

THESIS

CIS-MALE PERSPECTIVES ON ADVERTISING AND MARKETING DESIGN FOR FARM-
TO-TABLE RESTAURANTS

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Maya Faye Jensen

Department of Journalism and Media Communication

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Master's Committee:

Advisor: Katie Abrams

Allison Goar
Samuel Tham

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ABSTRACT

CIS-MALE PERSPECTIVES ON ADVERTISING AND MARKETING DESIGN FOR FARM-TO-TABLE RESTAURANTS

Sustainable green marketing emerged in the 1990's in response to consumer demands for greater access to sustainable options in an effort to protect future generations ahead. These changes would soon be incorporated into the self-regulation practice of corporate social responsibility (CSR) as it expanded businesses' concern for the environment through operations. Greenwashing emerged as some corporations took advantage of green marketing and were found guilty for misleading consumers about how environmentally responsible they were. Overtime, research has found environmental messaging in this context to be more traditionally feminine based on design elements like font, color, and imagery. This led the researcher to explore farm-to-table advertising, as there is limited research in this area regarding advertising and gender. Farm-to-tables reduce their carbon footprint by designing their menus to be seasonal and sourcing ingredients from local farms. An exploratory, qualitative study was conducted to understand cis-male college students' perceptions of and experiences with ads for farm-to-table restaurants as this perspective is often left out in marketing for this business. This study and its supplementary materials were guided by social role theory, theory of green purchase behavior and source credibility theory. A thematic analysis of participants' responses led to the emergence of four themes. Results from interviews with Colorado State University cis-male college students provided deeper insights into how design elements, previous experiences, relationships and perceptions impacted their attitudes and perceived credibility towards farm-to-table restaurants.

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CHAPTER 1. INTRODUCTION

When considering ways to significantly slow the rate of climate change, reducing carbon emissions is the primary focus. In short, greenhouse gasses are responsible for climate change as they trap heat and cause the planet to warm overtime. A recent study estimated one third of global emissions can be traced back to food systems in the year 2015 (Crippa, 2021). The food system can be understood as all the different processes that take place right before the product reaches the consumer. When looking at the food and service industry, global transportation of fruits and vegetables is responsible for 36% of food miles emissions- almost double the greenhouse gasses emitted from overall production of the food itself (Li et al., 2022). Thus, the distance in which ingredients and whole foods must travel to reach its destination significantly impacts the environment.

1.1 Overview and Rationale

One way restaurants can reduce their carbon footprint is by designing their menus to be seasonal and sourcing ingredients from local farms. This concept is more commonly referred to as the farm-to-table movement that made its way to the U.S in the early 1970s. There is some debate regarding how many miles of travel is still considered local. The 2008 Farm Bill argues anything under 400 miles is deemed local, while the general population considers 100-150 miles to be local (Camerlynk, 2016). Nevertheless, this reduction in distance traveled helps to minimize greenhouse gas emissions. Although this movement largely gained its popularity because consumers were becoming dissatisfied with fast food culture and seeking healthier alternatives, it's also a more sustainable business practice that can give restaurants a competitive edge.

Chef Alice Waters is most famously known for introducing the U.S to the farm-to-table movement in 1971 when she opened her restaurant Chez Panisse in Berkeley, California (Agogino et al., 2014). This concept has long been practiced in Europe, as Waters was recreating her experience at a French restaurant following these same principles of fresh, local and seasonal ingredients. Beyond meals, farm-to-table restaurants boost the economy as it supports local farmers. Waters sought out farmers in her community and formed meaningful relationships with them to grow her business. Eventually Waters took things one step further and focused on sourcing only sustainably grown ingredients. This is different from traditional farming because it eliminates the use of harsh chemicals and emphasizes a greater focus and care for agricultural elements like soil, water and the humane treatment of animals (Food Print, n.d.). By preserving and protecting the land now, the agricultural business will see long-term benefits for generations to come.

While Chez Panisse has established itself as a highly successful restaurant, it wasn't until the 1990s that there was a noticeable difference in consumer demand for this concept and more farm-to-table restaurants started opening up around the country. This is understandable because at the time, consumers started learning about how their purchasing decisions could potentially be harmful to the environment based on manufacturing processes, waste and pollutants to name a few. Research soon found consumers' attitudes towards restaurants incorporating these green practices is favorable and some are even willing to pay more to support this concept (Kwok et al., 2016). To illustrate, by 2014, Waters had a prix fixe menu of three to four courses that changed nightly and ranged from \$65-\$100 per person. This price point, at the time, was considered more expensive than traditional restaurants, but customers recognized the value of this type of dining so they were willing to pay more.

The appreciation and support for farm-to-table dining is partially attributed to green marketing, which emerged as Western nation citizens became increasingly aware of how industrialization is negatively impacting the environment. To clarify, “green marketing is a business practice that considers the consumer concerns about promoting preservation and conservation of natural resources” (Saini, 2014, para.1). By 1988, climate change was officially brought to the attention of national leaders as a problem of concern due to greenhouse gasses warming the planet (PBS, n.d.a). Following this news, survey research revealed there was a growing interest and demand amongst consumers for eco-friendly product alternatives (Crane & Peattie, 2005). Thus, companies began capitalizing on this demand and shifted their business practices to appeal more to the environmentally conscious.

1.2 Green Marketing

Peattie proposes there are three notable stages within the green marketing era as it evolved over time (Dangelico & Vocalelli, 2017). The first one is the ecological green marketing stage which began in the 1960’s and early 1970’s (Peattie, 2001). During this period, organic agriculture gained a lot of positive attention and merged with the wider environmental movement as people learned about the dangers of pesticide use in traditional farming (Kuepper, 2010). Organic agriculture focuses on “the soil’s health and vitality” because traditional farming created issues like “erosion, soil depletion and decline of crop varieties” (Kuepper, 2010, p.2). Although organic farming gained public support because it doesn’t use pesticides, it also “avoids wasteful exploitation of natural resources” and leads to “better air and water balance” (Kuepper, 2010, p.3-7). Coincidentally, the primary focus of concern in this ecological stage was industries or companies exploiting finite resources and emitting mass amounts of pollutants into the air (Peattie, 2001). Additionally, legal regulation, like the signing of the National Environmental

Policy Act in 1970, was designed to hold companies accountable for their business practices (NEPA.Gov, n.d.).

Shortly after, environmental green marketing emerged as the second stage in the 1980s (Peattie, 2001). Industry disasters like the Bhopal tragedy, Chernobyl Nuclear Power Plant and Exxon-Valdez oil spill sparked global public concern as thousands of people (Peattie, 2001). These disasters highlighted the direct threat these industries pose to life which led consumers to start thinking more about the consequences of their purchases on a grander scale. Options of green purchases expanded in the form of cleaning supplies, organic and free-range products, packaging, services, tourism and investment funds as companies saw the competitive advantage of reaching this new niche of green consumers because they were willing to pay a premium (Peattie, 2001).

The 1990s “began with eminently hopeful forecasts about the emergence of a “green tide”” (Peattie & Crane, 2005, p.357). This third stage was sustainable green marketing and lasted until the 2000s and presented some challenges for marketers (Garg & Sharma, 2017). While there are different definitions for sustainability, the main components are future, equity and emphasis on needs not wants (Peattie, 2001). In response to consumer demands, companies had to make significant changes in the production and distribution process so more people could access sustainable options and they would be protecting future generations ahead. As a “result of the international approach to sustainable development,” these changes would soon be incorporated into the self-regulation practice of corporate social responsibility (CSR) as it expanded its concern for the environment through their operations (Agudelo et al., 2019, p.7). CSR can be understood as “a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a

voluntary basis” (Netto et al., 2020, p.1-2). This was an important and necessary response to the growing competition within green markets.

1.3 Trust & Credibility in Green Marketing

Unfortunately, green marketing faced some backlash as consumers became justifiably skeptical of these seemingly vague claims lacking visible verification of their credibility. Visual and textual elements have historically and presently been used to persuade audiences to purchase their product or service. For example, companies began aligning their brand with environmentally responsible behavior by claiming their products were “biodegradable, recyclable and environmentally friendly” (Crane, 2000, p.280). In addition, campaigns started including nature-evoking imagery, such as trees, waterfalls and earth tone colors to attract consumers (Parguel et al., 2015). In the beginning, this was an effective way to create appeal and increase general awareness of ways in which consumers can give back to the environment through their purchasing decisions. However, consumers soon learned these claims couldn’t always be trusted.

Some corporations took advantage of green marketing and were found guilty for misleading consumers about how environmentally responsible they were being. This is commonly understood today as greenwashing. Greenwashing stems from the metaphor ‘whitewashing’ which is when “a person, company, government, or other body has covered up or glossed over a crime, scandal, or unethical behavior by presenting a thin veil of accountability via a report or halfhearted investigation” (Matthews, 2021, para. 1). Thus, greenwashing is a narrowed version of whitewashing, specifically applying to businesses that imply or claim they practice environmental sustainability when they don’t or it’s not as significantly impactful as they say. For example, Starbucks introduced plastic strawless lids with their beverages in

response to a nationwide trend of consumers wanting to eliminate single-use plastic straws. However, it later came to light that these new lids use more plastic than the previous straws (Davis, 2019). Cases like these, or sometimes worse, have stunted the progress of green marketing.

In contrast to CSR, economist Milton Friedman believed generating profit should be the main concern and focus of a business to please the shareholders (Holovat, 2007). Therefore, many publics may assume larger corporations are associated with putting genuine environmental concern second to profitability and efficiency. In the hospitality context, specifically restaurants and hotels, larger corporations are more susceptible to consumers being distrustful of their green claims in comparison to smaller businesses (Chun & Giebelhausen, 2011). An explanation for this is the substantial amount of case studies that have come to light about corporations deceiving consumers. For example, Hilton Hotels Corporation was accused of habitat destruction despite claiming to be green as part of their CSR (Simpson, 2006). Small businesses are perceived to have less of an ulterior motive or agenda because they lack the greater resources, power and monetary funding larger corporations have access to (Chun & Giebelhausen, 2011). This is good news for farm-to-table restaurants as they are often small independently owned businesses (Thompson & Kumar, 2022).

However, there are additional ways for sustainable restaurants to establish trust and credibility. Previous research argues “reciprocity and trust is often seen as the hallmark of direct agricultural markets”, which includes local farms and farmers markets (Hinrichs, 2000, p.296). By design, farm-to-table restaurants are able to elicit trust by sourcing ingredients from vendors that community members may already be familiar with and trust themselves. Furthermore, “studies have shown that we like and trust people who are members of our own social group

more than we like outsiders or strangers (Kramer, 2009, para.8). This illustrates how patrons are more likely to trust a farm-to-table restaurant because they are perceived to be a part of the community, or at least have relationships with members of the community. In terms of credibility, organizations like the Green Restaurant Association (GRA) and Leadership in Energy and Environmental Design (LEED) have been formed to authenticate sustainable restaurants. The Green Restaurant Association breaks down their standards into eight categories: water, energy, waste, food, chemicals and pollution, reusables and disposables, building structure, and education and transparency (GRA, n.d.). Certifications like these, and credence attributes can establish trust and credibility amongst consumers about their environmental practices (Janssen & Hamm, 2012). Credence attributes can “involve labels or other kinds of information signaling, e.g. nutritional value, food safety, ethics or trust” to establish credibility with consumers (Fernqvist & Lena Ekelund, 2013, p.341).

1.4 Targeting Gender in Green Food Marketing and Advertising

Aside from trust, the research and literature base informing green marketing and advertising strategies and tactics has revealed numerous drivers and indicators of green purchase behavior among consumers. To start broadly, it's important to explore an individual's environmental values. This is significant because “value reflects an individual's personality, [and] is linked closely to the concept of the self, as well as to the standards that affect one's behavior” (Choi et al., 2015, p.88). From there, this can be narrowed down to other drivers like awareness of consequences, personal and social norms and ascription of responsibility (Han, 2020). These illustrate some of the external and internal factors that influence green purchases. The influence of gender is one worth examining more closely.

When thinking about the environment, Earth is sometimes gendered when it is also referred to as 'Mother Earth'. An explanation for this association can be understood by the historical connection made between "women's fertility and the fertility of the land" (Swanson, 2015, p.33). Fertility, in this context, implies Mother Earth offers resources that can be used to take care of and sustain life. Thus, "we are led to believe that women, like Mother Earth, are caretakers" (Swanson, 2015, p.66). This can then be used to understand why studies indicate females often are more likely to be environmentally conscious and dine at green restaurants than men (Hu & Parsa, 2010; Kwok et al., 2016; B. DiPietro et al., 2013). Society assumes women to be more altruistic and responsible for others while men are expected to be more aggressive towards others (Zhao et al., 2021). To prove this point in relation to the environment, studies have shown "women's concern for the environment has been attributed to their tendency to be more prosocial, altruistic and empathetic (Brough et al., 2016). Therefore, green marketers may be more inclined to target women, which can be seen through message design as researchers have found "many pro-environmental messages use font styles and colors that are more feminine than masculine" (Brough et al., 2016, p.568).

Additionally, one study found men to be more skeptical towards green advertising than women (Yu, 2020). Others may also argue that since women hold greater purchasing power than men by 85%, companies are more interested in targeting women (Forbes, 2019). Green marketing strategies may intentionally market towards women more than men because they assume a greater success rate. In contrast, some researchers argue gender does not play a role in influencing pro-environmental behavior. Findings from a study of Flemish students reported no difference in environmental values possibly because of the measurement tool used to distinguish these differences (Boeve-de Pauw et al., 2014). It is worth noting that this study did not evaluate

green restaurant dining preferences and was measuring other values in relation to the environment. However, the precise way in which researchers evaluate gender differences for environmental behavior is still important to consider for present research. Current research provides suggestions for how green product industries can appeal to male audiences but there is an opportunity to expand this research into other green sectors. The current gap in the literature does not address specific ways to increase male patronage of farm-to-table restaurants through persuasive communication. Presently, the feminization of green marketing excludes male audiences from participating in visible green behavior (Bennett & Williams, 2011). By creating more universal messaging of green marketing, there is a potential for increased support amongst a greater demographic. This could be an opportunity to shift the present strategies for green marketing in relation to sustainable restaurants. Thus, the goal of this research is to uncover how males perceive green restaurants and explore their reactions to messages and concepts for a fictitious farm-to-table restaurant.

The theory of green purchase behavior, source credibility theory and social role theory will aid in understanding how environmental messaging within the restaurant context is interpreted differently based on gender. The two traditional distinguishing characteristics of gender identity are masculine and feminine traits. As previously mentioned, women are more likely to support pro-environmental behavior compared to men. Results of a study revealed “82% of [respondents] said going green [was] more feminine than masculine” (Bennett & Williams, 2011, p.2). This illustrates how men, wanting to maintain the stereotypical masculine identity, will avoid pro-environmental behavior because it is perceived as possessing feminine qualities. There is an opportunity here to shift the language and presentation of green marketing so audiences don’t interpret them as being gendered.

1.5 Need for the Study

It would be advantageous to research and explore what environmental messaging style resonates more with cis-men because it could increase support for green restaurants by reaching an audience that's been arguably ignored. Additional qualitative research is necessary to explore how green restaurant marketing and advertising strategies can be tailored to appeal to men. A recent report "concludes that gender-responsiveness in areas such as land, water, energy and transport management, amongst others, would allow for more sustainable and inclusive economic development, and increased well-being for all" (OECD, 2021, p.1). This illustrates how valuable it is for men to participate in pro-environmental behavior because it needs to be a group effort.

Furthermore, one could conclude businesses adopting green practices are intentionally thinking of the future of the planet by taking action now. With this in mind, younger generations carry a greater amount of responsibility regarding their present actions and the preceding consequences it will have on the environment during their lifetime. Environmental activism is extremely time sensitive, thus highlighting the need to change the current marketing design around sustainability and persuade male audiences to become more involved. This study provides an opportunity to diminish perceived threats to masculinity when making a green choice. This perception of environmental behavior harming one's masculinity slows the progress of green initiatives by further perpetuating the idea that support for the environment is gendered. The impact of this research is not limited to green restaurants and can be adapted to align with other green initiatives.

To conduct this research, a one on one in person interview with male participants will be the method for this study. Acceptable ages for the purpose of this experiment will range from 18

years of age or older. In an effort to understand what environmental message resonates best with male audiences, two mock-up ads of a fictitious green restaurant will be created with one having traditionally masculine design elements while the other will be feminine. Furthermore, participants will be asked a short series of carefully worded questions to uncover their attitudes towards sustainable restaurants and messaging. Additional research will help shape the framing of these questions to ensure they accurately measure and reflect participants' attitudes and values towards this type of advertising.

In summary, further research into how environmental messaging for green restaurants can be tailored to persuade cis-men is valuable because there needs to be support from all genders to influence change. Their present leadership roles emphasize the importance of their attitudes, values and behavior towards green restaurants all the more important for implementing potential policy change. Lastly, expanding beyond the scope of green restaurants, research in this area could contribute to new insights for other environmental companies advertising green products or services.

1.6 Research Purpose and Questions

The purpose of this study is to explore how green messaging for farm to table restaurants can be defeminized and tailored to appeal to male audiences. Research questions were developed after reading the present literature and applying the theory of green purchase behavior, social role theory and source credibility theory. Evaluating these questions will allow the researcher to better understand the experiences cis-men have with green dining and how they perceive and interpret green restaurant messaging.

RQ1: What message design elements of farm-table-advertising do cis-men identify as persuasive?

RQ2: What are cis-men's attitude, social norms and perceived credibility of farm-to-table restaurants and their advertising?

RQ3: What previous experiences are described in cis-men's perceptions of farm-to-table restaurants?

1.7 Organization of Proposal

Chapter 2 discusses the theories and existing literature used to guide this study. Chapter 3 focuses on the methodology of the study, which includes the data collection procedure, stimulus materials and recruitment of participants. Chapter 4 discusses the results and analyses of the study. Chapter 5 discusses inferences and limitations of the study.

CHAPTER 2. LITERATURE REVIEW

Many factors influence a consumer to purchase a product or service (T.M. et al., 2020). For the purpose of this research, understanding how consumers make green purchases is critically important when trying to explore how cis-men perceive green restaurants in comparison to women. Thus, the theory of green purchase behavior (TGPB) and social role theory will help guide this research. Green trust was also found to be a motivating factor so source credibility theory will be applied to this research. This chapter will discuss the different motivating factors within TGPB, the stereotypes associated with social roles and elements that establish trust in message design. Furthermore, this chapter will provide definitions when deemed necessary to ensure clarity of concepts applied.

2.1 Theory of Green Purchase Behavior

TGPB draws from the theory of planned behavior (TPB) and value belief norm theory (VBN) to form a more narrow focus regarding green purchasing behavior. Specifically, it uses factors like attitude and social norms from TPB as drivers of green purchases (Ajzen, 1991). From VBN, it uses values, awareness of consequences and ascription of personal responsibility to understand what motivates consumers to buy green (Stern et al., 1999). In addition to these factors, TGPB includes the image of green purchases, ecological worldview, personal norm and past behavior in everyday life (Han, 2020). TGPB was recently developed in 2020 and applied to green hotels and green restaurants to uncover specific drivers of this green behavior. A green purchase “indicates customers' environmentally responsible buying behaviors for eco-friendly products/services in order to reduce the harm to the environment” (Han, 2020, p.2818).

