

**TO INVESTIGATE HOW DESIGNERS ADD VALUE ON PROMOTING  
ORGANIC SELF-COOKING THROUGH NEW MEDIA TO ADOLESCENTS  
IN HONG KONG**

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Bachelor of Arts (Honors) in Advertising

Faculty of Design and Environment

Technological and Higher Education Institute of Hong Kong

February 2017

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IN HONG KONG**

A Thesis Submitted

in Partial Fulfillment of the Requirements

for the Degree of

Bachelor of Arts (Honors)

in

Advertising

Under the Supervision of

Ms. Kelly Lau

by

Winnie, Wing Yan WONG

Faculty of Design and Environment

Technological and Higher Education Institute of Hong Kong

February 2017



## **ACKNOWLEDGEMENT**

I would like to express my sincere gratitude to my supervisor, Ms. Kelly Lau, for her unfailing thoughts, guidance, and invaluable advice throughout my preparation of the project work. She has given me with a lot of insightful feedback in the research process. She has been a source of inspirations and I am profoundly indebted to her for her encouragement.

**Technological and Higher Education Institute of Hong Kong (THEi)**

**Declaration of Academic Integrity**

**– Dissertation –**

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## ABSTRACT

This study aims to find out the suitable design strategies and suggestions for adding value on promote organic self-cooking in new media. It hopes to change adolescents' eating behavior through setting a better user interface design solution. And find out what they are interested in advertising. Finally, create economic values and social impact of organic self-cooking.

Through examining the “Consumer Attitude”, “Functional Needs”, “Emotional Needs”, “User Interface Design” and “User Experience” in three cases study, the study aims to identify associations between all these factors and the motivation of having organic self-coking. With the recent rise of concern in organic self-cooking and eating behavior, the organic food market in Hong Kong expands rapidly. In view of the unsuccessful new media promotion between organic food and target audiences, this research attempts to investigate the theme and ineffective factors in new media.

Moreover, it aims to solve four key questions: “To explore what consumer attitudes of adolescents in Hong Kong of organic self-cooking?”, “To explore what Functional needs and Emotional needs in consumer decision-making of organic self-cooking?”, “To explore how User Interface Design in new media can change adolescents' attitudes and needs in Hong Kong of organic self-cooking?” and “To explore how User Experience can change the emotional needs of organic self-cooking?”

For research design, both exploratory and descriptive researches were conducted in this study. Concerning methodology, this study will only use secondary research as the research methods rather than primary research. In terms of secondary research, it will use deductive approach to analysis the data and abduction approach to finding out the design solution. It can analysis the case studies through defining the theories. Moreover, it can find out the Abductive Thinking and Sense making of organic self-cooking and develop the design insights.

Finally, it analyzes the research findings and finds out the design insights. It defines the themes in the three cases. The major problems and unsuccessful factors are the reasons why those cases cannot make good use of new media. Furthermore, it provides suggestions on creating a new mobile application platform in the future.

**Keywords:** “Add Value”, “Organic Self-cooking” and “New Media”

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## ABBREVIATIONS

UX	User Experience
FN	Functional needs
EN	Emotional needs
FN-PL	Physiological
FN-ST	Safety
EN-BAL	Belongings and love
EN-EM	Esteem
EN-SA	Self-Actualization
UX-BTI	Beyond the instrumental
UX-TE	The experiential
UX-EAA	Emotional and affect

## **CHAPTER 1: INTRODUCTION**

### **1.1 Background of Study**

In this dissertation, the main target audiences are adolescents. Their age group will be 20 - 28 years old. It aims to focus on targeting those who have willingness to eat organic food.

Hong Kong nowadays is having a new trend which more Hongkongers show a willingness to purchase organic food (Legislative 2013). Most of them are households who have higher income and in the middle class (Grunert & Mayer 1991). They have the willingness to pay for expensive organic food even there are extra costs (Wandel & Bugge 1997; Thompson & Kidwell 1998). They have positive attitudes of organic self-cooking (Grunert & Mayer 1991). They are more health conscious because they need to cook for their family (Thompson & Kidwell 1998).

