoetzuur, satesaus
Maaltijdsalade		Penne, olijf, mozzarella, zongedroogde tomaat, rucola	Penne, olijf, mozzarella, zongedroogde tomaat, rucola	Penne, olijf, mozzarella, zongedroogde tomaat, rucola	Penne, olijf, mozzarella, zongedroogde tomaat, rucola	Penne, olijf, mozzarella, zongedroogde tomaat, rucola
Wraps		Grillgroenten, chili-vegan-mayonaise, rucola	Grillgroenten, chili-vegan-mayonaise, rucola	Grillgroenten, chili-vegan-mayonaise, rucola	Grillgroenten, chili-vegan-mayonaise, rucola	Grillgroenten, chili-vegan-mayonaise, rucola
Soep		Gebonden mosterdsoep	Gebonden oosterse tomaten dahlsoep	Gebonden champignonsoep	Gebonden Indonesische tomatensoep	Gebonden bruine bonensoep
		Oosterse bouillon tauge	Tomaten bouillon	Heldere boeren groentesoep	Heldere champignon kervelsoep	Heldere uiensoep



Pokebowl	Japanse rijst, Tempeh, sojaboontjes, avocado, mango, wortel	Japanse rijst, Tempeh, sojaboontjes, avocado, mango, wortel	Japanse rijst, Tempeh, sojaboontjes, avocado, mango, wortel	Japanse rijst, Tempeh, sojaboontjes, avocado, mango, wortel	Japanse rijst, Tempeh, sojaboontjes, avocado, mango, wortel
Salade	Geroosterde pompoen met koekkruiden, gegrilde ui, romana sla	Geroosterde pompoen met koekkruiden, gegrilde ui, romana sla	Geroosterde pompoen met koekkruiden, gegrilde ui, romana sla	Geroosterde pompoen met koekkruiden, gegrilde ui, romana sla	Geroosterde pompoen met koekkruiden, gegrilde ui, romana sla
Warme snack	Waldkorn tosti courgette, geraspte kaas	Waldkorn tosti courgette, geraspte kaas	Waldkorn tosti courgette, geraspte kaas	Waldkorn tosti courgette, geraspte kaas	Waldkorn tosti courgette, geraspte kaas
	Volkoren panini salami, kaas	Volkoren panini salami, kaas	Volkoren panini salami, kaas	Volkoren panini salami, kaas	Volkoren panini salami, kaas
Ovensnack	Zwamcijsje	Zwamcijsje	Zwamcijsje	Zwamcijsje	Zwamcijsje



Appendix V – Statistical analysis questionnaires

Table 5. Independent samples t-test Week one versus Week two, locations combined.

Factors	Condition	N	M(SD)	Levene's Test			T-Test P (2-tailed)
				F	P	t	
Felt good	Week 1	46	3.37(.97)	4.872	.030	2.611	.011
	Week 2	41	2.73(1.27)				
Felt uneased	Week 1	48	2.97(1.02)	1.727	.192	1.405	.164
	Week 2	41	2.65(1.13)				
Intent to pay	Week 1	48	3.27(1.12)	1.346	.249	2.003	.048
	Week 2	41	2.76(1.30)				
Felt informed	Week 1	48	2.83(1.23)	.007	.932	-.640	.524
	Week 2	41	3.00(1.22)				
Paying is important	Week 1	48	2.77(1.19)	.867	.354	-.399	.691
	Week 2	41	2.88(1.35)				

Table 6. Independent samples t-test Week one versus week 2, Location WUR.

Factors	Condition	N	M(SD)	Levene's Test			T-Test P (2-tailed)
				F	P	t	
Felt good	Week 1	23	3.74(.86)	3.988	.054	-.931	.359
	Week 2	12	4.00(.60)				
Felt uneased	Week 1	25	3.24(.97)	.553	.462	1.361	.182
	Week 2	12	2.75(1.14)				
Intent to pay	Week 1	25	3.80(.96)	.010	.921	.153	.879
	Week 2	12	3.75(.87)				
Felt informed	Week 1	25	2.68(1.28)	2.343	.135	1.008	.321
	Week 2	12	2.25(1.06)				
Paying is important	Week 1	25	2.68(1.28)	8.133	.007	-4.083	<.001
	Week 2	12	4.08(.79)				

Table 7. Independent samples t-test Week one versus week two, Location BDO.

Factors	Condition	N	M(SD)	Levene's Test			T-Test P (2-tailed)
				F	P	t	
Felt good	Week 1	23	3.00(.95)	1.099	.299	2.765	.008
	Week 2	29	2.21(1.08)				
Felt uneased	Week 1	23	2.70(1.02)	.547	.463	.246	.807
	Week 2	29	2.62(1.15)				
Intent to pay	Week 1	23	2.70(1.02)	1.179	.283	1.098	.277
	Week 2	29	2.34(1.23)				
Felt informed	Week 1	23	3.00(1.17)	.049	.826	-.952	.346
	Week 2	29	3.31(1.17)				
Paying is important	Week 1	23	2.87(1.10)	2.857	.097	1.512	.137
	Week 2	29	2.38(1.21)				

Table 8. Independent samples t-test Location WUR versus Location BDO, weeks combined.