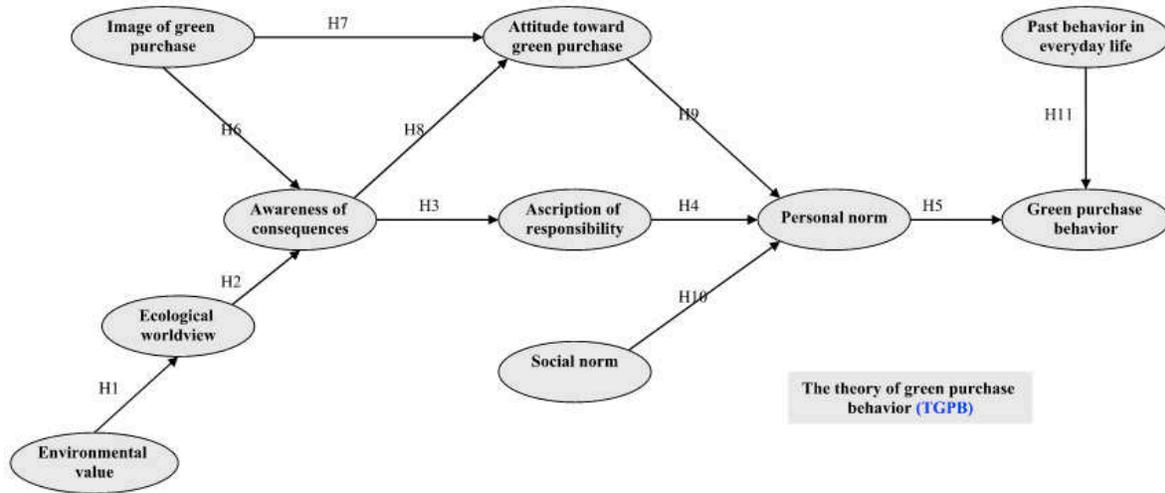


Figure 1. Theory of Green Purchase Behavior Model (Han, 2020).

2.1.1 Social and Personal Norms

In the TGPB, the role of social norms “refers to a consumer’s perception of social pressure regarding engaging or not engaging in a particular eco-friendly purchase behavior” (Han, 2020, p.2818). Figure one illustrates the connection between social norms and personal norms in the TGPB. More broadly, social norms are informal “rules that define acceptable and appropriate actions within a given group or community, thus guiding human behavior” (Unicef, 2021, para.1). This illustrates the powerful role groups or communities play in influencing individual behavior. In the context of green behavior, social norms are especially important because “meta-analyses suggest that social norms can promote pro-environmental behavior” (Perry et al., 2021, p.1). In conservation behavior, social norms are further segmented into personal, subjective and descriptive norms. An individual’s personal norm affects their behavior greatly. Personal norms can be understood “as self-based standards of behavior that flow from one’s values and that are enforced by anticipated self enhancement or self-deprecation” (Niemiec et al., 2020, p.1025). An example of a personal norm would be if an individual reduced their meat consumption because they feel a moral obligation to do their part in protecting the

environment (de Groot et al., 2021). When thinking about consumerism in relation to the environment, the desired behavior often cannot be forced onto the individual so it must come from within their own moral compass. Previous literature argues “personal norms are regarded as a strong motivator to encourage pro-environmental intention and behavior” (de Groot et al., 2021, p.2).

Although the TGPB doesn't include subjective or descriptive norms in the model shown in figure one, it is still worth defining these terms to understand social norms as a whole. In short, “subjective norms refer to perceptions of whether important others believe a particular behavior should be performed” (Niemic et al., 2020, p.1024-1025). The key distinction here is ‘important others’ because they are not just people in general influencing others’ behavior and therefore are different from social norms. For example, if an individual considers Ryan Gosling as an important person with the perception that he conserves water by taking shorter showers, the individual may be influenced to do the same. In contrast, descriptive norms motivate behavior “by providing evidence as to what will likely be effective and adaptive action” (Cialdini et al., 1991, p.203). An example of a descriptive norm would be if an individual cleaned up after themselves because they witnessed other visitors practicing the same behavior.

2.1.2 Attitude

In the TGPB, “attitude toward green purchase indicates the degree to which performances of the eco-friendly purchase behavior is valued either in a positive way or in a negative way” (Han, 2020, p.2818). Figure one illustrates how attitude is directly impacted by the image of green purchase and awareness of consequences. The most conventional definition of attitude explains it as “a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor” (Eagly & Chaiken, 1993, p.1). A person can either have a positive or

negative attitude towards someone, something or an event. Ajzen and Fishbein (1972) argue an attitude develops when an individual learns or develops beliefs about an object which then influence their attitude towards the object. These beliefs can be from past memories that were prominent enough to last overtime. Generally, the more favorable and positive an individual's attitude is toward the specific behavior, the more likely they are to perform it (Ajzen, 1991). Thus, it is advantageous to evoke positive attitudes or change attitudes to be more positive toward a desired behavior. Additionally, "the two most important aspects of attitude regarding environmentally-friendly behaviors are importance and inconvenience" (Gao et al., 2016, p.108). Consumers want to feel their decisions have significant meaning and they don't have to put in much effort or time.

2.1.3 Environmental Values

In the TGPB, Han narrows the type of values down to 'environmental values' as can be seen in figure one (2020). In this context, "environmental value refers to value orientation that accentuates the natural atmospherics, ecosystem, and the wider environment itself" (Han, 2020, p.2817). More broadly, Rokeach defines values as "a type of belief, centrally located within one's total belief system, about how one ought or ought not to behave, or about some end-state of existence worth or not worth attaining" (1968, p. 124). Making this distinction between values has become "frequent in the recent consumer behavior literature because environmental deteriorations derived from individuals' ecologically unfriendly buying/consumption behaviors have become more increasingly visible than ever" (Han, 2020, p.2817). These values can then be further broken down into deep-rooted personal values, generalized consumption values, and beliefs relating to product attributes (Vinson et al., 1970). Scholar "Cotgrove suggests that

personal values may be of paramount importance in determining who is an environmentalist and who is not” (Stern et al., 1999, p.84). This further illustrates how values can translate into action.

2.1.4 Awareness of Consequences

Han argues “awareness of consequences refers to an individual's consciousness about the harmful environmental consequences to something that he/she values when not conducting a behavior in an environmentally friendly manner” (2020, p.2816). Awareness of consequences has been used in previous literature to understand prosocial motives. More broadly, Schwartz argues awareness of consequences “is the tendency to become aware of the consequences of one’s behavior for others” (1977, p.229). This is especially applicable to green behavior because the concept behind this behavior is reducing harm to the environment through alternative action. Schwartz explains “the more likely individuals are to perceive situations in terms of the consequences their own behavior has for others, the more likely are such individuals to attend to those of their values and norms which relate to these interpersonal consequences and hence to generate feelings of obligation expressive of these norms” (1977, p.229). This can be a challenge in green marketing because the message is more receptive when the consumer understands the entire scope of the problem being addressed by the business.

2.1.5 Ascription of Responsibility

In the TGPB, “ascription of responsibility indicates an individuals' feeling of responsibility for such adverse environmental consequences derived from nongreen behaviors” (Han, 2020, p.2816). When asking people to perform a behavior, they will assess who bears the responsibility of doing so and if this includes themselves. In general, “ascription of responsibility is an opinion, perception or assumption about who should be responsible for something” (Ariestiningsih et al., 2020, p.2252). When thinking of environmental behavior, this is especially important because

every individual should feel some degree of responsibility as the planet is a collectively shared space benefitting the entire population. The greater responsibility a person feels, the more likely they will act on the behavior.

2.1.6 Image of Green Purchases

Han argues “image of green purchase refers to the set of impressions/perceptions that a consumer has regarding environmentally responsible purchase/consumption behaviors based on information, which is gained and processed over time” (2020, p.2818). In the context of Han’s study, the image of green purchases was found to enhance attitudes towards green behavior and awareness of consequences if the image was positive (2020). This, and figure one, illustrates the effect image can have on the other motivating drivers of green behavior. A positive image of green purchasing increases the likelihood the individual will perform the desired behavior.

2.1.7 Ecological Worldview

The role of ecological worldview in TGPB is can be understood as “the way [individuals] think about [their] individual relationship with nature as well as the relationship between human society, technology and nature” (Schein, 2015, para.14). Han uses Stern's definition which argues environmentalism can be treated as a worldview, or ecological worldview, that “may be defined behaviorally as the propensity to take actions with pro environmental intent” (Stern, 2000, p.411). Broadly, some people hold anthropocentric views while others hold biocentric views towards the environment. Those with “anthropocentric concerns for the environment are narrowly aimed at preserving the welfare of humans, while biocentric concerns are oriented toward protecting non-human organisms and nature as a whole” (Rottman, 2014, p.1). In some cases, anthropocentrism can influence green behavior but biocentrism is more closely related to environmentalism and likeliness for green behavior (Rottman, 2014). Han determined in his

study that environmental value positively impacts ecological worldview, which then positively impacts awareness of consequences (2020). This illustrates the interconnected relationship between the motivating drivers within TGPB.

2.1.8 Past Behavior

In the context of green purchasing behavior, “past behavior in everyday life is a customer's past performance or frequency of engaging in eco-friendly activities in his/her daily life at home or at the workplace” (Han, 2020, p.2818). Previous research has found this to be a significant determinant in green purchases (Han et al., 2010). Past behavior can help researchers understand how previous experiences may or may not inform present behavior. If an individual has previously participated in pro-environmental behavior, it is more likely they will do this again in future opportunities.

2.2 Justification for Using Theory of Green Purchase Behavior

This newer theory is useful for this study because it addresses several motivating drivers that have been found in other studies to be effective for understanding green purchase behaviors.

For the first application of TGPB, Han developed a survey questionnaire to measure the aforementioned motivating drivers in relation to purchase behavior at green hotels and green restaurants (2020). It's important to note the online survey was distributed through a market research company in South Korea. Different cultures in comparison to other countries can impact the results of environmental behavior studies depending on if they are individualistic or collectivist cultures (Kim et al., 2016). For example, Western countries are generally considered individualistic cultures as “people behave according to self-interest and personal preferences and consider independence and self sufficiency very important” (Fatehi et al., 2020, p.11; Robson, 2017). In contrast, Eastern countries like South Korea, typically reflect collectivist culture as

“groups are of primary importance– individuals are secondary” (Fatehi et al., 2020, p.11; Robson, 2017). Thus, different countries may place greater emphasis on some motivating factors in comparison to others. A key finding to note was moral obligation, which falls under personal norms, held a greater weight in comparison to the other motivating drivers. This is significant because it demonstrates the deeper relationship consumers have between green behavior and their own moral compass.

While there are limited studies explicitly applying this newer theory, there is a substantial amount of research applying several of the motivating drivers used in TGPB to further understand environmental behavior amongst consumers. Because this area of literature is growing, a content analysis was conducted to review 50 studies addressing “consumer adoption of green restaurant services” and identify common themes (T.M. et al., 2021, p.2225). Of these studies, both Eastern and Western countries were included for analysis. Results of this study determined “a consumer’s intention to dine in a green restaurant can be summarized into internal and external factors, with attitudes, expectations, value, and PBCs identified as internal factors for consumers, and subjective norms and self-completion prompts identified as external factors” (T.M. et al., 2021, p.2229). Aside from PBC’s and self-completion prompts, the other motivating drivers support TGPB’s argument for using these as factors for determining green behavior.

Furthermore, a meta-analysis study of green behavior related to the hospitality industry sought to uncover the influence of internalized perceptions and perceptions of the firm. Internalized perceptions refers to attitudes, personal values, environmental knowledge and awareness and perceived benefits (Gao et al., 2016). After reviewing 120 academic articles with keywords like eco-friendly, hotel, and restaurant, the results determined these internalized perceptions are positively linked to behavioral intentions as hypothesized (Gao et al., 2016). This

extensive study further supports the use of the aforementioned motivating drivers to understand green behavior. While it does not include all drivers in TGPB, the researchers acknowledge “there may be other important variables to consider” (Gao et al., 2016, p.114).

2.3 Importance of Green Marketing

Green marketing connects to TGPB because marketers tap into motivating drivers like awareness of consequences and environmental values to persuade consumers to perform the desired behavior (Smith & Brower, 2012). Green marketing also helps promote distributors of locally grown food, like community supported agriculture (CSA) and farmer’s markets. The concept behind CSA’s is farmers focus “on the local production and distribution of high quality, [seasonal] foods using ecological, organic and biodynamic farming methods” (Sustainablesettings.org, n.d. para.1). Furthermore, farmers only sell their products to members of the CSA program who pre-paid for their shares before the start of the season (Sustainablesettings.org, n.d.). Members then pick up their pre-boxed goods from the farm once a week, which also helps save time. In this scenario, members, farmers and the environment all gain some sort of value from the experience. For farmers, they are “able to sidestep conventional market structures where they would be exposed to greater risk” (Hayden & Buck, 2012, p.333). By receiving payments before the season, farmers are guaranteed an income and don’t have to worry about market price fluctuation for example. Besides the quality of the food, members can also feel good about supporting a local business and are encouraged to visit the farm to build relationships with other members, which all taps into the community aspect (Kime et al., 2014; Zdorovtsov, 2019). In some cases, supporting a CSA is more cost-effective than purchasing from a grocery store (Zdorovtsov, 2019).

For the environment, there are many advantages because CSA's are able to practice better farming methods. These advantages include a more fertile soil due to a variety of crops, less reliance on fossil fuels, reduced use of water and limited use of chemical pesticides to name a few (Avedovech, 2022). There are a few marketing strategies recommended for CSA's as they have more unique challenges when it comes to raising awareness about their business. In some places, like Tennessee, there are specific programs that specialize in marketing farm products or offer publications focusing on local food where farmers can purchase advertising space (Bruch & Ernst, 2010). Other options CSA's can explore are farm to school and farm to table members which both raises awareness and educates the public on the benefits of CSA's (Rittenhouse, 2016).

Similarly, farmer's markets also allow consumers access to locally grown products without the requirement of a membership. More specifically, "a farmers market is a public and recurring assembly of farmers or their representatives selling the food that they produced directly to consumers" that occurs once a week (Farmersmarketcoalition.org, n.d. para.1). This helps to foster mutually beneficial relationships between farmers and consumers and further educate the community as "four out of five farmers selling at markets discuss farming practices with their customers" (Farmersmarketcoalition.org, n.d. para.4). Doing so helps increase awareness and hopefully support of these markets as well. Additional benefits of farmers markets is they allow beginning farmers to grow their business, they stimulate the local economy and promote sustainability by applying organic farming practices (Farmersmarketcoalition.org, n.d; Osmanski, 2020). These are great qualities to highlight when trying to promote this type of business.

Traditionally, farmers have relied on “passive communication approaches, such as word of mouth, local television, radio, newspaper, roadside signs, and websites” (Cui, 2014, p.88). While these forms of communication can be effective, it’s important to reach audiences through social media as well, given the current trends in digital marketing and communication. Researchers analyzed Cedar Park Farmers Market to see how they make the most of their Facebook page and found it was an effective way to inform members of timely information and they were actively engaging with the content (Cui, 2014). This illustrates how resourceful social media platforms, like Facebook, can be to reach target audiences.

Existing research has primarily focused on consumer behavior towards grocery store items and local food purchasing. Within this literature, there is a relatively consistent theme of gender playing a significant role in pro environmental behavior. However, limited research in this context has been conducted pertaining to farm to table restaurants specifically. Consequently, there is an opportunity to explore purchasing behavior at farm to table restaurants with a focus on gender.

2.4 Social Role Theory (SRT)

Research on pro-environmental behavior has found significant differences amongst gender, thus social role theory will aid in understanding why gender affects farm to table dining (Li et al., 2022). Gender is an integral part of the current institutional and social structures around the world. Eagly is known for developing social role theory, which argues that “widely shared gender stereotypes develop from the gender division of labor that characterizes a society” (Ridgeway, 2001, p.1). Furthermore, Eagly argues men and women are innately different as men are typically physically larger and stronger while women are usually smaller and not as strong (Dance-Schissel, 2016). It’s important to note, however, this is not a blanket statement and not

true for all men and women. These biological differences are magnified by culture and, in return, have impacted historical events that have reinforced these social roles (Petersen & Hyde, 2014). More specifically, men were able to fight in war because they were perceived to be greater in size and strength, “which gave them greater status, power, and wealth than women” (Petersen & Hyde, 2014, p.48).

This idea that gender has these predetermined, stereotypical traits is more commonly understood as appearing feminine or masculine. Stereotypes are a “widely held, simplified, and essentialist belief about a specific group” that differs across cultures (Gendered Innovations, n.d. para.1). These stereotypes are very powerful as they have proven to impact individuals’ behavior in a variety of ways. For example, “traditional masculinity is characterized by instrumental personality traits such as aggression, self-affirmation, social dominance, and lack of consideration for others” (Malonda-Vidal et al., 2021, p.8). In some cases this can be harmful when men demonstrate violent behavior towards others (Mull, 2019). These gender expectations are deeply embedded in culture and are difficult to change as they have been prominent for decades.

An explanation for this wide expectancy and reinforcement of traditional masculinity can be understood by hegemonic masculinity. Scott defines “hegemonic masculinity [as] the configuration of gender practice that embodies the currently accepted answer to the problem of the legitimacy of patriarchy– which guarantees the dominant position of men and the subordination of women” (2014, p.302). This type of structure reinforces social roles in several ways, including job occupation, parenting roles and even environmental behavior. For example, in the U.S in the 1960s, women were expected to play the housewife role while men were expected to be the breadwinner (Tsiehla, 2020). Currently, women occupy 46.6% of the

workforce, illustrating there's been a shift around what women want for themselves (Zane, 2022). While some progress has been made, there are still some unwritten rules for which job a woman can and cannot perform. Researchers applied social role theory to analyze the relationship between gender roles and politics, specifically the U.S 2016 election. A woman running for president sparked much controversy as the political sphere is viewed as a man's world (Schneider, 2019). In return, it "signals to voters that the presence of a female candidate threatens the gender hierarchy as women step outside their prescribed roles" (Schneider, 2019, p.174). So while many have accepted women into the workforce, there is still some discrepancy around which occupations are suitable for women.

Furthermore, it's important to acknowledge gender is not limited to just men and women. The inclusive term 'genderqueer' has been around since the early 1990s and "refers to individuals whose identities exist beyond the binary" (Them, 2018, para.3). People who identify as transgender, nonbinary or androgynous to name a few, illustrate the fluidity of gender and how social roles are constructed by society. Recent statistics in the U.S show "some 5.1% of adults younger than 30 are trans or nonbinary, including 2.0% who are a trans man or trans woman and 3.0% who are nonbinary" (Brown, 2022, para.3). As more people continue to identify beyond the confines of male or female, it becomes clear how the traditional concept of gender is not an accurate representation of how all individuals feel. Participants for this present study will range from 18-25 years of age, reflecting a similar age range to the above mentioned statistic. While participants may not identify as nonconforming, they may have desires to escape from current gender role expectations in society. Social role theory applies to nonconforming gender identity because it illustrates how these perceived innate traits are just social expectations and not legitimate expectations true to gender identity.

To provide additional clarity, it's helpful to note there is an overlap between social science and behavioral science in relation to environmental behavior (figure two). In the context of this study, social science is used to understand how people make decisions about green behavior, like dining at a farm to table restaurant. More succinctly, the social science perspective “includes how [a] social structure defines an individual’s social identities and social roles, as well as how an individual’s actions can feedback into shaping the social structure for themselves and the network in which they are embedded” (Bujold et al., 2020, p.8). This further supports the application of SRT and TGPB as they both address many of the moderating factors in green decision making. Figure two helps to simply illustrate the social science and behavioral science play when looking at pro environmental behavior.