However, many young students and office workers eat three outside meals a day. They do not have a healthy diet and make decisions based on their preference (HKORC 2008). The adolescents have unhealthy eating behavior because they would not cook (Yung & Cheng 2009). They reflect that cooking is a disaster (HKORC 2008). Nonetheless, the adolescents are more eco-conscious because they are highly educated. With positive attitudes and perceptions, they like to try the organic food (Wandel & Bugge 1997). Consequently, there are so many probable and potential opportunities in the forthcoming organic food market (Wandel & Bugge 1997). It is of the essence to revive the organic agriculture through understanding the needs and behaviors of the adolescents. Finally, it can develop the design insights and advice for developing and promoting the organic self-cooking in the young market.

## **1.2 Problem Domain and Approach**

The problem domain of this research study is the emotional perception of the adolescents with the organic self-cooking.

- i. To explore the perceptions of adolescents why they understand organic foods have higher nutritional superiority, but they do not search for more information.
- ii. To explore the responsibility of adolescents why they prefer to eat outside rather than have self-cooking at home.
- iii. To explore the market misunderstanding of adolescents why they have price perception and expect non-organic foods are more economical and practical than organic foods.
- iv. To explore the promotion problems in new media why adolescents expect the promotions of organic foods are outdated and lack of creative.

This study will adopt three organizations/brands below as the case studies to ascertain the effective design strategies on reaching adolescents through new media in Hong Kong. Finally, it can find out the reasons why new media can change their attitudes and needs.

Case 1: Hong Kong Organic Resource Centre Certification Limited

Case 2: Organic Dot Limited

Case 3: Vegetable Market Organization

### **1.3 Motivations and Applications**

The first motivation is that the economic values of organic self-cooking are keep increasing. Hong Kong consumers are growing their demand of organic food (HKORC 2008). Some of them will choose organic foods, which are exported, from U.S. and other countries. According to the U.S. data, Hong Kong already becomes the 7th largest market which imports organic food (Yung & Cheng 2009). It proved that Hong Kong is a potential market to develop organic self-cooking through new media.

The second motivation is that this study can find out the suitable design solutions. It can find out the reason why young consumers do not have the motivation to change their original eating behavior. Through advising superior design strategies, this study can reinforce the consciousness of organic self-cooking and augment the organic market to the young generation. Additionally, developing further study and design execution can create social impacts such as protecting the environment and changing the eating behavior of adolescents. The adolescents will cook organic food. Moreover, it can decrease the risk of disease and disorders (McDougall 2009).

## **1.4 Thesis Statement**

The thesis of this dissertation is to investigate how designers add value on promoting organic self-cooking through new media to adolescents in Hong Kong.

In particular, it seeks answers to below questions:

- i. What are the values and changes in organic self-cooking in Hong Kong?
- ii. How new media can help organic self-cooking enhance its marketing value?
- iii. Which value added can fulfill young generation's needs and attract them to cook organic food by themselves?

## **1.5 Research Objectives and Scope**

Objectives of this research study are showed below:

- i. To define market needs and values of organic self-cooking
- ii. To find out the consumers' attitudes and needs of organic self-cooking
- iii. To remind the importance and value of organic self-cooking
- iv. To find out the design strategies and recommendations in new media of organic self-cooking
- v. To reach and bring a new image to adolescents through adding the suitable value to organic self-cooking

It is noted that this research study will not delve into other organic products, which only focus on organic food and self-cooking. Due to the time constraint and limited resources, this study will only use secondary research as the research methods rather than primary research.

## **1.6 Contributions**

Three main contributions are found in this dissertation.

Firstly, it emphasizes the values and connotations behind organic self-cooking. It reminds audiences to protect the environment and local agriculture through having organic self-cooking in Hong Kong.

Second, it can benefit to Hong Kong marketers, designer, and government, or even benefits to the foreign investors and researchers. They can understand the attitudes and needs of adolescents. It may help them to develop specific strategies for reaching the target audiences and enhancing Hong Kong organic market.

Third, it demonstrates how designers can add value through new media design of organic self-cooking. It can help to enhance the organic self-cooking's value in Hong Kong market, or even in the global market.