Factors	Condition	N	M(SD)	Levene's Test			T-Test P (2-tailed)
				F	P	t	
Felt good	WUR	35	3.83(.79)	9.094	.003	6.310	<.001
	BDO	52	2.56(1.10)				
Felt uneased	WUR	37	3.08(1.04)	.146	.704	1.867	.065
	BDO	52	2.65(1.08)				
Intent to pay	WUR	37	3.78(.92)	4.589	.035	5.860	<.001
	BDO	52	2.50(1.15)				
Felt informed	WUR	37	2.54(1.22)	.094	.759	-2.477	.015
	BDO	52	3.17(1.17)				
Paying is important	WUR	37	3.14(1.32)	1.628	.205	2.028	.046
	BDO	52	2.60(1.18)				

Appendix VI – Codes used in Atlas.Ti

- ☞ "normaal"
- ☞ Als mensen horen dat er een onderzoek over de 'true price' is kijken ze verbaasd
- ☞ bestemming tp niet duidelijk
- ☞ er worden geen vragen gesteld bij kassa (WUR)
- ☞ geen vraag naar info
- ☞ Informatie goed
- ☞ Informatie niet voldoende
- ☞ Informatie niet voldoende -> prijsopbouw
- ☞ Informatie slecht
- ☞ Informatie suggestie vorm
- ☞ Informatie suggestie inhoud
- ☞ Kassa gebruik makkelijk
- ☞ Kassa gebruik moeilijk
- ☞ Keuze resulteert in dialoog
- ☞ lang stilstaan bij producten
- ☞ medewerker beïnvloed gasten
- ☞ medewerker beïnvloed resultaten
- ☞ prijsverschil niet op gelet
- ☞ sociale druk
- ☞ TP belangrijk
- ☞ TP betaald
- ☞ TP betaald reden
- ☞ TP bewustwording
- ☞ TP geen mening
- ☞ TP goed
- ☞ TP in toekomst betalen
- ☞ TP niet betaald
- ☞ TP niet betaald reden
- ☞ TP niet in toekomst betalen
- ☞ TP onbelangrijk
- ☞ TP prijs hoog
- ☞ TP prijs laag
- ☞ TP prijsverschil niet groot
- ☞ TP slecht
- ☞ veel mensen betalen TP
- ☞ volgggedrag?
- ☞ vraag naar info

Appendix VII – Examples interview, observation and codes

Coded interview in Atlas.Ti

The screenshot displays the Atlas.Ti interface for a coded interview. The left sidebar shows the project structure under 'Aurora Interviews Week 1', including documents and codes. The main window shows a transcript of an interview between an interviewer (Menno) and an interviewee. The transcript is numbered 1 to 34. The right sidebar shows a list of codes applied to the transcript, including 'TP betaald', 'TP betaald reden', 'Informatie niet voldoende', 'TP bewustwording', 'TP goed', and 'Informatie suggestie inhoud'.

Transcriptie

Interviewer - Menno
Een paar vragen over het onderzoek waar je net mee deed.
Interviewee
Ja.. Aan mee gedaan ja
Interviewer - Menno
Ik vraag me af, heb je de true price betaald, de milieukosten?
Interviewee
Ik heb de environmental.. Ja ja heb ik gedaan
Interviewer - Menno
Waarom, als ik vragen mag?
Interviewee
Gek genoeg vorig jaar hebben we het project gedaan vanuit de universiteit dat ik aan de true Price of meat moest berekenen.
Interviewer - Menno
Oke, ja
Interviewee
En, daar hebben we dus al de CO2 kosten, van de transport en alles mee genomen. en daardoor kwamen we er eigenlijk achter als groep dat er best wel heel veel niet bekostigd wordt. Ik heb wel eerlijk gezegd even nagevraagd hoeveel Het is. We zijn nog steeds allemaal student, denk ik
Interviewer - Menno
Ja zeker.
Interviewee
Maar ik vond het wel belangrijk om dat er in mee te nemen. Ik studeer ook environmental Sciences, dus ik ja. Ik vond het ook wel belangrijk om dat in elk geval na te vragen en dat ook te betalen enzo.
Interviewer - Menno
En, zou je zeggen dat je genoeg geïnformeerd bent?
Interviewee
Ja, nou ja, Ik heb Natuurlijk ook wel een beetje achtergrondinformatie, maar er staat ook een duidelijk plaatje. Je kunt vragen hoeveel het extra is. Misschien dat je ja, nou ja, voor elk product verschilt Natuurlijk waar dan die kosten in zitten, Maar ik. Ik vind het ook wel goed initiatief en ook in ieder geval ook meer understanding en begrip voor hebben, ja.
Interviewer - Menno
Laatste vraagje? Heb je Misschien een een tip of een idee hoe je graag nog meer geïnformeerd zou zou worden?
Interviewee
Nou ja, Misschien kun je er voorbeelden bij zetten waar die kosten dan in gaan zitten. Dus voorbeeld inderdaad, dat het biologisch is dat het dan net iets meer in de kosten zit van de feed, of iets. Maar dat verschilt natuurlijk ook weer per product.
Interviewer - Menno
Oke duidelijk, bedankt.