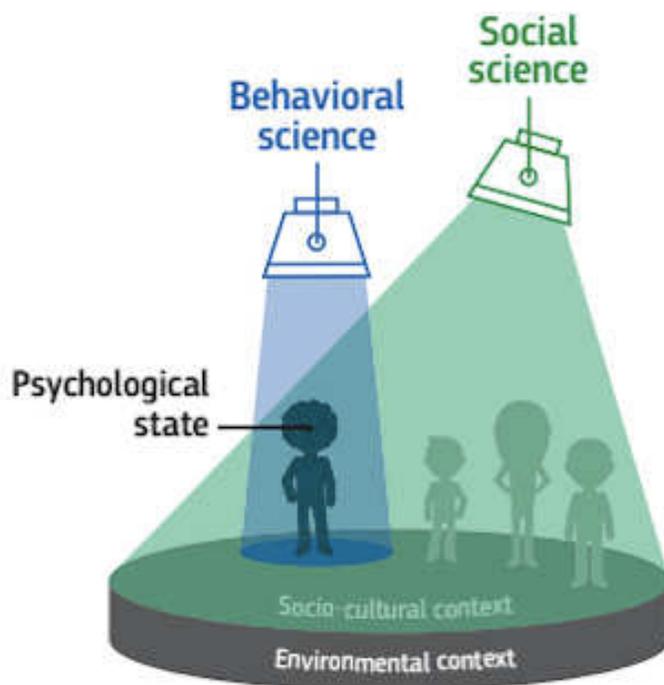


Figure 2. Behavioral science and social science in relation to the environment (Bujold et al., n.d)

2.5 Source Credibility Theory (SCT)

In persuasive communication, it's advantageous to establish a credible source with the chosen message, particularly in the context of green communication. Source credibility theory (SCT) argues "the persuasiveness of a communication is determined in part by the perceived credibility of the source of the communication" (Lowry et al., 2014, p.63). Aristotle is credited for developing source credibility as a construct, however Hovland and his colleagues were the first to apply it to modern social science research (Stiff & Mongeau, 2016). With so much false information distributed in the world today, it's understandable people want to feel like they can trust what's being communicated to them. In fact, trustworthiness and expertise are two of the commonly identified dimensions of SCT (Pornpitakpan, 2004). More specifically, "expertise refers to the extent to which a speaker is perceived to be capable of making correct assertions, and trustworthiness refers to the degree to which an audience perceives the assertions made by a communicator to be ones that the speaker considers valid" (Pornpitakpan, 2004, p.244).

In advertising, researchers have found ways to establish both trust and expertise through their message. Digitally, researchers have uncovered ways to communicate trust and expertise through website and logo design. For example, a logo should "embody an image representative of the business' area of expertise" (Lowry et al., 2014, p.89). Furthermore, logos should be consistent with the whole brand and use "color schemes that communicate safety or reliability" to gain trust (Lowry et al., 2014, p.89). For example, words like trustworthy and reliable are "associated with earthy colors such as brown or blue" (Hynes, 2008, p.548). This idea of colors having meaning stems from chromodynamics, which argues "that colors may carry emotional and neurophysiological values and may affect levels of excitation and cognitive stimulation" (Hynes, 2008, p.546). Other ways to establish credibility are third party certifications, celebrity

endorsements and testimonials (Pornpitakpan, 2004; Fernqvist & Ekelund, 2013; Braverman, 2008).

2.6 Feminization of Green Marketing

When evaluating why green marketing and pro-environmental behavior is perceived to be feminine, it's important to discuss the theoretical framework of eco-feminism. Writer and activist Françoise d'Eaubonne is attributed with coining this term, eco-feminism, in 1973 when she called for a movement to bring down the patriarchy to remove power over people's time and body (Gorecki, 2022). This was during the second wave of feminism where issues of equality and discrimination were the main focus. To understand the connection between women and nature, d'Eaubonne argued "gendered systems of oppression are embedded in a man-made industrial world fueled by environmental degradation" (Gorecki, 2022, para.2). The idea here is that women, like the environment, are dominated by men in similar fashions. Adams argues "to the issues of sexism, racism, classism, and heterosexism that concern feminists, ecofeminists add naturism-the oppression of the rest of nature. Ecofeminism argues that the connections between the oppression of women and the rest of nature must be recognized to adequately understand both oppressions" (Adams, 1993, p.497). This provides some historical context as to how nature and women are linked in terms of oppression and also in terms of their perceived innate connection.

To further illustrate this linkage, ecofeminist Vandana Shiva discusses the connections between "the marginalization of women and the destruction of biodiversity" within the agricultural sector (Shiva et al., 2014). Through the lens of the patriarchy, men are superior to women similar to the way nature is treated as a resource for profit and exploitation. Interestingly enough, "women make up 43% of the global agricultural workforce" (Apeel, 2020). In

addition to several other influencing factors, women may feel drawn to working with nature as they both share experiences of oppression. In Third World communities, people's livelihoods are "ultimately connected to the conservation and sustainable use of biological resources" (Shiva et al., 2014). Consequently, agricultural workers in these communities learn traditional diversity based farming methods in an effort to take care of the land presently and in the future. Extending beyond Third World communities, "in most cultures women have been the custodians of biodiversity" (Shiva et al., 2014). This further illustrates the significance of the relationship between women and nature as conservation is equally important as production. However, "the expansion of large-scale monoculture-based agricultural production" has begun to diminish biodiversity on a global scale (Shiva et al., 2014). Monoculture agriculture "involves growing only one type of crop at a time on a specific field" (Jacobo, 2021). Those supporting this more modern approach are primarily interested in maximizing economic profits while disregarding the future consequences of this method of practice. Monoculture agriculture has been found to cause soil degradation, water waste, increased pesticide use, and kill bees, which are important pollinators (ADAMA, 2022). To summarize, the historical and present role of women in agricultural work further illustrates the close and caring relationship they have with nature.

In addition to this linkage, ecofeminists believe "women harbor more pro-environmental values [and] engage in more pro-environmental behavior than men (...) because they shoulder more risks and adverse outcomes from environmental disruptions, such as climate change and disasters" (Andrew et al., 2020, p.3). To illustrate, "during the cyclone disaster in Bangladesh in 1991, it was reported that 90% of the 140,000 of those who died were women" (Amaike et al., 2021, p.196). This argument contradicts societal beliefs that women naturally possess personality traits that are more altruistic which makes them more pro-environmental than men (Zhao et al.,

2021). Yet, it further supports the idea that women are synonymous with nature in that cis-men come first every time, no matter how dangerous the situation is. One explanation for how this happens is “because of [men’s] financial, political, social, and educational positioning, [they] may be more likely to have access to institutional or formal networks” (Amaike et al., 2021, p.197). These networks afford them resources and support women generally may not have as great of access to. With this in mind, green marketing works to create campaigns that resonate with women by highlighting elements of care and ethics because of their likelihood to participate in pro-environmental behavior in comparison to cis-men (Yu, 2020).



Figure 3. 'Life' magazine cover illustrating relationship between women and organic food

2.7 How Gender Roles Relate to Green Marketing

Gender roles fall under the umbrella of social role theory as it refers to societal expectations of how men and women are supposed “to act, speak, dress, groom, and conduct [themselves] based upon assigned sex” (PlannedParenthood.org, n.d., para.1). Clear distinctions of gender roles in advertising in the U.S can be traced back to the 1950s and 60s. At this time, “traditional

gender roles depicted in advertisements [were] hierarchical, as men [were] more often presented in a higher position, whereas women [were] more often depicted in inferior and passive roles” (Tsiehla, 2020, p.29). In the context of heterosexual relationships, women were expected to fulfill wifely duties at home while the men worked outside of the home to financially provide. After WW2, “mass media disseminated images of women as housewives” in an effort to create space in the workforce for men returning from war (Duke University, 2019, para.3). It’s important to note factors like class and race intersect with gender, which impacts individuals abilities to fulfill these expectations. However, for the purpose of this research, the primary focus will be on the mediating role of gender in relation to pro-environmental behavior.

Transitioning into the 1970s, women “continue[d] to bear the burden of managing the household” and were “left to provide child care, to provide food and health care, (...) [and] to market goods” (United Nations,1991, p.5). At the same time, the first age of ecological green marketing had already begun with a focus on products contributing to pollution and resource depletion (Peattie, 2001). Grocery stores “selling organic, natural products flourished” in response to consumers being more concerned about the environment (Meyer, 2010, para.7). This led to marketing research “to determine the characteristics of the environmentally concerned consumer and evaluate strategies that would change consumption patterns” (Dobscha,1993, para.3). Gender was one of the demographics researchers analyzed when it came to purchasing behavior.

As women continued to stay at home, it became clear they were the primary ones responsible for shopping for goods. By the 1980s, “statistics indicate[d] that 80% of household shopping is performed by women” (Berk, 1988; Dobscha, 1993, para.6). This led to “many green marketing efforts target[ing] areas in which women tend to be more involved than men, such as

cleaning, food preparation, family health, laundry and domestic maintenance” (Brough et al., 2016, p.568). Furthermore, women are expected to be feminine, as this is a dominant part of their gender role. Feminine traits include being caring and nurturing, which are synonymous with environmentalism (Brough et al., 2016). This ties back to ecofeminism as there is a clear relationship between women and nature. Thus, it’s understandable why green marketers have been primarily targeting women.

2.8 Contrasting Argument

In contrast, a recent quantitative study sought to determine if gender differences in environmental values are genuine or if the measurement used is inaccurately altering the results. Researchers applied the two-dimensional model of environmental values (2-MEV), which evaluates preservation and utilization of the environment, to Flemish students between the ages of 10 and 12 (Boeve-de Pauw et al., 2014). This 2-MEV framework “allows individuals to be placed in one of four quadrants, rather than on either end of a continuum” so “the two higher order factors (or values) can be affected separately” (Boeve-de Pauw et al., 2014, p.375). Items in this framework include 10 questions about preservation and 10 questions about utilization using a 5 point Likert scale. The two methodological approaches used to determine genuine differences amongst genders were “classical independent samples t tests and a measurement invariance analysis” (Boeve-de Pauw et al, 2014, p.389). The results of the three t tests showed boys and girls do not differ on preservation values but boys scored higher than girls for utilization values (Boeve-de Pauw et al., 2014). Conversely, researchers were unable to establish full measurement invariance “because the factor loadings of four items (...) were noninvariant across the genders” (Boeve-de Pauw et al, 2014, p.389). It’s important to establish invariance because it “focuses on the equivalence of factors across different groups” (Boeve-de Pauw et al,

2014, p.376). In short, researchers only found gender differences in the t tests but not in the measurement invariance analysis which could mean the t tests are indicative of a methodological artifact (Boeve-de Pauw et al., 2014). This is worth noting because it highlights how this area of research and its results can be inaccurately influenced by the methodology itself. The study proposed here will be qualitative in nature, but it is still important to acknowledge the role methods plays in analyzing the results. As will be discussed in the methods chapter, the researcher will be carefully interpreting the results and asking participants to verify the accuracy of the interpretation.

2.9 Greater Support for De-Feminized Marketing

With gender roles being as inescapable as they are in culture, researchers argue masculinizing green messaging is an effective route to increase pro-environmental behavior amongst cis-men (Brough et al., 2016). For example, “some theorists claim that the anti-femininity mandate—the rule that boys and men must avoid feminine behaviors, tendencies, and preferences—is the most pervasive and salient norm of the male gender role” (Bosson and Michniewicz, 2013, p.425). This supports the idea that cis-men would react favorably towards masculine messaging because it reinforces their perception of self, which they continuously try to protect. To test this, researchers “compared men’s and women’s willingness to donate to green charities” by presenting two charities that differed significantly in font, color scheme and name of charities themselves (Roddell, 2016, para.7). Women favored the “Friends of Nature” charity, while more men favored the “Wilderness Rangers” charity that had a wolf as part of its logo (Roddell, 2016). This illustrates how masculinizing green messaging can generate support from cis-men.

3.1 Men, Marketing and Green Dining

A common theme in the present literature discussing green behavior suggests there is a difference between pro-environmental behavior amongst men and women when compared. However, oftentimes gender is used as a control variable and therefore “more studies are needed to explicitly understand the role of gender in green restaurant adoption” (T.M. et al., 2021, p.2232). This proposed study presents an opportunity to explore an area of green behavior that has not been extensively researched before. The particular behavior of dining at farm to table restaurants is culturally relevant at the moment because “6 in 10 consumers say it is important to them that the food they purchase or consume is produced in a sustainable way” (Foodinsight.org, 2018, p.6). Therefore, it is worth exploring how farm to table messaging can be masculinized to appeal to male audiences.

CHAPTER 3. METHODS

3.2 Research Objectives and Questions

To address the research questions, the researcher conducted interviews with participants enrolled as undergraduate students at Colorado State University in Fort Collins, Colorado. The researcher is the same as the interviewer and will be used synonymously throughout this chapter. This study was in an effort to explore how message design within green marketing for farm-to-table restaurants is perceived amongst cis-men and considered in their purchasing decisions. The nature of this research was qualitative to thematically analyze the data collected from 8 to 12 cis-male participants who were at least 18 years of age or older. Green marketing today is predominantly feminized in an effort to reach female audiences because women are more likely to perform green behaviors (Brough et al., 2016; Hu et al., 2010; B. DiPietro et al., 2013; Bennett & Williams, 2011). By understanding how cis-men perceive green messages in the restaurant context, message design techniques can be adapted and tailored to reach cis-male audiences as desired.

Research Questions

RQ1: What message design elements of farm-table-advertising do cis-men identify as persuasive?

RQ2: What are cis-men's attitude, social norms and perceived credibility of farm-to-table restaurants and their advertising?

RQ3: What previous experiences are described in cis-men's perceptions of farm-to-table restaurants?

3.3 Theoretical Framework of the Method

This study mimics market research as it sought to understand consumer behavior and what drives them to dine at a farm-to-table restaurant. The method the researcher has chosen is especially appropriate because “face-to-face interview[s] [are] the most widely used technique in the industry” (Ray, 2022, para.5). This study is exploratory in nature because it sought to uncover detailed explanations for participants' rationale and thought process behind their decision making. More specifically, in-depth interviews allow the researcher to explore multiple factors like “reasons, feelings, opinions and beliefs” in great detail (Ritchie & Lewis, 2003, p.141). These factors are directly related to the motivating drivers within TGPB, illustrating the relevancy of conducting interviews. Furthermore, in-depth interviews have proven to be useful for emotionally charged topics (Kardes et al., 2013). The topics of climate change and environmentalism may trigger both positive and negative emotional reactions from participants. Thus, one-on-one interviews, as opposed to focus group interviews, can eliminate the possibility of participants being triggered by other participants' responses. Additionally, one-on-one interviews eliminate the spiral of silence from happening. The spiral of silence is when participants don't offer input regarding their beliefs or values because they fear they are in the minority in relation to the rest of the group.

Conversely, quantitative methods are often used to conduct market research through the application of survey questionnaires. One of the key benefits of this type of research is the “data computing equipment makes it possible to process and analyze data quickly, even with large sample sizes.” (Williams, 2021, para.8). Furthermore, the data is considered to be more generalizable than qualitative research (Williams, 2021). However, this study is more exploratory focused and less concerned with generalizing the findings. Additionally, surveys can

be limiting as they don't allow for the participant to give a detailed explanation. Also, there may be questions missing from the survey that were not thought of before but may arise in an interview or focus group. In the context of green consumer behavior, studies predominantly use surveys which illustrates the need to expand into other methods of research. Researchers advise in-depth interviews could potentially bring new information to light (Gao et al., 2016).

3.4 Themes and Analysis

The researcher aimed to get at the richness of participants' experiences in relation to green behavior and dining. Through interview questions, the interviewer tried to understand the perceptions participants have of farm-to-table dining and what considerations they make before dining out. The researcher anticipated to find a thread of similar experiences and perceptions amongst the participants. More specifically, a thematic analysis was used because it "is an appropriate method of analysis for seeking to understand experiences, thoughts, or behaviors across a data set" (Kiger & Varpio, 2020, p.1). The process of conducting a thematic analysis "entails searching across a data set to identify, analyze, and report repeated patterns" (Kiger & Varpio, 2020, p.2). To begin, the researcher had to familiarize themselves with the present data on green behavior and dining. The researcher spent time reading and taking notes on the existing literature discussing studies on green purchase behavior. Additionally, the researcher reviewed the types of questions used in surveys and focus groups to help inform the questions that were created for the interviewer. The theory of green purchase behavior was used to guide the moderator's questions and assist in categorizing responses into their appropriate themes. Source credibility theory informed the fourth thematic category for participants perceived credibility of the mockup ads. Social role theory was applied to help guide the analysis of how cis-male participants perceived the masculine mockup ad differently or similarly than the feminine

mockup ad. The researcher created codes that were relevant to the theoretical frameworks being used and reflected important features related to green consumption. After data was collected from the interviews, a deductive analysis was used to let the theoretical frameworks inform how the data was interpreted and identify consistent patterns. Themes emerged with a sufficient amount of supporting data with enough difference between each theme while still aligning with the research questions. The researcher identified the most important aspects of the four themes and developed narratives for how they provide unique insights. The concluding results are a concise analysis of how the data was interpreted by the researcher and why it is important and accurate. The results of this study will contribute to the existing body of literature around green marketing and restaurant dining.

3.5 Instruments

To facilitate discussion with the participants, a list of 25 interview questions created by the researcher were used by the interviewer. The rationale for using previously prepared interview questions was it would ensure all questions relevant to the study would be addressed. Furthermore, it helped keep the interviewer on track and provided guidance for the direction of the interview. The rationale for these open-ended questions is they allowed the interviewer to explore previous experiences the participant had in the realm of dining out and being ‘green’ and how those experiences may have impacted their decision to dine at a farm to table restaurant.

3.6 Stimulus Materials

Two mockups of a fictitious farm-to-table restaurant ad were created to present to participants. One mockup used font, color and imagery that is considered to be feminine based on existing literature. In contrast, the other mockup used design elements that are considered to be masculine. Both mockups were printed on 8.5x11 paper to appear as a print ad. Participants

viewed the two mockups and were asked a series of questions to understand their associations with each fictitious ad.



Figure 4. Masculine Ad

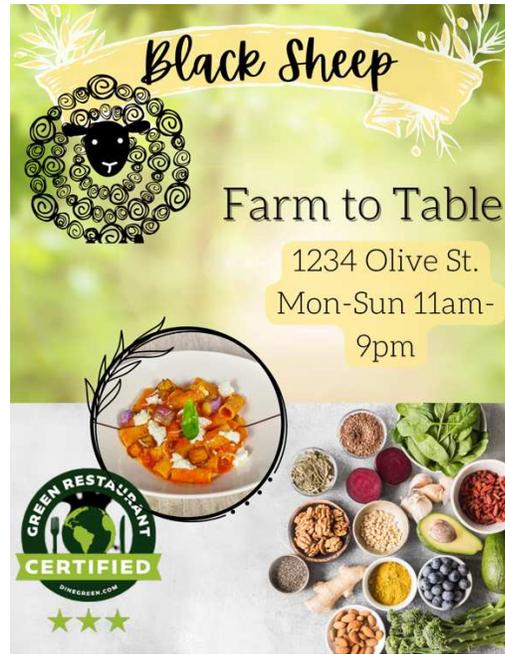


Figure 5. Feminine Ad

3.7 Data Collection

In an effort to keep the interviewer present, a digital device was used to record the conversation. As Morse and Rirchards (2002) note, “the role of the researcher as an active listener cannot be overemphasized” (p. 93). Recording the interviews allowed the interviewer to focus on listening to the participants and asking relevant follow up questions to effectively guide the conversation. Additionally, the researcher was able to revisit the audio recordings to listen to the responses again when data analysis was conducted. This helped to ensure there wouldn’t be any details forgotten or missed from the interview. More importantly, the audio recording protected the participants' confidentiality as their name was not reportedly associated with their responses in the data analysis write up.