## **1.7 Dissertation Outline**

Reviving the organic agriculture through understanding the needs and behaviors of the adolescents. Finally, it can develop the design insights and advice for developing and promoting the organic self-cooking in the young market. This study aims to find out the suitable design strategies and suggestions for adding value in new media. It hopes to change their eating behavior through setting a better user interface design solution. And find out what they are interested in advertising. Finally, create economic values and social impact of organic self-cooking.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.1 Academic Review**

#### 2.1.1 Overview of Subject Domain

Literature reviews are provided in Chapter 2. The key concepts will be defined according to the topic which is "how designers add value on promoting organic self-cooking through new media to adolescents in Hong Kong". The literature reviews can certainly clarify the reason of engaging adolescents through new media. After understanding of young consumers' attitudes and needs, it proved that User Interface Design affects the User Experience directly (Lu 2000). Empirical Studies of those theories can prove that they affect the consumer decision-making process of organic self-cooking (Jang et al. 2012). It affects the willing and behavior of organic self-cooking in young generation (HKORC 2008). The literature reviews can define the relationship and find out the connection of the 5 key concepts; it can help me to set up the framework of using new media to promote organic self-cooking to the young generation.

### 2.1.2 Definitions of Key Concepts and Theories

According to the topic “how designers add value on promoting organic self-cooking through new media to adolescents in Hong Kong”, there are 3 key concepts in this topic. The first concept is “Add Value”. The second concept is “Organic Self-cooking”. The third concept is “New Media”. To connect the 3 key concepts, there are 5 major theories behind to define and analysis this topic. “Consumer Attitude”, “Functional Needs” and “Emotional Needs” will affect the consumer decision-making of “Organic self-cooking” (Mutlu 2007). “User Interface Design” can change the “User Experience” in “New Media” platform. When there is better “User Interface Design”, it can do the “Add Value” in “New Media” platform of promoting “Organic Self-cooking” (Peter Edward Sidorko & Esther Woo 2008; Jacob 1992; Stone et al. 2005; Hassenzahl & Tractinsky 2006; Walton 2015).

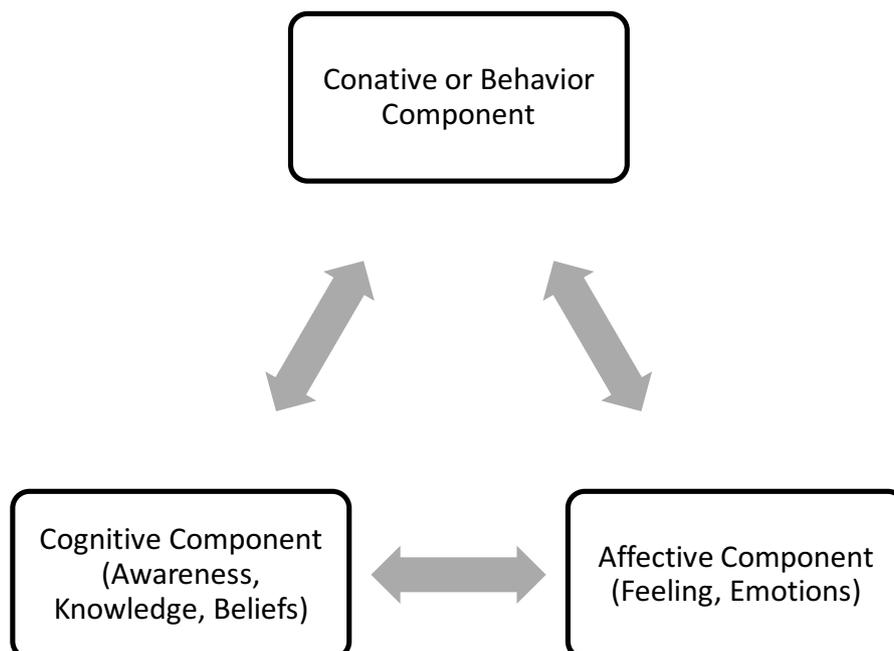
- i. “Consumer Attitude” means the cognitive component of awareness, knowledge, and beliefs, conative or behavior component and affective component of feeling and emotions (Hawkins & Mothersbaugh 2010).
- ii. “Functional Needs” means the needs in physiological and safety stages (Chisnall 1975).
- iii. “Emotional Needs” means the needs in belongings and love, esteem and self-actualization stages (Chisnall 1975).
- iv. “User Interface Design” means the design of visual and texts in new media. It includes designing the placement of buttons, tabs, photos, and blocks of text (Garrett 2010).
- v. “User Experience” means how users interact with the product, service or company in which can create their perceptions (Walton 2015).