Coded observation in Atlas.Ti

The screenshot displays the Atlas.Ti interface for a coded observation. The left sidebar shows the project structure under 'BDO Obses', including documents and codes. The main window shows a transcript of an observation by Tim and Menno. The transcript is numbered 1 to 34. The right sidebar shows a list of codes applied to the transcript, including 'Kassa gebruik moeilijk', 'Informatie niet voldoende', 'TP niet in toekomst betalen', 'Keuze resulteert in dialoog', 'normaal', 'TP niet betaald reden', 'TP prijs hoog', 'Kassa gebruik moeilijk', 'normaal', 'niet serieus', 'Informatie niet voldoende', 'vraag naar info', and 'enquête negatief'.

Observaties maandag 03/10 Tim

- Sommige klanten waren niet tevreden over het nieuwe kassasysteem
- Sommige klanten waren ook erg negatief over hoe lang het nu duurt
- Sommige klanten vonden het nieuwe kassasysteem ingewikkeld

- 1 klant zei dat het allemaal al zo duur was door inflatie en zei vervolgens 'ik kom over een kwartier wel terug om te kijken hoe lang de rij is'

- 1 klant zei 'waarom zou ik die milieukosten ooit betalen?'

- Sommige klanten vonden het onderzoek wel erg interessant

- Bijna alle werknemers wisten van het onderzoek af

- Er werd onderling veel over het onderzoek gesproken

Observaties maandag 03/10 Menno

Deze observatie kwam vaak voor:

- De klant ging tijdens de uitleg van de kassa gewoon z'n eigen ding doen en de oude menu's gebruiken

Klanten komen binnen en vragen zich af wat voor nieuws er op het bordje staat. Ze lezen het door een praten er met elkaar over:

- Nou het is duur genoeg tegenwoordig en nou komt dit er ook nog bovenop
- Oh wat houdt dat dan in?
- Dat ga ik mooi niet betalen

Klanten komen aan bij de kassa:

- Oh jee
- Pfff....

Klanten gebruiken de kassa:

- Tikken gelijk op hun oude menuutjes en vullen binnen een paar seconden in wat ze allemaal hebben gepakt
- Pakken alsnog de scanner
- Die milieukosten gaan zeker naar de boompjes en beestjes?
- Waar gaan die milieukosten dan heen?
- Die extra kosten komen zeker in de zak van Hutten terecht?

Klanten over de enquête

- Kijken twijfelend of ze hem wel op willen pakken

Codes in Atlas.Ti

Code Manager

No code groups

Drag codes here to create a group

[Learn more about groups](#)

Search Entities

Name	Grounded	Density	Groups
<input type="radio"/> bestemming tp niet duidelijk	<div><div></div></div> 2	<div><div></div></div> 0	
<input type="radio"/> Informatie goed	<div><div></div></div> 1	<div><div></div></div> 0	
<input type="radio"/> Informatie niet voldoende	<div><div></div></div> 3	<div><div></div></div> 0	
<input type="radio"/> Informatie niet voldoende...	<div><div></div></div> 2	<div><div></div></div> 0	
<input type="radio"/> Informatie slecht	<div><div></div></div> 1	<div><div></div></div> 0	
<input type="radio"/> Informatie suggestie vorm	<div><div></div></div> 1	<div><div></div></div> 0	
<input type="radio"/> Informatie suggestie inhoud	<div><div></div></div> 6	<div><div></div></div> 0	
<input type="radio"/> Interviewer - Menno All ri...	<div><div></div></div> 0	<div><div></div></div> 0	
<input type="radio"/> Kassa gebruik makkelijk	<div><div></div></div> 0	<div><div></div></div> 0	
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<input type="radio"/> TP belangrijk	<div><div></div></div> 2	<div><div></div></div> 0	
<input type="radio"/> TP betaald	<div><div></div></div> 6	<div><div></div></div> 0	
<input type="radio"/> TP betaald reden	<div><div></div></div> 6	<div><div></div></div> 0	
<input type="radio"/> TP bewustwording	<div><div></div></div> 3	<div><div></div></div> 0	
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