3.8 Sample and Recruitment

Purposeful sampling was used as the sampling technique to source participants. Morse and Richards (2002) explain purposeful sampling is when “the investigator selects participants because of their characteristics” (p. 173). These characteristics include identifying as cis-male Colorado State University students who are 18 years of age or older and have dined at a restaurant in the past year. The researcher’s justification for selecting undergraduate and graduate students as the population sample is because understanding their attitudes and perceptions now could predict future behaviors. This younger generation is an important one to focus on in the context of climate change and timeliness because they bare a greater responsibility to enact change than older generations. For example, “younger Americans – millennials and adults in generation z – stand out in a new Pew Research Center survey particularly for their high levels of engagement with the issue of climate change.” (Tyson et al., 2021). Thus, it is worth exploring this younger population sample for the purpose of this study. In addition, this sampling technique is often used in qualitative research and is intended “to hone in on particular phenomena and/or processes” (Robinson, 2014, para.2). Thus, purposeful sampling was an appropriate technique for this exploratory study. Participants were recruited through the program SONA. This program offered by Colorado State University “allows researchers to post studies for recruitment” and students can be incentivized to participate by earning extra credit from their instructor (Davis, n.d., para.1). Additionally, the researcher visited classes participating in SONA and made in-person announcements to encourage people to participate in the study. Before the study was conducted, the researcher gained approval from the university’s institutional review board. This helped to ensure ethical standards would be followed and carried out within the study since human participants were being evaluated.

3.9 Trustworthiness of the Proposed Study

Qualitative research requires a discussion around how trustworthy the study was because it differs from quantitative research. To defend the trustworthiness of the study, Korstjens and Moser (2018) advise addressing credibility, transferability, dependability, confirmability, and reflexivity.

3.10 Credibility

Credibility refers to the “confidence that can be placed in the truth of the research findings” (Korstjens & Moser, 2018, p.121). The researcher practiced the following two strategies in an effort to convey credibility: prolonged engagement and member check. Prolonged engagement occurs when participants are asked to supplement their responses with specific examples and are prompted by the interview with follow up questions over a long interview (Korstjens & Moser, 2018). The interviewers guide of questions was supported with probing questions to elicit more detail from the participants if necessary. Additionally, the list of interview questions were long enough to support the 1-hour duration of the interview. Member check refers to the participants from the study who were provided transcripts of the interview and interpretations from the researcher (Korstjens & Moser, 2018). This is effective because it allows the participant to speak up if they believe there are incongruencies or incorrect interpretations of the information they shared. The researcher conducted member checks by emailing the participants with the interpretations from the interview to ensure the data was correctly interpreted, thus enhancing the credibility.

3.11 Transferability

Transferability is concerned with the application of the researcher's findings in other contexts. The researcher's responsibility "is to provide a 'thick description' of the participants and the research process, to enable the reader to assess whether [the] findings are transferable to their own setting" (Korstjens & Moser, 2018, p.121). This study was interested in understanding how cis-male college students at Colorado State University perceive farm-to-table restaurant advertising and their willingness to dine at a farm to table restaurant. While this sample is not large enough to be generalized, the data collected can be added to the growing body of literature around gender and pro-environmental behavior. Furthermore, results of this study could influence green marketing researchers to create more masculine messaging in the context of other green products and services as the results are not limited to farm-to-table restaurants.

3.12 Dependability and Confirmability

Dependability is concerned with the consistency of the study, similar to the idea of being able to replicate the study in quantitative research (Korstjens & Moser, 2018). Confirmability refers to neutrality in an effort to ensure the interpretation of the data is not corrupted by the researcher's biases (Korstjens & Moser, 2018). Both dependability and confirmability can be achieved through an audit trail, which is essentially documenting all processes of the study from beginning to end (Korstjens & Moser, 2018). By doing this, other researchers can review the audit trail to determine how transparent the study was in how it reached its findings. The researcher kept records of the audio recordings, transcripts of the recordings, and interview questions to increase the dependability of the study. For confirmability, the researcher created detailed notes of how interpretations were determined to illustrate personal biases did not influence the results and the researcher remained as objective as possible.

3.13 Reflexivity

Reflexivity occurs when the researcher evaluates their “own judgments, practices, and belief systems during the data collection process” (Delve & Limpaecher, 2022, para.2). It’s important to remain objective as possible because the researcher conducted the interviews, which made them closely involved with the participant. The researcher understands that their positionality could play a role in the analysis of the data collected for this study. The researcher is a cis-gender woman who has previously worked in restaurants as a waitress and hostess. Additionally, the researcher’s parents have worked in the restaurant industry for over 20 years. Her step-father is an executive chef who has previously worked at a farm-to-table restaurant and her mother is a fine dining server. This contributes to the researcher having a favorable attitude towards farm-to-table dining and restaurants in general as they financially support her family. The researcher acknowledges her background and experience with the restaurant industry may influence how she may have wanted to instinctively respond to participants’ possibly negative experience or attitude towards farm-to-table restaurants. She worked to maintain neutral responses in an effort to remain objective. Furthermore, the researcher spent the first 8 years of her life on the island of Kauai, which contributed to her affinity for the environment and efforts to protect it. The researcher acknowledges this could elicit leading questions in the interview and/or affect her interpretation of the data to have a more favorable attitude towards the environment based on her own personal biases. To avoid negatively impacting the research process, the researcher did not stray too far from the interview questions and exclusively focused on the theoretical frameworks to guide her interpretations. Lastly, the researcher acknowledges her interpretation of the cis-male participants’ responses could be influenced by her gender. The researcher recognizes this could be a limitation of the study. Additionally, the researcher logged relevant information in a journal to maintain reflexivity. Relevant information included the

researcher's relationship with participants, personal values and beliefs, and anything that is confusing during the research process to name a few (Delve & Limpaecher, 2022). This helped maintain reflexivity of the researcher.

CHAPTER 4. FINDINGS

This chapter discusses findings from the in-depth interviews of 11 participants who all were 18 years of age or older, cis-male Colorado State University students and had dined at a restaurant in the past year. The purpose of this study was to understand cis-male college students' perceptions of and experiences with ads for farm-to-table restaurants as this perspective is often left out in marketing for this type of business. This study and its supplementary materials were guided by social role theory, theory of green purchase behavior and source credibility theory. As a result, a list of interview questions and two mockup print ads were created to gain a deeper insight into how participants perceive farm to table restaurants and their subsequent advertising. The following research questions were developed to evaluate specific parameters in relation to the aforementioned theories and model:

RQ1: What message design elements of farm-table-advertising do cis-men identify as persuasive?

RQ2: What are cis-men's attitude, social norms and perceived credibility of farm-to-table restaurants and their advertising?

RQ3: What previous experiences are described in cis-men's perceptions of farm-to-table restaurants?

4.1 Participant Characteristics

The participants recruited for this study varied in terms of college grade level and choice of major. Although specific demographic data was not collected, 10 of the 11 participants were White-presenting while one was Asian-presenting. Thus, the sample of participants does not reflect a racially diverse range of participants' experiences. The researcher did not include

member checks in the screener survey because the focus of this study does not discuss race as a factor in green purchase behavior. Therefore, the researcher did not ask participants what race they are. The researcher recruited participants through SONA, as mentioned in Chapter 3, and spoke to classrooms whose professors agreed to offer extra credit for participating. To protect participants' confidentiality, names have been removed and instead reflect if they were a pilot or SONA participant and the numerical order in which they were interviewed. The following are brief descriptions of each cis-male college student who participated in the 1 hour study:

Pilot 1 is a 5th year student majoring in history who enjoys spending time outdoors mountain biking. He is most passionate about "protecting water rights and responsible water usage". His grandparents also own a farm-to-table restaurant in Puerto Rico which contributed to his larger understanding and appreciation for this type of establishment.

Pilot 2 is a sophomore student from Oregon majoring in wildlife biology and cares about preserving natural landscapes and endangered species. He hasn't had any experience with farm-to-table restaurants but perceives them to be a place "that cares a lot more about its ingredients and where everything is sourced".

SONA 1 is a junior majoring in electrical engineering who is a frequent restaurant diner as he goes out once a week with friends. He likes to spend time outdoors hiking or skiing and tries to protect national parks and animals by not littering. He hasn't had any previous experiences with farm-to-table restaurants but guessed it would be "fresh food from the farm". Of the 10 participants, SONA 1 was an anomaly in terms of his responses as they severely lacked any depth and the participant appeared to be extremely uncomfortable throughout the entire interview.

SONA 2 is a junior from Colorado majoring in computer science who dines at restaurants 1-2x a week and likes to explore new restaurants with his friend. He enjoys spending time outdoors biking, fishing, hiking and doing his part to help protect the environment. Although he hasn't dined at a farm-to-table restaurant, he likes the idea of supporting small businesses.

SONA 3 is a junior studying to become a sports journalist and was previously in the military stationed in San Diego and Virginia. Although he is from Colorado, living close to the ocean for a period of time caused him to care more about plastic pollution in the ocean specifically. He participates in smaller daily practices that benefit the environment; recycling and picking up trash from the ground.

SONA 4 is a junior majoring in mechanical engineering and has experience working in the food industry. He has not dined at a farm to table restaurant before but likes to explore new places and try it for the sake of supporting a small business. He enjoys spending time outside camping and hiking, which contributes to his care for land preservation and respect for nature.

SONA 5 is a junior majoring in journalism and media communication while also attending flight school for his pilot license. His uncle previously owned a farm, which contributed to his knowledge about the benefits of eating fresh and locally grown food. He dines at restaurants several times a week and likes to explore new places. In the past he has dined at two farm-to-table restaurants and both were positive experiences.

SONA 6 is a Graduate student from Oregon who studied zoology during his undergrad and is now studying public health. He actively makes choices for the benefit of the environment and learned how to do so through his mother. He rarely dines out but has previously dined at a farm-to-table restaurant and described it as a positive experience overall.

SONA 7 is a sophomore from New York majoring in english who rarely dines out at restaurants. He was largely influenced by his friend and roommate to participate in smaller everyday eco-friendly behaviors like recycling and composting. He loves being outdoors, especially if it involves mountain biking.

SONA 8 is a graduate student studying public health and grew up in a very rural part of Colorado. He's previously worked in the restaurant industry and cares about resource management that isn't harmful to the environment.

SONA 9 is a freshman student studying journalism and media communication. He's spent a significant amount of time living in a rural part of Colorado where he learned how to live without amenities most people take for granted, like running water.

4.2 Data Analysis

Each interview was audio recorded through a transcription application to ensure the accuracy of information and interpretations by the researcher. The transcriptions were then uploaded into a qualitative analysis software program to conduct a thematic analysis. The researcher practiced deductive coding, which is “guided by specific theories or theoretical frameworks” to then identify significant themes within the data (Kiger & Varpio, 2020).

4.3 Findings

The researcher identified the 4 following themes: (1) greater favorability towards masculine ad, (2) positive attitude towards farm-to-table dining, (3) imagery, color and font are vital, and (4) certification stamp and perceptions inform credibility. As previously mentioned, two pilot interviews were conducted before the other nine participants were interviewed as a pre-test. After interviewing Pilot 1, the researcher decided to add a question asking participants to vote for which ad they were most drawn to. Following Pilot 2's interview, the researcher decided

to add prompting questions to help elicit more descriptive responses if needed. Both pilot interviews provided insightful and in-depth responses so the researcher wanted to include their data for the analysis portion.

4.4 Theme 1: Greater Favorability Towards Masculine Ad

When comparing responses for the feminine ad versus the masculine ad, a majority of participants demonstrated greater favorability towards the masculine ad. More specifically, the sheep logo and the plating photo in the masculine ad elicited positive responses, especially in comparison to the feminine ad. Some participants used the following words to describe why they liked the masculine sheep logo: illustrative, realistic and rustic. The description SONA 4 provided is reflective of how other participants felt about the sheep logo and why they liked it. “I do like the logo. I was looking at that...I like the penmanship, it's like a style of art that kind of akins itself to traditional art and like stencils. The artistic style of the sheep logo appeared to resonate well with participants.”

In addition, the plating photo elicited positive responses because participants perceived the masculine restaurant ad to be more professional than the feminine restaurant ad. Participants described the masculine ad as appearing gourmet, fancy, 5 star Michelin, expensive and high end specifically because of the plating photo. SONA 2's description reflected other participants' similar responses.

“I would assume it to be kind of a more gourmet restaurant because it looks like on the bottom there that would be duck, at least that's my assumption, right? ...but it [plating image] just looks like something that would be more of a gourmet restaurant. Especially typically with that style of logo, that's kind of the allure of what the design or what they're trying to achieve.”

Favorability of the masculine ad was determined by the comparison of responses between both ads as participants did not like the sheep logo or plating as much in the feminine ad. This

led to the emergence of two subthemes: masculine sheep logo favored for artistic style and plating photo associated with higher cost.

Theme one, *greater favorability towards masculine ad*, addresses research question two in regards to participants' attitude towards farm to table advertising and research question one for persuasive design elements. Excluding Pilot 1, the remaining 10 participants were asked to vote for which farm-to-table advertisement they liked best. It wasn't until after the first pilot interview did the researcher think to ask participants to vote for which ad they preferred. Each participant mentioned aspects they liked and disliked for each ad in terms of artistic style, layout and imagery. In total, six participants voted for the masculine ad and four participants voted for the feminine ad. Although Pilot 1 was not explicitly asked to vote for the ad he liked best, it can be inferred from his response that he preferred the masculine ad. He described the masculine ad as being pleasant without too many crazy colors, reflecting a more subtle tone, yet still effective. He also mentioned liking the sheep because of its artistic style.

It [sheep logo] just reminds me of some like etched drawings from the 18th century. So that's nice..I would say this is a pleasant and acceptable form of advertising.. It's not super loud, it's not necessarily trying to talk at the customer, it's kind of just leaving something for the imagination and I think just with these images they put- just kind of paint a picture of a place I think a lot of people would probably go to.. I like the guy holding the beet and whatever is being prepared on here..There's something to be said about the effectiveness of advertising that does jump out at you, but I don't think this does, and I don't mind that and would actually prefer that just because it doesn't have tons of crazy colors.

Pilot 1's response is representative of other participants' responses and supports the theme *greater favorability towards masculine ad* and the sub themes within because he specifically mentioned the plating photo and sheep logo when asked to describe what he enjoys about the ad. Pilot 1 appreciated the artistic style of the sheep logo and interpreted the color scheme as effective. In contrast, Pilot 1 described the feminine ad as tacky because of the

ingredient image, which felt unoriginal to him, and overall the ad looked unattractive to him.

These are arguably negative descriptions and illustrate an aversion towards the feminine ad.

PILOT 1: I think this one maybe just looks a little- I don't want to say tacky, that sounds rude (...) I don't like the particular sort of ingredients here because I feel like I've seen that exact picture in like 400 other ads of like, whether it's a HelloFresh ad or any kind of or like a Kroger, Safeway commercial or something like that. (...) I just would have designed a very different ad. Something more like that [masculine ad] probably.

Based on these responses, it can be inferred Pilot 1 favored the masculine ad more than the feminine ad because he had more positive feedback towards the masculine ad. The imagery in particular was received more positively in the masculine ad than the feminine ad. When discussing the masculine ad, Pilot 1 said “my perception of it is, I would think it's someone that cares about their ingredients” because of the plating image and the sheep logo. It could be argued someone who cares about their ingredients would be taken more seriously and seen as professional. This is different from when he compared the ingredient picture within the feminine ad to a grocery store. By making this comparison, it could be argued he perceived the feminine ad to be less professional and more casual. Thus, Pilot 1 likely would have voted for the masculine ad and his responses overarchingly reflect other participants’ responses, further supporting the sub themes within theme one; *greater favorability towards masculine ad*.

Sub Theme: Masculine Sheep Logo Favored For Artistic Style

When asked what participants liked about the masculine ad or what grabbed their attention, the sheep illustration was the most frequently mentioned by ten participants. SONA 9 captured many of the other participants’ reasons for liking the sheep logo in his explanation. “I like the sheep in and of itself, like the placement could be better but I like how the sheep looks, it gives that realistic grounded look that you want from farm-to-table restaurants.” The realistic look of the sheep aligned with the concept of farm-to-table because it communicated a sense of

authenticity. Sheep fall under the umbrella of farm animals so the perceived relationship between the realistic sheep logo and the concept of farm-to-table within the ad makes logical sense. Alternatively, other participants also felt the logo would be more effective if it was placed differently or had a different background color to help with the contrast. This conveys the idea that they admired the sheep logo for its realistic artistic style so much so that they would have liked to see it stand out more.

Furthermore, those who liked the sheep logo described the logo as being illustrative, etch-like, rugged and rustic. The sheep logo does emulate the drawing style of etching from the 1500's. These characteristics are arguably masculine features, especially when compared to the feminine ad, which is a more cartoon styled sheep logo. To illustrate, Pilot 2 perceived the feminine ad to be less professional than the masculine ad because of the sheep logo design. "It just seems a little more like wedding invitation-ish. It doesn't seem as formal or is like a sort of restaurant advertisement as much as the other one did for me personally." The sheep logo in the feminine ad was much softer and rounder than the masculine sheep logo. SONA 7 echoed a similar sentiment when he said "I feel like the first thing I noticed was the sheep and I didn't like the sheep. It's a bunch of like circle circle circles." Because of these softer features, it's possible professionalism is perceived to be associated with sharper design features. Those that voted for the masculine ad likely prefer more professional looking restaurant ads and therefore preferred the masculine ad, which has sharper features.

SONA 1 and 3 said the masculine sheep logo caught their attention because they interpreted it as a cue that the restaurant serves sheep on the menu. "I would say the sheep logo, it kind of throws you off because in America you don't really eat sheep, it's more of cow, pork and chicken" (SONA 3). Although this was not the intention, it is still relevant to mention as it

caught their attention regardless. It's possible the sheep caught their attention because of its realistic art style and therefore made the assumption sheep would be served on the menu. The same sentiment was not expressed when viewing the feminine ad. This further supports the idea that the masculine sheep logo elicited a perception of authenticity. In sum, the artistic style of the sheep logo significantly contributed to participants' favorable attitude towards the masculine ad.

Sub Theme: Plating Photo Associated with Higher Cost

Upon viewing the masculine ad, participants described their overall perceptions of the fictitious restaurant. This addresses research question three because even though these participants have not previously dined at a farm-to-table restaurant, it still speaks to their perceptions based on other experiences. Many participants described the masculine restaurant ad as being a fine-dining restaurant. Keywords used to describe their perceptions of the restaurant were gourmet, fancy, 5 star Michelin, expensive and high end. SONA 4 also reflected other participants' perceptions of the restaurant when explaining his reasoning for perceiving the restaurant to be fine dining. This was in addition to SONA 2's description where he said the following:

I would assume it to be kind of a more gourmet restaurant because it looks like on the bottom there that would be duck, at least that's my assumption, right? ...but it [plating image] just looks like something that would be more of a gourmet restaurant. Especially typically with that style of logo, that's kind of the allure of what the design or what they're trying to achieve

SONA 4 stated "Right here [plating photo], it looks like this dude's a chef at a three star Michelin restaurant or something like that. The combination of the red meat focused entree and male chef's hand likely elicit this perception of a high end restaurant. Based on these responses and others, it could be argued certain features of the plating image were associated with masculinity. SONA3 voted for the masculine ad because it showed meat, unlike the feminine ad.

“The top one [masculine ad] because it shows like meats [plating photo] and besides being like, a completely vegetarian type of food.” Hegemonic masculinity argues cis-men often want to align themselves with being masculine. Meat is associated with masculinity, which could explain why SONA 3 voted for the masculine ad. From there, participants may have subconsciously associated masculinity with fine dining, which is discussed in the next chapter.

Alternatively, many participants described perceiving the feminine ad to be less professional, casual, and family-oriented. SONA 4 described the photos as playing a role in his perception of the feminine restaurant ad being more family friendly and casual.

It definitely feels friendlier, like the bright colors and the pictures..and casual.. It feels like you can bring your family and this to me looks like I can definitely see a mom bringing her kids here after soccer practice kind of a thing.

He’s referring to the pasta and ingredient photo, which do not have meat or cis-men portrayed in them. Similar to meat and masculinity, vegetarianism is often associated with femininity. The combination of the bright colors and vegetarian appearing photos led SONA 4 to imagine a mom and her children dining here. As a result, the restaurant was perceived to be more casual because family-friendly places are rarely associated with fine dining. SONA 6 echoed a similar perception as he imagined he would receive quick service and the food would be cheaper, especially in comparison to the masculine ad.

These look like nice ingredients. Seems like a very lighthearted experience in this restaurant. Seems like it almost makes me think it's going to have quick service for some reason... Seems like it'd be a little cheaper than the last one so if I were to put a price point, the last one [masculine ad] would be like hovering around \$20 and this [feminine ad] is like my range, like \$12.

SONA 6 shared earlier in the interview that he only eats vegan when he dines out so it’s understandable why he liked the ingredient picture, as it’s a reflection of his own diet. Meat is also often more expensive than vegetarian based entrees, which is likely why he assumed the

menu would be cheaper for the feminine restaurant. Additionally, the colors are brighter and arguably less serious than the masculine ad. This is likely why he described the restaurant as being lighthearted and quick with service. Even though the feminine ad illustrated more that they would be able to cater to his vegan diet and budget, SONA 6 still voted for the masculine ad. He didn't explicitly state why but it's possible he was drawn to the masculine ad for its professional and fine-dining appeal. This further illustrates and supports the idea that color and imagery play a significant role in influencing perceptions. In sum, the plating photo helped lead participants to perceive the restaurant to be more professional and therefore elicited a greater favorability towards the ad.

4.5 Theme 2: Positive Attitude Towards Farm-to-Table Dining

Nine participants shared they had either a positive or beneficial attitude towards dining at farm-to-table restaurants. However, most participants shared they've never knowingly dined at a farm-to-table restaurant. Sub themes emerged as certain factors like personal relationships and the perception of these restaurants being expensive small businesses appeared to enhance participants' positive attitude towards farm-to-tables. For those few who had dined at a farm-to-table before, they shared having positive experiences which also likely contributed to their positive attitudes. This theme addresses research question two in regards to social norms and attitude. It also addresses research question three, which seeks to understand perceptions.

Participants described dining at a farm-to-table restaurant as something beneficial they could do. They described the consumers, restaurant employees and farm owners as all being able to benefit from the sustainable practices of a farm-to-table restaurant, even though they had not dined at this type of establishment before. SONA 8 summarized this theme when he said,

Like it's beneficial for you, you're getting something out of it. You're getting healthy foods, fresh food, it's not processed. But then it's beneficial for like, one- the restaurant

owners, the people they employ and then it's helpful for the farms that they're ordering from so it's kind of like a win-win situation.

Even if someone had not dined at a farm-to-table restaurant before, it's relatively easy to infer from the name that this type of establishment would benefit multiple parties. It's clear SONA 8 had a strong understanding of this concept and how it positively impacts many people involved. SONA 8 also grew up in a rural part of Colorado near farmland, which likely contributed to his understanding of the farm-to-table concept. Other participants felt similarly and honed in on either the environmental aspect or the support of local businesses as their reasoning for having a beneficial attitude. SONA 1 also has a good and beneficial attitude towards farm-to-table restaurants but he mentioned cost as a possible deterring factor. "I probably would just have a good attitude toward it. Beneficial, environmentally conscious..supporting like local farms.. If it's generally more expensive than like other stuff I probably would have a little bit less of an attitude about it." While SONA 1 recognized the benefits of supporting local businesses and minimizing harmful impacts to the environment through this concept, he also was cognizant of the price likely being higher to achieve these benefits. Given the financial situation of all participants, it's understandable that cost would be a barrier. Yet, it's still valuable to learn that participants like SONA 1 still had a positive attitude towards the concept and supported the idea because this could have implications for their future dining habits. It could be argued SONA 1 and other participants with a similar attitude would likely dine at farm-to-table restaurants as older adults with a higher income.

Sub Theme: Personal Relationships Play a Role in Environmental Perceptions and Actions

As previously mentioned, seven participants had not dined at a farm-to-table restaurant before, yet a majority of them had a positive and/or beneficial attitude towards dining at this type of restaurant. It's likely they had a positive attitude largely because of the way they viewed the

environment and their mutually beneficial relationship they described having with it. When evaluating the role of social norms in participants' lives, it was clear that friends and family members were the most influential and were credited with somewhat shaping participants' environmental attitudes and worldview. As they shared reflections about who influences them, they discussed specific conservation views and behaviors they engage in, too.

SONA 6 was the most environmentally conscious participant as he described regularly making both big and small decisions for the benefit of the environment in his life. SONA 6's smaller choices were reflective of most participants who shared that they recycle and/or throw away trash on the ground when they see it. These terms specifically, recycling and throwing away trash, were the most common in participants' responses for what they do to help the environment. For example, SONA 7 described not being particularly active when it comes to making decisions for the benefit of the environment but still finds smaller ways to contribute. "Nothing crazy, just picking up litter, water conservation is one thing that I do, like making sure things aren't running or showers aren't running and just picking up trash and having recycling at home but beyond that, nothing." However, SONA 6 described engaging in additional conservation behavior such as buying meat that otherwise would have been discarded and purchasing airfare tickets that he knows will offset carbon emissions.

My view is that it's [environment] very important- we rely on it entirely. So I think it's important to have a very respectful and considerate relationship with it. For me, it influences much of what I do like I carry reusable straws and silverware in my backpack, and of course, water bottles and everything just to prevent waste in any way I can.. So I'm really motivated by the idea that one person can make a difference..I do get meat from a nonprofit in town called Vyndicate and I feel okay eating that meat because it carries no demand with it. There's nowhere in the market creating more meat because I got meat from Vyndicate, it's stuff that would have been disregarded or thrown out anyways..I thrift almost everything I wear and when I travel with airfare then I try to make sure that when I purchase the tickets it contributes to offsetting carbon emissions."

It's clear SONA 6 cares deeply about the environment and makes a conscious effort to do his part. He attributed learning these practices primarily from his mom, whom he described as an eco-friendly person. As a kid, he grew up using reusable bags for school lunch and today he travels with reusable tupperware in his car to avoid single use plastics.

I'd certainly say it would be an influence from my parents, most specifically my mom, she was really into being eco friendly. It was kind of awkward or embarrassing as a kid because I was always the kid that was like, reusing the same paper bag for weeks and wore recycling T shirts and stuff. So definitely had an influence from her and like to this day, she's still like an inspiration with like the reusable things that you bring everywhere like in our cars we'll even have like to-go tupperware that isn't styrofoam so we just use that so certainly an influence. And um I guess it's like an instilled appreciation and once it's there, it's hard to walk away from it.

SONA 6 illustrated how personal relationships, in his case family, can influence his environmental perceptions and actions. Overall, responses illustrated how family values can impact their conservation perceptions and behavior all the way up to their young adulthood. Similar to SONA 6, eight other participants described a similar experience of growing up and learning from family members or friends about how to respect and care for their surroundings. SONA 5 described how his friends in recent years have impacted his views towards the environment and his relationship with it.

I'm very pro conservation. I spend probably 80% of my free time outdoors. And during the summer times, I work outdoor jobs strictly.. I very much believe in 'leave no trace', leave only footprints, take nothing but pictures kind of a thing..Typically it's been the influence of my friends and just personal expansive knowledge as I've gotten more interested in that scene. I started getting a lot of passion for overland camping and when I went to college in Utah I had a group of friends that were very much interested in outdoor activities.. I guess those two things in conjunction- one getting out there often and number two, being around people that kind of practice those kinds habits already kind of rubbed off on me and I think that it shaped a little bit more of my viewpoint on how I as an individual want to take in the environment.

SONA 5 illustrates how he respects nature through his outdoor activities, even if he's not actively making choices for the benefit of the environment like SONA 6. He also demonstrated how building a positive relationship with nature can enhance one's environmental perceptions

and actions. By spending a significant time outside, he recognized the importance of leaving nature the way it was found so he can still continue to enjoy his outdoor activities. It makes sense that someone would care more about the environment if they have a consistent recreational relationship with it. In sum, these participants' experiences reflect how developing a positive relationship with the environment either as a child or a young adult can enhance their environmental perceptions and actions.

It is also worth noting that of the eight participants who mentioned being influenced by family or friends, five identified relationships such as mother, grandmother and female friends. This raised an interesting question about cis-men's relationship with women in their lives and how they learn from them, which is discussed further in the next chapter.

Sub Theme: Perception Farm-to-Table is Expensive and a Small Business

When asked to describe their perceptions of farm-to-table restaurants in general, participants often said they would imagine it to be more expensive than a traditional restaurant. SONA 2 perceived a farm-to-table restaurant to be more expensive because of its ethical practices.

The menu from my guess, would be a little bit more expensive. I know some people say the \$12 rule for a decent meal is \$12, I'd say probably more like \$18 or something like that at a farm-to-table just because it seems my impression would be maybe a bit more ethical.

Even though he's never dined at farm-to-table before, he was able to identify ethics as a key differentiating factor between other traditional restaurants. By inferring farm to tables are more ethical, he understood this will naturally increase the price of the menu. SONA 9 illustrated this when he described farm-to-tables being more expensive but would still go because he understood the concept and its benefits. "I mean, it's more expensive for sure, but at the very least, on principle I'll go there." In terms of perception, if consumers predict higher prices, it's

critical they also understand why because this can be particularly persuasive, as demonstrated by SONA 9. Thus, this perception of farm-to-tables being more expensive isn't necessarily harmful if consumers are aware of the sustainable practices that cause the price increase.

In addition, participants also perceived farm-to-table restaurants to be a small, local business as opposed to a chain restaurant, and therefore, felt a greater sense of responsibility or obligation to support this type of restaurant. SONA 2 summed up this theme when he said,

I think my main obligation is supporting smaller businesses. And that's typically my impression of the farm-to-table is that it's a smaller business..So that would be where the driving force for me would come from, not necessarily that it is farm-to-table but that it's a trickle down of, I'm going to this restaurant I'm buying from the farmer five miles away or something like that.

In general, SONA 2 prioritized supporting small businesses and this seemed to be the most important deciding factor as he illustrated it wouldn't necessarily be the concept of fresh food that would get him in the door. He assumed farm-to-tables fit this small business mold and was quickly persuaded by this notion because he recognized the economic value of supporting small businesses.

Other participants felt similarly in that they'd rather give their money to a small, locally owned business than a large corporation. For example, SONA 8 described wanting to shop local more often than not because he felt like he had a better idea of where his money is going and who he's helping.

I feel a big urge to always go local instead of like McDonald's or Walmart and all that because I think you know where your money's going. If I pay the small places, you're probably paying the owner so you're like, okay you are getting this money..So for me, it's knowing who you're supporting and I feel good about that.

SONA 8 specifically mentioned major corporations like McDonald's and Walmart as alternative options he'd rather not financially contribute to if he has the option to shop locally. Based on his description, it appeared as though the idea of supporting local businesses felt more

personal. He suggested that it's likely he would directly be paying the owner at a smaller business, which makes the overall shopping experience more unique and intimate. Whereas, places like McDonald's have the financial means to hire personnel entirely unrelated to the owners, making it less personal and more ordinary. Furthermore, SONA 8 described feeling good about shopping locally because he understood the financial weight his support carries if he shops at a smaller business versus major corporations that already have the means to stay open. This mirrored other participants' responses who felt a greater sense of responsibility or obligation to support small, local businesses. In sum, while participants perceive farm-to-tables to be more expensive, they understand it's because they are small businesses and therefore helps support their positive attitude towards this type of restaurant.

Sub-Theme: Positive, Authentic Farm-to-Table Dining Experience

Of the four participants who did have prior experience dining at a farm-to-table, all of them described having a positive experience. Most notably, Pilot 1 had the closest connection to farm-to-table restaurants as his grandparents own one themselves in Puerto Rico.

My grandparents run a farm-to-table restaurant so that's some experience.. They're coffee farmers in Puerto Rico so they run tours from their farm, but they also raise pigs and lots of different fruits and vegetables and stuff. It's a small operation.. I've been many times, multiple times a year.

Having this first hand experience has likely taught him a lot about the purpose and benefits of this type of establishment and the importance of being environmentally conscious in general. Throughout the interview it was clear he consciously thinks about food waste, responsible water usage and is mindful about his personal consumption in general. Assuming his grandparents operate a legitimate business, Pilot 1 most likely had a positive attitude towards farm-to-tables because he's had positive experiences at his grandparents' restaurant and understands the type of work that goes into running a place like this.

Similarly, SONA 5 also described having a positive experience at a farm-to-table restaurant, but for a different reason. Before sharing his experience, SONA 5 stated “I don't think there's that many authentic farm-to-table restaurants.” Although he didn't explicitly state why, it can be inferred he felt this way because there are limited ways in which these restaurants can effectively communicate they are authentic and credible. For SONA 5, a positive experience at a farm-to-table required some type of a signal that the restaurant was authentic in their practices. Thus, SONA 5 was further convinced that he was dining at a farm-to-table restaurant when he found a small worm in his salad.

I went to a farm-to-table restaurant one time where I got an arugula salad and there was a little tiny worm running around in the salad. I grabbed the server and was like ‘yo, what's up with this’ and he's like, ‘oh yeah you know these - I don't remember where he said it was from but they had harvested the arugula yesterday and it was actually farm-to-table within 24 hours. I was like, oh well sweet and I just picked it off and ate it.

Because this happened at a farm-to-table restaurant, he was positively surprised to learn the worm in his salad meant the produce was freshly harvested. This signaled an even greater sense of authenticity as this would be less likely to happen at a traditional restaurant where ingredients are not freshly harvested and immediately served to customers. This experience helped to shape his positive attitude towards farm-to-table restaurants.

Additionally, SONA 6 called attention to the seasonality of the menu given to him at the farm-to-table restaurant he dined at when describing his previous experience. SONA 6 was the only participant who was aware that seasonal menus are a part of dining at this type of restaurant so this was interesting that he pointed this out as something he enjoyed.

I've been to one, The Regional..they do have locally sourced items and goods and it's seasonally inspired dishes, which I think is fun too..It was a good time. It was very good. Quite delicious. I didn't have to pay for it so it was an even better time.

Seasonal menus are an additional element of what makes a farm-to-table restaurant unique as it's a direct representation of the types of foods that are naturally grown during that time of year. Furthermore, SONA 6 highlighted the experience was even better because he didn't have to pay for his meal as he was with his parents. This relates back to the larger theme of participants having a positive attitude towards dining at farm-to-tables because he described enjoying his time at The Regional, but he'd rather not have to shoulder the extra cost. Even though farm-to-tables are more expensive, participants like SONA 6 still had a positive attitude towards the concept.

Lastly, SONA 9 described his farm-to-table dining experience as being the perfect example of this type of establishment. Since he preferred the restaurant to have their own farm that they source from, it's possible this helped assure him of the legitimacy of the restaurant and contributed to his positive experience.

My grandpa showed me this restaurant in Canyon City but I know for a fact it's farm-to-table and so when I think of like the perfect farm-to-table restaurant, maybe not typical but the perfect, it's called Bunkhouse Burgers, they own the ranch themselves, that's where all the meat comes from, they source the potatoes that they use for the chips like they source those from Colorado farms over in Rocky Ford.

SONA 9 recognized not all farm-to-tables have their own farm to source all their ingredients from but this did enhance his experience. This brought the food spatially closer in his mind and conveyed a greater sense of authenticity, similar to SONA 5's experience. When restaurants are claiming and advertising something as significant as being farm-to-table, consumers are going to want some signal of proof to reassure them of authenticity as this will positively enhance their experience.

4.6 Theme 3: Authenticity Signaling Important in Design Elements

Imagery, color, font and layout were consistently critiqued by participants as something they enjoyed or did not enjoy for both the feminine and masculine ad. The use of stock photos in general was not perceived well by many participants as they were quickly able to identify these were not photos taken by the fictitious restaurant. In terms of color, the palette used for the feminine ad was received positively as many participants commented on liking the brighter tones. Additionally, the font had mixed reviews for both the feminine and masculine ad as some liked the font style and others did not. Furthermore, multiple participants identified the use of two different fonts and did not appreciate this discrepancy. This theme addresses research question one as it discusses what message design elements are persuasive in farm-to-table advertising.

Imagery

Both ads designed by the researcher used imagery sourced from a graphic design website called 'Canva'. The photos provided through Canva are called stock photos because the images "are available to be licensed for specific uses" (Dflux, n.d.). Participants were able to identify the photos were stock photos and this negatively impacted their perceived credibility of the restaurant. SONA 4 noticed the use of stock photos in both ads, but specifically mentioned how the use of real restaurant photos would enhance the credibility in the masculine ad. "If this stock photo was an image taken from the kitchen and it was an actual, you know, their actual process of what they actually do, that would add to the credibility." SONA 4 is referring to the plating photo as he quickly realized it was not an actual image taken by the restaurant itself. Since SONA 4 has never been to or heard of this restaurant, the photos are going to play a significant role in enhancing or diminishing his willingness to dine there, especially because it's in the context of food.

Six other participants also commented on the use of stock photos and how this was something they did not enjoy because it felt unoriginal or diminished its credibility. Since stock photos can be accessed by anyone for free, the photos felt more generic and unprofessional to participants because they are not unique to the business. SONA 7 felt the design elements lacked credibility because he felt he could have found the images from the feminine ad himself. “The banner being something that I feel like I can get off of Adobe Photoshop and stock images is not really credible.” While the banner is more of a decorative design element than a photo, it’s still reflective of participants’ aversion towards the use of imagery from free graphic design websites. Since SONA 7 felt like he could design it himself, the ad seemed less professional because a professional ad for a restaurant would not use stock photos. Additionally, Pilot 1 felt the ingredient image in the feminine ad lacked originality and reminded him of a grocery store.

I don't like the particular sort of ingredients here because I feel like I've seen that exact picture in 400 other ads, whether it's a HelloFresh ad or like a Kroger, Safeway commercial or something like that..Maybe unoriginal, yeah it just feels like a stock photo I've seen 1000 times before.

The ingredient photo is arguably reflective of grocery store ads because grocery stores will promote the sale of individual items as customers are often shopping for ingredients to create a meal. Grocery store photos are also typically generic so it’s understandable why he made the association between the ingredient photo and ultimately felt it was unoriginal.

Alternatively, Pilot 2 explained he would dine at the masculine restaurant because the plating photo looked like something he would enjoy eating. “Yeah, I'd probably dine here because of the image of the food- it looks somewhat appetizing. So that has me pretty intrigued.” Pilot 2 and all other participants expressed they made decisions about where to dine out largely based on what type of food was served and if it tastes good, in addition to other factors. This is to be expected in the context of restaurant dining because people are dining out with the purpose

and hope of eating delicious food. Although Pilot 2 didn't realize it was a stock photo, real and authentic photos specifically associated with the restaurant should be used to avoid jeopardizing perceived credibility by people like SONA 4 and 7. Overall, photos of actual entrees offered on the menu are effective in encouraging potential customers to dine there because it illustrates what will be served.

Furthermore, SONA 5 and 3 described the feminine ad as appearing clean. SONA 5 specifically liked the sharp edge created by the ingredient picture against the backdrop. SONA 3 felt the ad looked cleaner overall.

SONA5: It's cleanly done. I like the clean edge kind of thing. I love this.

SONA3: It looks cleaner to a certain extent.

SONA 5 is the same participant who mentioned earlier he prefers a cleaner look in ads when he was viewing the masculine ad. Thus, the feminine ad may have appeared cleaner because it didn't have the rigid edges like the masculine ad did. Also, the blurred background photo in the feminine ad may have helped reduce the overall busyness of the ad by emphasizing a focus on the other information and photos. Based on their responses, this suggests clean and simple ads may resonate better with cis-men who are similar to these participants.

Lastly for imagery, some participants responded positively to the sequence of food preparation in the masculine ad. SONA 8 described liking the photo of the man holding the beet and then how it transitions focus to the plating photo. "It looks like he's going out and picking the produce and then he's like just right to your table. Yeah, that's why I like that." It can be inferred that the photo sequence showing the farm aspect and then ending on a finished plate was visually pleasing to his eyes. There's a logical flow happening because it illustrated how the ingredient was coming straight from the farm and then immediately was used to create an

appetizing entree. These elements align with the concept of farm-to-table, which likely also explains why SONA 8 enjoyed this.

Furthermore, the photo of the man holding the beet resonated well with SONA 9. He described liking the photo because it emphasized the concept of food coming directly from the farm.

I would say the first thing that catches my attention here is the person holding the beet- I feel like it's designed to bring my eyes there.. I feel like the person holding the beet is perfect for this because it's showing the grittiness, like they're out in the field physically doing it.

It makes logical sense to see someone pulling a vegetable out of the ground in a farm-to-table restaurant ad because it compliments the overall concept. It also likely helped with SONA 9's perceived authenticity of the ad because it illustrated where the product is coming from as opposed to somewhere else or not showing it all. SONA 9 did not seem to notice this was a stock photo, possibly because it wasn't a meal photo, which participants indicated is more representative of the restaurant and its uniqueness. In sum, imagery was supportive in signaling authenticity if it depicted photos of entrees that would be served or illustrated the food comes straight from the farm. It diminished signals of authenticity if participants were able to identify the photos were stock photos.

Color

Color was carefully chosen for the feminine and masculine ad because different colors elicit different responses amongst cis-men and cis-women. The masculine ad used blue, green, brown, black and white colors to design the ad. However, many participants did not like the combination of all colors and/or the color blue in the masculine ad. SONA 7 articulated the colors altogether weren't cohesive and would be better if certain colors were eliminated.

There's a lot of colors-and then there's green here and green doesn't go with any of those colors in my opinion. There's a little bit of brown and I think brown could work with green if there was more brown or like blue and white work well together but green and blue don't really.

It can be inferred from his response that the combination of all five colors made the ad feel busy, overwhelming and ultimately lacked cohesivity. It's likely SONA 7 would have preferred a more simple ad that focused on the use of three or four colors instead.

SONA 5 echoed a similar sentiment as he described preferring a more clean and simple ad. He did not feel the combination of all colors worked well together, especially blue, and suggested alternative colors.

Just as a personal preference, I like a cleaner look. I think the rigid edges and the contrast between the blues and the greens and the whites doesn't really make a whole lot of sense for me. I maybe would do a yellow or green. Something that's sunshine or like photosynthesis-esque.

This association likely formed because sunshine and plants are characteristic of farms. Thus, in SONA 5's mind, this would make more sense as it aligns better with the concept of farm-to-table.

The color palette for the feminine ad, which consisted of black, green, yellow and white, elicited significantly more positive responses. The word 'bright' was used by four participants to describe the feminine ad. Three participants also specifically stated yellow and green as working better together, which further emphasized the effectiveness of these colors. "I guess like the brighter colors..So green and yellow and black kind of stand out more. I'd say I like it more." It can be inferred that the brighter colors combined with the reduction of colors caused him to enjoy the overall tone of the feminine ad. Similarly, SONA 5 and 8 said the colors reminded them of sunlight and spring, which arguably have the same connotation as bright.

SONA5: I like the color scheme quite a bit. I really do. It's very, farm-esque. It's very lovely. You know, nice sunlight filtering through the windows type thing.

SONA8: It's very Spring. I love that.

SONA5 earlier suggested using yellow or green instead when viewing the masculine ad. He appeared to enjoy the color scheme of the feminine ad significantly more because he described the ad as looking like sunlight was filtering through. Yellow is associated with sunshine which likely explains why he preferred the color palette more in the feminine ad. SONA 8's comparison to Spring, which includes yellows and greens, further supports other participants' suggestions of using these colors instead.

As prefaced, blue in particular was not well received by many participants as several of them specifically pointed out the blue as being ineffective. Specific phrases used to describe why they didn't like the blue were it detracts from the ad, throws it off, and is a little weird. SONA 2 also did not like the color palette of the masculine ad and felt it lacked contrast against the sheep logo. "I don't necessarily like the color palette of it, and the sheep kind of blends in with the blue. So I think that that kind of detracts from the ad." Other participants felt similarly as the dark blue made it difficult for the black sheep logo to stand out more. In sum, participants noted the colors in the feminine ad elicited more associations with an authentic and appealing farm-to-table restaurant.

Font

Different font styles in restaurant advertising can prompt viewers to form associations between the font and the overall aesthetic of the place. Within the masculine and feminine ad there are two different font styles within each ad. The main title font for the masculine ad is 'Rye' and the subheading font is 'Special Elite'. Although the 'farm-to-table' subheading is colored brown, it is the same font as the location and hours subheading. The main title font for the feminine ad is 'Apricots' and the subheading font is 'Aleo Light'. Besides the slight shadow

effect on the ‘farm-to-table’ subheading, it is the same font as the location and hours subheading. Subsequently, four participants pointed out the inconsistencies in font for the masculine ad and did not appreciate this. SONA 7 did not enjoy the difference in fonts in the masculine and felt the font style did not match with the plating photo in terms of cuisine type and atmosphere of the restaurant.

I don't think that food [plating photo] feels like that font. I feel like that font feels like I'm gonna get a beer, I'm gonna get a steak, I'm gonna eat a bunch.. I feel like that feels more like a script type of font..This [plating photo] makes me feel like a fancier vibe, more expensive, higher price point...But the difference in font I also don't like.

SONA 7 illustrated experiencing cognitive dissonance because the font style was not aligning with the perception he formed when viewing the plating photo. As he described, the font style leads him to believe the restaurant will offer larger portions, similar to a bar and grill type of restaurant. Whereas, the plating photo with the smaller looking portion of food indicated a more fine dining experience to him. This cognitive dissonance most likely did not signal authenticity as he did not feel the photo and font were complimentary. He further suggested an alternative font; script font. Script font bears a close resemblance to cursive and has much a softer, rounder lettering style. It can be inferred that replacing the font or plating photo for something more complimentary would reduce the cognitive dissonance for SONA 7. Also, the difference in fonts was not something he liked as it diminished the cohesiveness of the ad.

Alternatively, three participants specifically noted they liked the main title font in the masculine ad. SONA 6 described liking the font for its communicated aesthetic. “The font is pretty nice. It has that kind of rustic unpolished feel to it.” The word rustic refers to the countryside or a more rural part of town and unpolished suggests the subject is rough around the edges and raw in nature. Given that the other design elements of the ad arguably mimic a rustic and unpolished look, it can be inferred SONA 6 felt the font style matched the overall aesthetic

of the ad. This is desirable as SONA 6 likely felt a sense of cohesion between the font style and the rest of the ad. Furthermore, rustic and unpolished are arguably reflective of some traditional masculine traits as the stereotypical feminine women would likely not be described as rustic and unpolished. This suggests SONA 6 subconsciously may have perceived the ad to be masculine and therefore contributed to his preference for the masculine ad.

Similarly, SONA 8 expressed there was a cohesive relationship between the title font and the sheep logo in the masculine ad.

Then the fact that it's kind of all tied together like this. I don't know why but this [title font] matches this [sheep logo]-not just the fact that it's black but that font matches the vibe of the sheep.

It can be inferred he perceived the ad to be cohesive, which likely signaled authenticity to him when viewing the ad. An explanation for this perceived cohesiveness could be the main font title has slightly sharper features as some parts of each letter stick out to form a small pointy shape and the sheep logo also has sharper, fine lines.

In regards to the feminine ad, five participants articulated they specifically disliked the cursive font for the main title. SONA 5 compared the main font title to the slogan 'live laugh love' and boutique style stores. "I don't like this font. It's very "live laugh love" for sure. Not a fan of it. That's very boutique-esque and typically the type of places that market themselves as farm-to-table are very boutique-esque and I don't like that." Based on his tone and his description, it can be inferred SONA 5 was referring to the aesthetic of female boutique fashion stores. He made the argument that farm-to-tables often emulate this style of marketing, which is something he did not enjoy. He also negatively compared the font to the mid 2000's slogan 'live laugh love', further illustrating his perceived association of femininity and farm-to-table from the ad. This slogan is arguably synonymous with women as it was printed and sold on several

different types of home decor for purchase (Barett, 2021). Figure 6 illustrates how these products continue to be marketed towards presumably women wanting to decorate their home with wall decals and pillows that say ‘live laugh love’. The font is also cursive, further illustrating its feminine tones and how it’s targeting women.



Figure 6. Live Laugh Love Wall Decor (Amazon); Live Laugh Love Pillows (Walmart)

In this context, he most likely felt the font was synonymous with this slogan and therefore diminished its authenticity and professionalism. It’s clear this font style did not resonate well with SONA 5 as he interpreted the font to have exaggerated feminine tones.

Similarly, Pilot 2 and SONA 2 compared the main title font to event invitations that are traditionally feminine. Pilot 2 felt the font reminded him of a wedding invitation, which diminished its perceived authenticity. “I don't like the top font choice..Just seems a little more wedding invitation-ish. It doesn't seem as formal- or is like a restaurant advertisement as much as the other one did for me personally.” Wedding invitations often use cursive font, similar to the one in the feminine ad, which is typically associated with femininity. Thus, it can be inferred Pilot 2 interpreted feminine tones from the title font. Furthermore, Pilot 2 said the ad didn’t feel as formal because of the main title font style. This further explains why he compared the font to a wedding invitation and felt it looked less formal and not indicative of a formal restaurant ad. In

sum, the masculine font signaled a greater sense of formality and authenticity than the cursive font did in the feminine ad.

Layout

The layout and position of the certification stamp appeared to have great significance as it impacted the perceived authenticity of the ad. Two participants didn't find the feminine ad credible because the certification stamp was slightly overlapped by the pasta photo, which they described as being sloppy. SONA 5 said, "From an advertising perspective, I don't think it's super credible. Definitely the overlap here on the photo [certification seal], looks like this was put together on Microsoft Paint." The overlap led SONA 5 to believe this ad was made on Microsoft Paint, which arguably is a graphic design program not as sophisticated as other programs that professionals in the advertising industry use. SONA 2 elaborated more when he said,

It feels a little weird that the certified logo kind of gets cut off so that feels like it might be just put in like, oh we got to add this, let's just throw it in right there.. I worked ecommerce for a little bit and if you advertise something specifically, sometimes you have to send it to the company to get it approved to make sure it meets their standards. So if it wasn't cut off, then it would make you have the better assumption of okay, they had to get that sent somewhere that had to get checked or something like that.

Contrastingly, SONA 8 was the only participant who specifically pointed out the certification stamp as enhancing the perceived credibility of the feminine ad, in addition to what he describes as overall 'happy vibes' in the ad. "I'd say it looks credible. Mostly because it's happy like it's just happy vibes..And then there's again the label that adds a lot of credibility." He did not mention the overlap on the certification stamp as diminishing his perceived credibility of the ad, unlike the other participants. It's likely the claim of the certification stamp was more

remarkable than the overlap and the other features of the ad led him to believe it was credible. It's also possible he interpreted the overlap on the certification stamp as an intentional design feature and therefore didn't have an aversion towards it. In general, most participants did not enjoy the overlap on the certification stamp and preferred the stamp in the masculine ad. Thus, a clean stamp with no overlap is likely to be more effective and signal greater authenticity.

4.7 Theme 4- Certification Stamp and Perceptions Inform Credibility

Theme three discusses unique design characteristics that impacted the perceived authenticity of the ads, but theme four discusses a different signal of credibility. Theme four focuses on the certification stamp, as it's administered by a third party, and overall credibility perceptions of farm-to-tables in general. Participants had mixed responses for how credible they perceive farm-to-table restaurants to be in general. Some participants described themselves as being a trusting person overall while others alluded to prior knowledge about greenwashing, which impacted their perceived credibility. Furthermore, three participants felt the location of the restaurant impacted their perceived credibility. More specifically, seven participants perceived the masculine ad to be more credible than the feminine ad. This theme addresses research question two in regards to perceived credibility of farm-to-table restaurants and their advertising.

Sub Theme: Overall Credibility Perception

Before viewing the mockup ads, participants were asked to describe how credible they perceive farm-to-tables to be in general. Five participants alluded to the concept of greenwashing or specifically mentioned it as something that impacted their perceived credibility. Additionally, three participants specifically mentioned location as being a key factor in determining credibility. From their perspective, the closer the restaurant is to farmland the more likely they are actually

farm-to-table. SONA 2 provides a detailed description of how he is more likely to trust a farm-to-table in a rural area as opposed to being in a city like Denver:

I would definitely say there would be some that go to the grocery store and just buy local ingredients...but I wouldn't doubt that there are some, especially in Fort Collins, that are a lot more you can look this butcher up or look this farm up..but if you're in the heart of Denver and there's a farm to table restaurant, that's a little bit more on the lines of okay-is it being trucked in from Golden or from the edge of Denver and does that impact anything with it? I wouldn't doubt that especially in more rural areas versus inner city that there is full farm-to-table but more inner city, I wouldn't necessarily believe it fully out of the gate type of deal.

SONA 2 has not dined at a farm-to-table restaurant before, which means he had a limited understanding of what specific parameters classify a farm-to-table. Therefore, SONA 2 was likely forming assumptions from the name, farm-to-table, and assumed the restaurant would need to be nearby farmland to be considered a restaurant that locally sources their food. However, this assumption was incorrect because food can be imported up to 400 miles (Camerlynk, 2016). Thus, a restaurant claiming to be farm-to-table in a city like Denver could still be credible. This illustrates a lack of clarity amongst some consumers as there is this perception that there needs to be neighboring farmland for the restaurant to be credible. SONA 2 also suggested it's possible for restaurants to just purchase goods from the grocery store and claim it's locally sourced. In some cases, this could be true, further illustrating the need for ways to convey authenticity to potential customers. It's possible SONA 2 would have felt a greater sense of authenticity if there were nearby farms because it brings the food spatially closer in his mind, helping to reduce any uncertainty. This is comparable to SONA 9's previous description of what he imagined the perfect farm-to-table restaurant to be.

Similarly, SONA 5 also mentioned the location of the restaurant enhancing his perceived credibility, but he does have previous farm-to-table dining experience. In general, SONA 5 perceived farm-to-tables to be credible about 70% of the time. "I'd like to wish that it was fully

legit. I'd say like, probably trust it with about 70% credibility. I mean, it's really hard to know.”

SONA 5 illustrated it can be difficult to know for certain if a farm-to-table are credible in their claims. Since goods could theoretically be sourced from the grocery store, like SONA 2 mentioned, it's more challenging for consumers to be reassured about the credibility of their practices. SONA 5 was then asked if and why he trusted one of the farm-to-tables he dined at previously. He explained the location of the restaurant positively impacted his perceived credibility because it was surrounded by farmland. “Location. Pretty much the entire place was surrounded by crops and stuff like farming- like miles and miles of just farmland.” Ultimately, the location of the restaurant enhanced SONA 5's experience because he felt like he could trust their claims of being locally sourced more since he was nearby farmland. For farm-to-tables located in cities, this presents a unique challenge for them as opposed to more rural farm-to-tables that can partially rely on location to speak to their credibility.

One way urban-based farm-to-tables can achieve this is through transparency, as expressed by two participants. SONA 6 and 8 specifically mentioned the word ‘transparency’ as a key signal of credibility. SONA 6 expressed how he would consider farm-to-tables to be credible if they were forthcoming with whom they work with. He also illustrated an understanding of greenwashing and how this contributed to some of his skepticism towards businesses claiming to be green.

“I think that when they're transparent with whom they work, it's credible. But there's the idea of greenwashing and that can be applied to so many industries so farm-to-table can be like a buzz term. So it's appealing, but one has to be scrutinizing or at least careful.”

His suggestion of restaurants sharing what farms they source from would likely help him form a mental connection of the farm(s) the restaurant is sourcing from and close any gaps of uncertainty. Plus, it gives him the option to conduct further research on the farm(s) and learn

more about their story if he chooses. It's likely SONA 6 would look into this because he mentioned the importance of consumers scrutinizing these green claims. It's also interesting he used the term 'greenwashing' because it illustrates how this form of deception or misleading information can impact the perceived credibility of places like farm-to-table restaurants.

Although SONA 6 had not heard of farm-to-tables guilty of greenwashing, he did hear about other forms of greenwashing that have happened at the grocery store, like Costco. "There were these plush blankets at Costco that were not packaged in plastic, which is good but then they called them like green blankets but the fact was the only thing green about it was the packaging." SONA 6 accurately described a case of greenwashing and demonstrated how easily consumers can be misled. This case was notable enough for him to recall it during the interview, specifically when the researcher asked what his perceived credibility of farm-to-tables is. This emphasizes how memorable some greenwashing scandals can be to people like SONA 6 and further impact future green purchasing decisions. Thus, it's understandable why SONA 6 would prefer to see some transparency from farm-to-tables to enhance his perceived credibility.

Similarly, SONA 4 alluded to the concept of greenwashing without explicitly stating he knew what it was. He suggested a third party form of authentication to help increase the credibility of farm-to-table restaurants:

That part is difficult because companies can say that they do a million different things to help the environment and whether or not they actually go through with that, or it was just a one off thing, it's kind of hard to prove that. I think the best way to make these businesses credible and accountable would be regulation, or maybe stop in visits from an inspector or something like that..So a stamp of approval would be great for these restaurants to be like hey we are actually legitimately good, we're actually trying to do this and we're not just touting it for clout.

It's clear SONA 4 was aware of companies who mislead their consumers about how green their practices actually are. Thus, he suggested a stamp of approval to verify the sustainable claims of

the restaurant. This helps to ensure there's no foul play because a third party likely has nothing to gain by approving the establishment for its sustainability claims. It can be inferred from SONA 4's response that verification from an outside source is more trustworthy than claims from the farm-to-table restaurant itself.

Alternatively, Pilot 2 described farm-to-table restaurants as being more performative than actually legitimate. He alluded to the idea that as this concept gains greater popularity and more people begin caring about where their food comes from, businesses will be more likely to take advantage of this.

I feel like depending on the place, it would vary but if I honestly had to guess it would probably be more performative than actually done because I feel like it's kind of hard to fact check all that and it would be pretty easy to just say that your farm-to-table. Especially as more people care about it, that would be more of an incentive to move to things like that. But I also feel like it'd be something pretty easy to lie about and I don't think a lot of people fact check that.”

This is reflective of how greenwashing started because when the consumer demand for eco-friendly business practices increased, so did the number of greenwashing scandals. Although Pilot 2 didn't specifically mention greenwashing, it's likely possible he's experienced or learned about it elsewhere. If so, this may have contributed to his perception that farm-to-tables are more performative than legitimate.

SONA 9 echoed a similar sentiment when he expressed he is less trusting when farm-to-table restaurants play heavily into the aesthetics of what people would expect to see at such a place. “You also have some restaurants where it's kind of like the ones that lean really heavily into the aesthetic where it feels like they're trying too hard. I feel like I doubt those ones sometimes.” SONA 9's response suggested he perceived the concept of farm-to-table restaurants to be trendy, which appeared to be a deterrent for him. It can be inferred SONA 9 would prefer a healthy balance between promoting the concept and the overall ambience of the restaurant. This

suggests it's important for farm-to-tables to be wary of how much emphasis they are putting on the overall feel of the restaurant versus the legitimacy of their practices.

On the other hand, three participants described having a high credibility perception of farm-to-table restaurants. Pilot 1 described perceiving farm-to-tables to be credible because of the people in his grandparents' community who have farm-to-table restaurants. Furthermore, his grandparents also own a farm-to-table restaurant, as previously mentioned.

At least from my own anecdotal experience, I perceive them to be pretty credible, at least the ones in my grandparents community, people who live in those areas who have decided it's worth their while to live in those areas and be less connected to the amenities of modern civilization. I think people who are willing to stay out there and keep the land that their parents and their grandparents before them and generations before them farmed, I think they're dedicated.

In addition to visiting his grandparents' farm-to-table, Pilot 1 illustrated he's interacted with people in Puerto Rico who care deeply about their land and preserving it for future generations. He appeared to interpret those who have chosen this particular lifestyle as being dedicated and therefore likely loyal to their practices. This explains why he associated other farm-to-tables with being credible because he perceived those who make this choice to be dedicated to this lifestyle and therefore less likely to deviate from their sustainable promises. It could be inferred Pilot 1 views those who own a farm-to-table as a positive and ultimately credible reflection of their character. Furthermore, he's seen firsthand how his grandparents ethically operate and manage their restaurant. Thus, his positive and authentic experiences have led him to believe farm-to-table restaurants are inherently credible.

Additionally, SONA 7 illustrated being generally trusting of farm-to-tables, but has never dined at one before. He described perceiving farm-to-tables to be credible about 90% of the time because he recognized there are some restaurant outliers who are not credible. "Probably like 90%? I bet you there's like one in every 10 that's trying to do it and they might lie about it. But I

think most people are genuine.” SONA 7 demonstrated being optimistic in his belief that most farm-to-tables are credible. His explanation for why he felt this way was because he viewed himself as a generally trusting person. Although he wasn’t asked, it’s possible SONA 7 has not experienced or learned about greenwashing cases before. This possible inexperience or lack of knowledge may be impacting his perceptions of green businesses like farm-to-tables for the better. In sum, a variety of factors like location, greenwashing, and previous dining experiences at farm-to-tables impacted participants' perceptions for how credible these restaurants are in their practices.

Sub theme: Certification Stamp

Both mockup ads had a green restaurant certified stamp from a third party source to help convey a greater sense of credibility. In summary, participants had varying perceptions of the credibility of the ads, with some feeling the certification stamp enhanced credibility, while others were more skeptical.

Most participants felt the stamp spoke to the ad's credibility, even though they didn't know what 'green restaurant certified' meant or who the organization was; its presence on the ad was enough to signal credibility. A few participants, SONA 5, SONA 6, and Pilot 2, expressed more nuanced views though.

SONA 5 expressed that the certification stamp in the masculine ad enhanced the ad's credibility because it's unlikely for a fraudulent restaurant to include it:

I would say the ad is credible. I would definitely believe this is a farm-to-table restaurant. The certification thing- anybody could throw that on an ad but I don't think that people that wanted to advertise a farm-to-table restaurant would really- like if they really wanted to be credible they wouldn't miss out on that. But someone that was trying to fake being a farm-to-table restaurant, probably wouldn't even know what to put in there.

SONA 6 said he would look up the website included on the stamp to find out more.

So one thing is whenever I see a seal, I'm somewhat hesitant. I don't believe them until I do my own thinking and looking so I'm like okay there's a seal but to me it means nothing as of right now.

Learning more about the certification stamp would presumably enhance his perception of credibility for the masculine ad. Recall that SONA 6 described earlier about the great care he takes in making informed decisions about environmental behavior, so it's possible SONA 6 represents a niche group within this broader segment of cis-men consumers.

Pilot 2 didn't feel the certification stamp added credibility because he didn't know what it meant. "Yeah, I just don't really know what Green Restaurant certified means. Or like I don't know the qualifications for that or who certifies that so I don't personally-like the certification doesn't really make it more credible to me." He was not explicitly asked, though, whether he would look up information to confirm its authenticity. He did not allude to having any interest in conducting further research into what the stamp meant. As previously stated, Pilot 2 also perceived farm-to-tables in general to be performative more than actually legitimate. This likely explains why he appeared to be skeptical towards farm-to-tables, even if they had a third party awarding them a certification stamp. Overall, the certification stamp helped contribute to the perceived credibility of the ads but cannot be the only signal of credibility, based on the participants' responses.

CHAPTER 5. DISCUSSION

Summary of Key Findings

In regards to *greater favorability towards the masculine ad*, participants described elements they liked and disliked for both ads, but ultimately six participants voted for the masculine ad as the one they were the most drawn to. Participants perceived the masculine ad to be more professional based on the plating photo and were especially drawn to the sheep logo for its artistic style. The second theme emerged as many participants illustrated a variety of reasons for having a *positive attitude towards farm-to-table dining*. These reasons were that some participants understood the benefits of this type of small business, had prior experience dining at a farm-to-table and/or their personal relationships positively influenced their overall ecological worldview. The third theme, *imagery, color and font are vital*, was developed based on how these design elements impacted participants' willingness to dine at either of the restaurants. Overall, participants wanted to see authentic images from the restaurant itself, consistent font and a more cohesive color palette. The fourth and final theme, *certification stamp and perceptions inform credibility*, discusses how participants' perceptions of farm-to-tables in general and the certification stamp in the mockups ads influence their perceived credibility of this type of establishment.

Implications

Within the theme, *greater favorability towards the masculine ad*, the sheep logo gained a lot of positive attention from participants for its artistic style and the plating photo was interpreted as a cue the restaurant was fine-dining. The black sheep logo emulates the drawing

style of etching and has a more rugged or rustic stencil look, as described by three participants. These characteristics are arguably masculine features, especially when compared to the feminine ad, which is a more cartoon styled sheep logo. The researcher anticipated participants would be in favor of, or at least drawn to, the masculine sheep logo because it matches the intended perception of farm-to-table restaurants being ‘manly’. When people try to imagine what a farmer looks like, “the first image that pops to mind is usually of a man, often clad in flannel shirt, Carhartts and muddy boots” (Rootstock Editor, 2019). Farming is a laborious and physically demanding job that historically has been dominated by men. In 2021, a survey found men occupy about 73% of the farming workforce in comparison to women in the U.S (Zippia, 2021). This helps explain why people, but cis-men especially, would associate masculinity with farming as there is significantly less women in the field. Thus, the masculine style of the sheep logo enhances the perception of the farm-to-table restaurant being manly.

Furthermore, it is important to discuss the history of etch style art as it can be connected to masculinity as well. This “technique of etching emerged from the method of decorating armor in the fourteenth century” (University of Oxford, n.d.). This process requires a sharp tool and strength to be able to carve into the metal. Historically and presently, cis-men have been the primary participants of war. As of 2021, “there were 76,495 male officers in the U.S. Army, compared to 17,275 female officers” (Statista, 2021). Some of the most notable characteristics of war are violence, strength, bravery and victory. These bear a great resemblance to traditional masculine traits as “researchers have argued that the military embraces masculine values that emphasize physical and mental fitness and self-reliance” (Reit, 2009). This illustrates that from the beginning there is a relationship between this style of art, war and masculinity. Eventually the decoration of armor through etching “led to the discovery of etching as a printmaking

technique” (Breiding, 2003). Artists adopted this new medium into their work and oftentimes depicted scenes of war, furthering the relationship between the two. Of the most memorable etch artists, men unsurprisingly dominate this area as well (Reed, 2017). This style of art can be found in places like museums and history textbooks, making it very likely the researcher’s participants have seen this style of etch art before. The relationship between etching, war and masculinity could explain why eight out of eleven participants noted liking the sheep logo for its artistic style as they perhaps subconsciously associated it with masculine values and traits. In comparison to the feminine ad, many participants disliked the sheep logo for its swirls and cartoon style. For farm-to-table restaurants wanting to reach cis-male audiences, it would be advantageous to choose a logo that incorporates sharp and straight design elements, while avoiding soft and curvy elements (Velarde, 2017). Figure 7 illustrates how the artistic style of etch art was used to depict war scenes and violence.



Figure 7. Etch Art & War ([Getty Images](#), 2018; [Albrecht Dürer](#), 1513; [Urs Graf](#), 1516).

To understand why the plating photo elicited the perception of fine-dining and professionalism, it’s important to start with the contents in the photo. The plating photo depicts what appears to be a man’s hand garnishing a plated dish with red meat and herbs. The red meat could be associated with masculinity because “hegemonic masculinity has a long transnational history of association with eating animals” (Oliver, 2021). In short, hegemonic masculinity “has

been used to explain men's health behaviors and the use of violence" when studying gender order and roles (Jewkes et al., 2015). The reasoning for the perceived relationship between meat and masculinity can be traced back to hunting and gathering times. After a symposium in 1966, 'Man the Hunter', it has been largely assumed "that prehistoric men hunted while women gathered and reared their young" (Wei-Haas, 2020). This assumption was partially based on the idea that women had the same gender roles and physique back then as they did in the 1960's. However, researchers have determined this is a misconception as archeologists continue to discover discrepancies that suggest women also hunted (Wei-Haas, 2020). Nevertheless, "the romanticized idea about our hunter-gatherer ancestors is something that is widely spread and used as a justification for meat eating in Western culture" (Klainberger, 2020). The act of hunting requires physical strength and dominance, which are some of the most significant traits of traditional masculinity. Thus, it's understandable why there is a perceived relationship between hunting and masculinity.

Furthermore, "many believe that meat is nutritionally necessary for a healthy male diet" and will contribute to greater strength (Liez, 2022). This has also been proven to be a myth as humans can reach their nutritional and strength goals without the consumption of meat. Yet a recent study revealed only 5% of Americans identify themselves as vegetarian (Hrynowski, 2019). Unsurprisingly, women hold the majority in comparison to men who eat a vegetarian based diet. While there are several explanations for this, marketing is the most relevant and worth discussing in relation to this study. During "the 19th Century, when it became more socially acceptable for parties of women to dine alone, restaurants and advertising executives scrambled to decide which foods were suitably feminine" (Gorvett, 2020). This led to the misconception women prefer lighter dishes like salads and desserts and men prefer heavier foods

like steak. This narrative continues to be told especially through fast-food advertising and marketing. A perfect example of this was the [Burger King commercial from 2006](#) “overtly telling their audience that meat eating is masculine” (Klainberger, 2020). The commercial conveys the idea that men have a huge appetite, unlike women, and need meat to satisfy their hunger to make them physically stronger. Anything else that isn’t meat is therefore inherently feminine and only for women. Unless this narrative changes, the stereotype that vegetarianism is feminine and eating meat is masculine will persist.

If the plating photo signaled a sense of masculinity, it’s possible this then led to a perception of greater professionalism. One explanation for this could be the way men and women are viewed differently in the food service industry. Men are often referred to as ‘chefs’ whereas women are commonly called ‘cooks’. The difference is “a chef is considered the leader of a professional kitchen and an expert in their occupation, [and] a cook is regarded as more of a blue-collar worker who cooks with their heart and uses instinct” (Druckman, 2010). This illustrates how male chefs are taken more seriously than female chefs. As a result, men dominate this industry with 74.8% being male chefs (Zippia, 2021). To understand why, it’s important to be reminded that womens’ occupation used to be limited to cooking, cleaning and taking care of the family. Therefore, this housewife trope is still embedded in the language used today as “excellent female chefs are being described by the media (...) as ‘nurturer’ and ‘caretaker’” (Druckman, 2010). These terms contribute to the suppression of women who aren’t taken as seriously when trying to achieve something other than taking care of others and bearing children.

Taking it one step further, certain food brands are sometimes given masculine or feminine names based on the product. For example, brands like Chef Boyardee and Oscar Meyer

produce meat and have traditionally male names. In contrast, baking brands like Marie Calendars and Mrs. Fields are traditionally female names. Research has shown brand names “containing front vowels (e.g. *i, e*) as opposed to back vowels (e.g. *o, u*) [are perceived as feminine and] brand names with consonants (i.e. stops such as *p, t, b* and *k*; fricatives such as *f, s, v* and *z*)” are perceived as masculine (Lieven et al., 2014). It could be argued the creators of these brands were trying to achieve a particular association between the name and the product. Furthermore, the female branded names arguably resemble a mother or grandmother figure who cooks at home versus a woman cooking professionally. These brand names only deepen the dismissive attitude towards women being legitimately talented and skilled chefs. As it stands, “when women do something well, [others] are much more inclined to see it as “natural” [and] when a man does something well, [others] see it as a “skill” (Marcal, 2021). The feminine ad did not have a hand in the plating image, however, other design elements were arguably feminine appearing. Thus, when participants saw the male hand in the plating image, it’s likely they associated greater professionalism because male chefs are taken more seriously than female chefs.

While it can be argued the plating photo led participants to believe the masculine ad was more expensive and fine-dining, it’s difficult to explicitly determine without a doubt if other factors impacted this perception. Thus, future research should conduct a content analysis to see how frequently masculine and feminine design elements are used in fine dining restaurant advertising versus cheaper, family friendly restaurants. It would also be advantageous to conduct a pretest with the mockup ads to ensure participants perceive the ads to have equal costs in their menu.

The second theme, *positive attitude towards farm-to-table dining*, provided insight into how and why participants were supportive of dining at this type of restaurant. In general, all

participants described having appreciation and respect for the environment. When asked why, eight of them discussed their family or friendships as key people who have influenced them to care about nature and do their part, big or small.

For participants who mentioned their mother or grandmother as an influence, they described learning from a young age the importance of recycling, throwing away trash and leaving nature the way it was found. Developing these habits and values often starts from a young age “through exposure to socialization agents (e.g. parents and teachers), store visits and brands” and lasts through adulthood (Hosany et al., 2022). This illustrates the value of learning these behaviors as a child and the lasting impacts they can have up to young adulthood in the case of these participants. Alternatively, other participants demonstrated being impressionable in their young adulthood stage as they mentioned a female friend who has influenced them to do their part for the environment. For those who did not grow up in an eco-conscious household, this study suggests they are still able to be influenced by their peers to participate in eco-friendly behaviors even as a young adult. Thus, personal relationships are especially valuable in shaping cis-men’s ecological worldview and actions.

Of these eight participants, five identified female relationships such as mother, grandmother and friend as being key players in teaching them how to take care of the environment. With women being the primary influencer, this contributes to the argument that women are more pro-environmental than men (Hu & Parsa, 2010; Kwok et al., 2016; B. DiPietro et al., 2013). It also raises an interesting question about cis-men’s relationship with women in their lives and how they learn from them. Future research should explore if cis-men retain pro-environmental information better when it’s from female relationships in their life rather than male relationships. Overall, it can be argued the influence of these personal relationships, in

regards to caring for the environment, can help explain participants' positive attitude towards farm-to-table restaurants because it aligns with their environmental values.

Another contributing factor for why participants had a positive attitude towards farm-to-table dining was the perception these restaurants are small businesses, as opposed to chains or franchises. This perception is typically true of farm-to-tables and participants most likely thought this because there aren't many farm-to-table chains when thinking of restaurants in general. These participants recognized supporting small businesses stimulates the local economy and their support is extremely valuable as it helps the owners stay in business, which can be difficult when competing with large corporations (Lustberg, 2022). At the same time, these participants also understood small businesses to be more expensive because of ethical sourcing and possibly higher pay for the employees. This perception is also correct as "locally sourced ingredients are simply more expensive because they require more labor" (Fourth, 2018). On a larger scale, the hope for farm-to-table owners is that over time there will be an increase in demand for this type of food and the cost will go down as a result. One study found "that the more millennials become conscious about their health, the more they are willing to pay extra" (Nicolau et al., 2020). Fortunately, this and other recent studies have shown consumers are caring more about where their food comes from and more people are willing to support the movement of farm-to-table. Before conducting this study, the researcher understood the current shared student status of these participants would be a factor in terms of how much they're able to support farm-to-table restaurants. Parents of college students will often continue to financially support their children as a survey revealed "parents' income and savings account for nearly 45% of college costs" (McCormack, 2022). This is not limited to the cost of tuition and includes other living expenses like food and housing. For students with a limited budget, they may be less inclined to spend

more money on food if they don't have to. Similarly, some students may not have the luxury of their parents financially supporting them so they also may want to spend less money on food when they can. A study "found that 36% of college students are food insecure" which can include "purchasing minimally nutritious food that costs less" (American Psychological Association, 2019). This illustrates how college students with a tight budget may not be as eager to dine at a restaurant that's more expensive, like farm-to-tables. However, the researcher still wanted to explore if supporting a farm-to-table would be of any interest or importance to them because their responses could still demonstrate how they would act in the future. Overall, participants were not completely deterred by the higher cost because they still saw the value in supporting small businesses, they just wouldn't make it a regular habit to dine at such a place. It can be inferred participants would be more likely to support a farm-to-table, possibly regularly, in the future when they are more financially stable and less dependent on their parents for support.

Additionally, four participants described pleasant dining experiences at farm-to-table restaurants and this likely contributed to their positive attitudes towards this concept. Factors like location, food quality and other signals of authenticity enhanced their dining experience. Most notably, one participant shared his grandparents own a farm-to-table restaurant. This close connection likely enhanced his attitude because his most prominent experiences with farm-to-tables have been up close and personal where he's able to see sustainable practices in action. Overall, participants illustrated how important authenticity, in various forms, was to them when thinking about their positive attitude towards farm-to-tables. Thus, it would be advantageous for farm-to-table restaurants to focus on conveying authenticity to potential customers, based on the results of this study.

Within the third theme, *imagery, color and font are vital*, photos of the food held the greatest weight in terms of persuasion. The researcher used stock photos because the ads were for a fictitious restaurant, which meant there were no authentic photos to use. Participants were consistently dissatisfied with the use of stock photos in both of the mockup ads. It was clear most of them would have preferred to see images representative of the restaurant itself to convey a greater sense of authenticity. This could include the staff, interior/exterior of the restaurant, but most importantly, the food. Understandably, the type of cuisine and dishes served on the menu was one of the most important deciding factors when deciding where to eat. Participants wanted to see more imagery from the restaurant highlighting what dishes they serve and are particularly unique to the restaurant.

However, farm-to-table restaurants should choose wisely as certain elements of a meal image could be interpreted with certain connotations. Prior research argues “that food images (and consumption) can be used to portray images of cultural experience, status, cultural identity, and communicating/sharing” (Frochot, 2003). In the context of this study, status was the primary connotation associated with the imagery used. Participants interpreted the masculine ad as being more professional and offering a fine-dining experience solely because of the plating photo with the red meat and male hand. In contrast, the feminine ad included a photo of just pasta and overall was perceived to be more casual based on a combination of factors. Based on this study, if a farm-to-table restaurant is trying to convey they are fine-dining they should use an image similar to the one in the masculine ad. Otherwise, they should emphasize their vegetarian options, if applicable, as this is associated with femininity.

Although imagery was the most significant in terms of persuasion, the font and color were still powerful design elements that helped shape participants’ overall perceptions of the

restaurants. Some participants favored the font choice in the masculine ad because it seemed more professional than the feminine ad. Cursive font is generally associated with female handwriting and likely explains why some participants experienced a slight aversion and compared it to wedding or baby shower invitations (Sokic et al., 2012). Alternatively, one participant felt the font style in the masculine ad did not match with the plating photo in terms of cuisine type and atmosphere of the restaurant. The ‘Black Sheep’ western style font led him to think the restaurant would emulate more of a ‘bar and grill’ atmosphere with larger meal portions for a cheaper price. This somewhat aligns with the researcher’s intention of choosing the Rye font because similar font styles are used for sports bar and grill restaurants. Figure 8 is an actual bar and grill restaurant that uses a similar font style to Rye and illustrates how this type of font style is used for these types of restaurants.



Figure 8: Real Bar & Grill Restaurant (Jonna’s Bar & Grill, 2017)

These types of bar and grill restaurants often cater to cis-men as they typically offer several meat based entrees and have a machismo ambience. If the plating photo was replaced with something that would be perceived as less formal, like an image of a burger, it might have aligned better with the font in the participants’ mind. Thus, future farm-to-table restaurants should carefully consider what font they want to associate with their restaurant depending on the audience they are trying to reach. One suggestion is to use gender neutral fonts like Helvetica or Garamond as these have been used for a variety of brands that cater to both men and women

(Velarde, 2017). Additionally, a few participants noted they did not like the use of two different fonts in either of the ads. The justification for choosing two different fonts was so that the main title could stand out more with unique characteristics and then the subheadings could be more simple because they didn't need as much attention. However, this led them to feel there was inconsistency within the ad and they did not enjoy this. Therefore it may be advantageous to limit the font choice to one based on the responses from this study.

For the feminine ad, many participants specifically pointed out they disliked the cursive font used for the main title 'Black Sheep'. The researcher chose cursive font because it can be perceived as having feminine qualities. Studies have shown "female handwriting has greater circularity, and it is more delicate and decorative than for men" (Sokic et al., 2012). This supports the argument that the font used is feminine because it clearly has a delicate and decorative style. In contrast, men's handwriting is often described as hurried, scruffy and spiky (Sokic et al., 2012). With both being significantly different, it's possible the participants disliked the font because it's not reflective of their own handwriting style.

Additionally, a study found participants were able to correctly identify the gender of handwritten samples by about 65% (Beech and Mackintosh, 2004). This could explain why two participants compared the font to wedding and baby shower invitations. Wedding and baby shower invitations both traditionally have a feminine touch to them so the participants most likely identified the main title as being a woman's handwriting and then made the connection to a wedding or baby shower invite. Thus, it's clear these participants associated the font with women and femininity. One participant made the argument that farm-to-table restaurants typically market themselves as 'boutique-esque' when viewing the feminine ad and specifically did not enjoy this. It can be inferred he was referring to boutique stores for women. This ties

back to the researcher's main argument that environmental messaging is often catered to appeal to women and therefore deters cis-men from participating in the desired behavior.

When examining color, the color palette for the feminine ad was more positively received than the color palette for the masculine ad. The combination of yellow, green, black and white in the feminine ad created a brighter tone that appeared to resonate well with participants. The sun is a necessary element for growing crops on a farm, which could explain why participants may anticipate these restaurants to be brighter and not as dark as the masculine ad. Dark blue in particular did not resonate well with participants when viewing the masculine ad, which is surprising because blue is said to resonate well with male audiences in advertising (Zbooker, 2017). It's possible participants would have liked the blue more if it was in combination with other colors instead of green and brown. Conversely, a lighter blue may have been more effective to illustrate a brighter tone, as this was something participants liked about the feminine ad. Or, the elimination of blue altogether may have elicited more positive responses in regards to the color scheme. The masculine ad also had one extra color than the feminine ad, which may have overwhelmed participants and diminished its perceived cohesiveness. Future research should explore if lighter colors or the combination of dark blue with other colors is more effective with cis-male audiences in the context of farm-to-table advertising.

The fourth and final theme, *design and perceptions inform credibility*, emerged as participants had mixed feelings about how credible farm-to-tables are in general and articulated perceiving the masculine ad to be more credible, illustrating greater effectiveness. In total, seven participants said they would take the certification stamp at face value and would not question the credibility of the restaurant any further for the masculine ad. This is in line with prior research that argues credence attributes can establish trust and credibility (Janssen & Hamm, 2012). As

consumers continue to be skeptical of businesses environmental claims, this study provides support for farm-to-table restaurant owners interested in exploring third party certification programs, like the Green Restaurant Association, to further communicate their legitimate sustainable practices. However, the placement and position of the certification stamp is significantly important. Some participants felt the feminine ad was less credible because the certification stamp was slightly overlapped by a photo. Participants interpreted this as a sign of laziness and sloppy ad design. Based on this study, the placement of the stamp revealed to have significant effects in terms of how it was interpreted. Future farm-to-table restaurants should carefully consider how they will place their certification stamp within their advertising if this is something they choose to advertise.

Furthermore, location of farm-to-table restaurants appeared to have an impact on the perceived credibility as well. For farm-to-table restaurants in the city, it would be highly beneficial to explain to customers what food traveling distance is still considered to be local. This is based on some participants expressing distrust when these types of restaurants are in cities as opposed to areas surrounded by farms. This illustrates a misunderstanding between the participants and the concept of farm-to-table restaurants as they actually can source their goods up to 400 miles away and still be considered local (Camerlynk, 2016). It would be advantageous for farm-to-table restaurants to clarify this misunderstanding. Some suggestions would be posting information on their website, menu, or having servers inform guests who are new to the restaurant about their sourcing.

Similarly, many participants were not aware farm-to-table restaurants use a seasonal menu when asked to describe their perception and understanding of this type of restaurant. Those who were aware of this, specifically mentioned seasonality as something they enjoyed about the

concept. For those who don't know what farm-to-table restaurants are, it can be easily inferred that the meals served are using ingredients directly from the farm, but the seasonal menu practice is less obvious. One explanation for why participants were unaware of the seasonal menu is they most likely do not think about where their food comes from or question why they have access to produce year round. A recent survey found "that 48 percent of Americans say they never or rarely seek information about where their food was grown or how it was produced" (Kirshenbaum & Buhler, 2018). It's possible that once people are educated about where their food comes from, they would be in greater support of dining at a farm-to-table restaurant. Based on this study, promoting the use of a seasonal menu could potentially be another selling point for consumers to dine at a farm-to-table and would be advantageous to promote this information in either the menu, website or its advertising.



Figure 9. Masculine Mockup Ad with Marked Design Elements



Figure 10. Feminine Mockup Ad with Marked Design Elements

Limitations

Although the majority of participants provided detailed descriptions of their experiences and perceptions of farm-to-table restaurants, the female gender identity of the interviewer may have impacted participants' responses. One participant in particular appeared uncomfortable throughout the interview and may have benefitted from being interviewed by a cis-male instead. Future research should consider using a cis-male interviewer to explore if participants' responses differ in any way. Furthermore, these results are not generalizable and only represent a small student population within Colorado State University. A larger study with more participants of all ages and different backgrounds would be necessary to be more representative of the population. Additionally, it's possible the participants experienced social desirability bias likelihood when asked to describe their attitude towards farm-to-table dining because they all shared having a positive attitude. Since farm-to-tables are beneficial for the environment and being supportive of the environment is a social norm, it is possible participants felt pressure to answer in a way that would be socially acceptable. Lastly, the use of fictitious restaurants may have impacted the results of the study because the images were not authentic and some elements lacked cohesivity. Thus, future research should spend more time creating a story behind the fictitious restaurant to further develop its brand, menu content and overall aesthetic.

Conclusions

In sum, participants demonstrated feminine and masculine design elements do play a significant role in shaping their perceptions and willingness to dine at a farm-to-table restaurant. Although more participants voted for the masculine ad, it was not an overwhelming majority, which means some feminine design elements were well received by some participants. Green skepticism was also present in a few participants' responses who described cases of

greenwashing, even if they did not explicitly state they knew the term itself. This, and other trusting responses related to the stamp, provides support for the use of a third-party certification stamp to further communicate credibility. Overall, this study presents opportunities for future research regarding environmental advertising design for farm-to-table restaurants and other environmentally sustainable businesses.

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APPENDICES

APPENDIX A 7.1 Moderator's Guide

Interviewer's Script and Questions

Cis-Male College Students' and Farm-to-Table Dining Interview Guide

Moderator reads: Hi and welcome! My name is Maya and I will be guiding the discussion with you today.

Spend 3-5 minutes building rapport with participant Possible Questions:

- How's your day going so far?
- What are you studying?
- What do you like about your major?
- What year are you?
- Where are you from?

Read Consent Form to Participant: Thank you for your interest in this exploratory study on green purchase behavior in the context of farm-to-table restaurants! You must be a student at Colorado State University and at least 18 years of age to participate in this study. There are no known risks to participating in this study. Through this discussion, we hope to gain more knowledge about how you make decisions about dining at farm-to-table restaurants, including previous experiences, and how advertising plays a role in informing this decision as well. This one-on-one interview is voluntary, confidential, and should take 1 hour of your time. If you decide to participate in the interview, you may withdraw your consent, stop the discussion and exit at any time without penalty. Do you give your consent to participate in this research study?

If participant says yes, the study will continue. If the participant does not consent, the interview will immediately end and the participant will exit the room.

Continue interview from here if participant consents:

Well, you have been invited here because you identify as cis-male, fit the age requirement and have previously dined at a restaurant in the last year. The purpose of this interview is to understand how internal and external factors may inform your decision to dine at a farm-to-table restaurant. This includes advertising, attitude, norms, perceptions, and previous experiences. This is not for marketing research and is simply exploratory in nature. My goal is to gain a deeper insight into how you make these decisions and how you interpret farm-to-table advertising. Before we begin, I want to clarify there are no right or wrong answers as this discussion is focused on your personal experiences and opinions, which are unique to you. The goal of this discussion is to get at the richness of your experiences and perceptions in the context of farm-to-table dining. Also, our conversation will be audio recorded so I won't miss any important details when interpreting your response after the interview. Your responses will remain confidential and will be privately stored. Only I as the interviewer will know what you said.

My role here as the interviewer is to guide our discussion from one question to the next. If you'd like me to elaborate on a question, provide an example or clarity, please let me know and I'll be happy to do so. The duration of this interview will be 1 hour with a 5 minute break at the half-way point. Please help yourself to snacks and refreshments if you'd like. If you need to have your cellphone on, that's okay, just let me know you need to pause the interview and you can step outside to take a call or respond to a text.

Questions

****Before Viewing Mock-Ups****

1. In general, how often do you dine at a restaurant?
2. Describe how you decide what restaurant you want to dine at.
 Prompts: For example, are you thinking about the type of cuisine, friendly staff, distance to destination, recommendations from friends/family? etc..
3. *Awareness of consequences*-Describe to what extent do you consider the impact of your restaurant dining habits in relation to the environment?
4. *Ecological worldview*- How would you describe your view towards the environment and your relationship with it? Prompt: How did you get involved in those things?
5. *Environmental value*- In your experience, are there aspects of the environment you value? Some examples would be preventing pollution, respecting the Earth and/or protecting the environment? Prompt: Why do you think you feel that way?
6. *Past behavior*- In past experiences, have you ever made a decision for the benefit of the environment? Prompt: Can you describe this experience? If answer is no, ask to explain why not Prompt: Why do you care about this specific environmental thing?
7. *RQ3*- From your experience, how would you describe a farm-to-table restaurant?
 Prompt: If unsure, inform participant a farm-to-table restaurant uses locally sourced and seasonal ingredients in their menu
8. *RQ3*- Describe your previous experience(s) with a farm-to-table restaurant
 Prompt: If no prior experience, describe your perception of a farm-to-table restaurant
 Prompt: Why do you think that? What is that perception based off of? Is there a memory you have of learning about F2T?
9. *RQ2*- Describe to what extent do you perceive these farm-to-table practices to be credible?

Prompt: If low credibility perception, ask how could you be convinced the farm-to-table restaurant practices are credible or what would they have to do to convince you? Or tell me if you believe them to be ethical in their claims? Why or why not? Can you think of a time when an eco-friendly company/business mislead you? If not, any business?

10. *Image of green purchase*- How would you describe your overall image of others who support farm-to-table restaurants? What do you think has influenced this image you have others?

10.a - Imagine you've just dined at a farm-to-table restaurant, how do you feel about yourself? Prompt, if needed: What do you think that choice says about you?

11. *RQ2 & Social norm*- Who are the 3 people in your life whose opinions you value? You don't have to name names, but just describe their relationship to you.

12. Prompt: Who are the 3 people in your life that influence where you decide to dine out at?

11.a What impressions could you imagine they would have if they saw you dining at a farm to table restaurant? If you think they would be indifferent or don't care, why?

11.b Would their opinion about you dining at a farm-to-table restaurant affect your decision to dine at a farm-to-table? Prompt: If your best friend, your parents or your partner wouldn't like you dining here, would you still do it or not?

13. *RQ2 & Personal norm*- Describe to what extent do you feel a personal obligation to support a farm-to-table restaurant? Why or why not?

14. *Ascription of responsibility*- Describe to what extent do you feel it is your responsibility as a consumer to support farm-to-table restaurants? Why or why not?

Personal obligation is what you feel you need to do, whereas the latter refers to your role as a consumer in the world

15. *Attitude toward green purchase*- How would you describe your attitude towards dining at a farm-to-table restaurant? Prompt: For example, would your attitude towards this be good, bad, pleasant, unattractive, beneficial? Why?

Moderator: Okay, let's take a 5 minute break. Help yourself to snacks and refreshments if you'd like.

****While Viewing Mock-Ups****

Now I'm going to show you print ads for a farm-to-table restaurant

[present one at a time, same questions for each]

15. What catches your attention first? Why?

16. Is there anything you don't like about the ad? If so what and why?

17. *RQ2*- Describe your initial attitude towards this ad. Prompt: For example, good, bad, pleasant, unattractive? Is there anything specific that you feel contributes to your attitude?

18. *RQ2*- Describe your initial perceptions/impressions of this ad.

19. *RQ1*- If given the choice, would you dine at this restaurant? Why or why not?

Follow up: If yes, would you bring someone with you and why? If yes, who?

20. *RQ2*- Please explain why you find this ad to be credible or not credible?

21. Is there anything stylistically you like about the ad?

22. If you had to choose, which ad would you say you are most drawn to overall?

23. Is there anything else you would like to add that I didn't already ask you?

Moderator: Okay that is all the questions I have for you today. Is there anything else you would like to add that I didn't already ask you?

Moderator: Okay thank you again for your time and participating in this interview today. I appreciate you sharing your experiences with me. I will be sending you my final interpretations of this interview in one month to verify accuracy in my interpretation. Have a good day!

APPENDIX B 7.2 Recruitment Materials

In-Class Recruitment Script

Hello!

My name is Maya and I am a MS student in the department of Journalism and Media Communication. I am currently working on a study to understand college student perceptions of and experiences with ads for a particular type of restaurant business. I'm looking for participants who identify as cis-male, are at least 18 years of age and have dined at a restaurant in the past year. The study will consist of me interviewing you for 1 hour either in a conference room on campus or online via Zoom based on your preference. Participating in this study could help make restaurant advertising and marketing more inclusive of the cis-male perspective, which prior research has demonstrated is left out when marketing certain types of establishments. The interview is confidential as your name will not be associated with your response when the data is analyzed and this is also voluntary. You can earn 1 SONA Credit, equaling typically about 5 extra credit points or 1% in a grade bump, for participating in the interview. If you're interested in participating, I will be sending out emails to all of you with more information on how to register. If you have any questions or concerns, please email me at fjensen@rams.colostate.edu

Thank you!

Email Recruitment and Reminder

Mass Email Notification SONA

Hello,

If you are receiving this message, it is because your instructor, in one or more of your classes housed in the Journalism & Media Communication Department, has registered you for the opportunity to participate in research studies to earn extra credit through SONA.

Currently, there is **XX** new research studies in the system. By participating in one or more of these studies, you are eligible to receive extra credit in your JMC class.

Title: Gender and Green Purchase Behavior

In person study— [1] SONAcredit; Open until March 1, 2023

Description: This study is interested in how cis-male college students form decisions about dining at a farm-to-table restaurants, based on previous experiences, and how advertising plays a role in informing this decision. Participation will take approximately 1 hour. This survey is completely confidential your names will not be associated with your response once data is analyzed.

Please remember that study participation is on a first come, first serve basis. If you are having any technical difficulties, please contact Maya Jensen at fjensen@rams.colostate.edu

Reminder Mass Email SONA

Hello, if you are receiving this message, it is because your instructor, in one or more of your classes housed in the Journalism & Media Communication Department, has registered you for the opportunity to participate in research studies to earn extra credit through SONA.

Currently, there is **XX** remaining research studies in the system that will be ending soon. By participating in one or more of these (or future) studies, you are eligible to receive extra credit in your JMC class.

Title: Gender and Green Purchase Behavior

In Person **STUDY**— [1] SONACredit; Open until March 1, 2023

Description: This study is interested in how cis-male college students form decisions about dining at a farm-to-table restaurants, based on previous experiences, and how advertising plays a role in informing this decision. Participation will take approximately 1 hour. This survey is completely confidential as your names will not be associated with your response once data is analyzed.

Please remember that study participation is on a first come, first serve basis. If you are having any technical difficulties, please contact Maya Jensen at fjensen@rams.colostate.edu

Study Invitation Email

Dear [Student Name],

I am contacting you to ask for your help with an study. You have been selected to participate in a 1-hour interview about how cis-male college students form decisions about dining at a farm-to-table restaurants, based on previous experiences, and how advertising plays a role in informing this decision. Participating in this discussion could help inform future strategies at CSU, and your voice is valuable. You will be given 1 SONACredit, equaling typically 5 extra credit points, for participating in the discussion. You can register for this study on SONA, using this link: [LINK]. This study is completely voluntary and confidential. If you have any questions or concerns, please contact me, Maya Jensen, at fjensen@rams.colostate.edu Thank you for in

advance for your help with my study. If you are not interested in participating or believe you were contacted in error, you may opt out by replying to this email. -Maya Jensen

Pilot Study

In an effort to prepare for the study, a pilot study of one participant will be conducted. The researcher will briefly present their study's purpose and topic to Dr. Abrams' undergraduate class in the spring of 2023; this class does not participate in SONA. This will be done after the thesis proposal defense because stimulus materials will be ready at this point which is necessary to have. The researcher will ask for two male students who fit the criteria to participate in the pilot study. Conducting a pilot study is valuable because "it provides researchers with an opportunity to make adjustments and revisions in the main study" (Kim, 2011, p.191). In the context of qualitative research, questions may need to be added, removed or adjusted based on how the pilot interview goes. The interview will be audio recorded for the researcher to review afterwards and will be transferred to a private folder on the researcher's laptop. At the end of the pilot study, the interviewer will ask the participant to write down their feedback about their experience and how the interviewer performed. A written response is better in case the participant wants to give negative feedback but doesn't feel comfortable providing this verbally. In the resulting data, the researcher will be looking at how effective the questions were at prompting rich responses and if the interviewer practiced good listening skills.

Recruitment for Pilot Study

Hi everyone!

My name is Maya and I'm currently a second year Masters student in the Journalism and Media Communication department. My research interests revolve around advertising.

Currently, I'm seeking cis-gender male students who are 18 years of age or older to participate in my pilot study. The study is exploratory in nature and the results will not be used in marketing research. I'm solely focused on understanding how participants make decisions about dining at certain restaurants and interpret its advertising. If you choose to participate, you will be interviewed by me for 1 hour in a private conference room on CSU campus or online via Zoom depending on your preference and earn 1% extra credit. The extra credit is worth 1% on your overall course grade, which is the same as 4% extra credit on your exam. Your responses will remain confidential as your name will not be associated with your responses and only I as the researcher will know what you said. If you're interested in participating or have any questions, please email me at fjensen@rams.colostate.edu Thank you for your time! Please go to https://colostate.az1.qualtrics.com/jfe/form/SV_ac8HRfEylCG84Ci to answer a few questions, and if you qualify, select an interview slot using this link: https://calendly.com/fjensen_23/sona_interview_time.

Informed Consent Form for SONA

Thank you for your interest in this exploratory study on green purchase behavior in the context of farm-to-table restaurants! You must be a student at Colorado State University, identify as cis-male and at least 18 years of age to participate in this study. There are no known risks to participating in this study. Through this discussion, we hope to gain more knowledge about how you make decisions about dining at farm-to-table restaurants, including previous experiences, and how advertising plays a role in informing this decision as well. This one-on-one interview is voluntary, confidential, and should take 1 hour of your time. If you decide to participate in the

interview, you may withdraw your consent, stop the discussion and exit at any time without penalty. To indicate your consent to participate in this research, please click the consent button located below and proceed to schedule a time to meet for the interview. If you do not consent to the interview or are under the age of 18, please exit now. If you have any questions about the research, please contact Maya Jensen at fjensen@rams.colostate.edu. If you have any questions about your rights as a volunteer in this research, contact the Colorado State University Institutional Review Board at: RICRO_IRB@mail.colostate.edu; 970-491-1553.

Yes, I have read the above procedures and information and consent to participate in the interview.

SONA Recruitment Script

Gender and Green Purchase Behavior: JTC Courses

Type: In Person

Duration of Interview: 1 hour

Credits: 1 SONA credit

Description: The purpose of this study is to explore how cis-male college students make decisions about dining at a farm-table-restaurant and how advertising plays a role in informing these decisions. In sum, you will be asked a series of open-ended questions by the interviewer to discuss your experiences with environmental behavior and attitudes towards farm-to-table dining. You must be at least 18 years of age or older, identify as cis-male and have previously dined at a restaurant in the last year to participate in this research survey.