### 2.1.3 User Interface Design and Empirical Studies

#### Consumer Attitudes

Attitude is affected by experiences (Asiegbu et al. 2012). Those experiences bring out official instruction and dynamic influences to the related objects and situations (Asiegbu et al. 2012). It proved that attitude is affected by experiences and it concerns about the processes of motivation, emotion, perception, and cognition (Hawkins & Mothersbaugh 2010). According to Figure 1, it shows that trend of motivation and emotional feelings can also affect the consumer attitude (Asiegbu et al. 2012).

**Figure 1.** The Attitudes Component Consistency



Source: (Hawkins & Mothersbaugh 2010)

Figure 1 illustrated the Attitudes Component Consistency. It explains how consumer thoughts, feelings and behaviors can motivate them to maintain consistency among these elements.

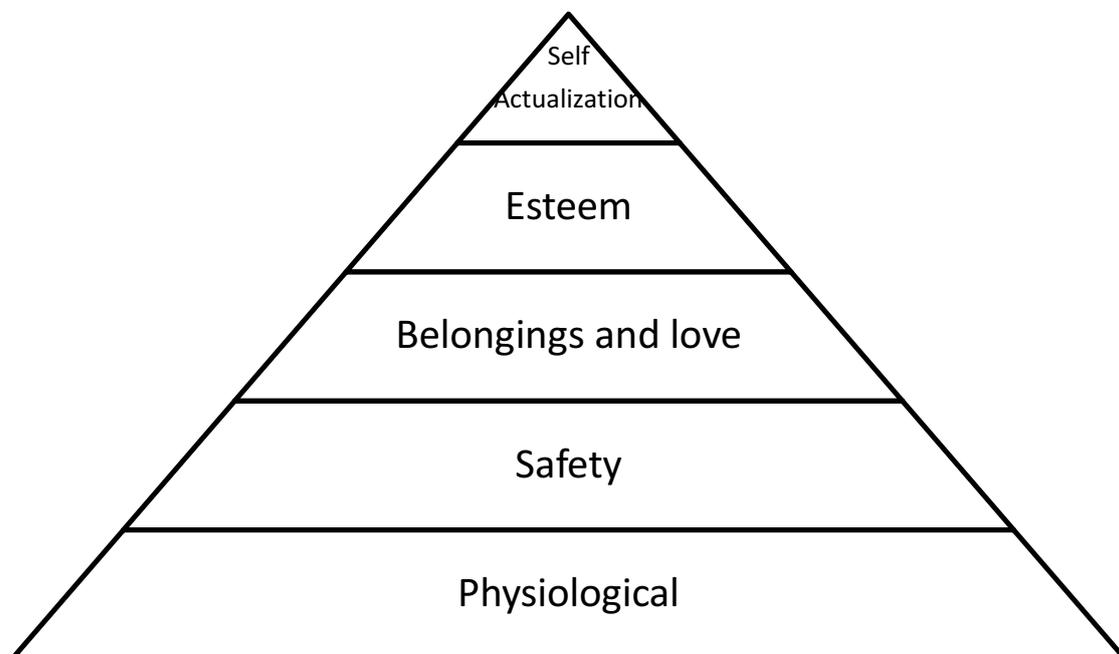
According to the random surveys, which targeted adolescents in Australia, also find out that young consumer concern the organic food's production ways regarding health and environmentally issues (Lockie et al. 2002). It also proved that young consumer decision-making is also influenced by convenience, availability and cost (Lockie et al. 2002).

According to the another young consumer interviews in the UK, it shows the result of consumer perceptions (Padel & Foster 2015). They responded that organic food means non-use of pesticides. It is the definition of organic that they think. Therefore, they think that natural production of organic food can benefit to their personal health. It makes them build attitude, which is eating organic food to enjoy. It also proved that adolescents have good attitudes toward eating organic food (Padel & Foster 2015).

## Functional Needs

Unsatisfied needs always happen in consumers' mind (Kailes & Enders 2007). According to Figure 2, it clarifies the hierarchy of needs in Maslow's pyramid. There are Functional needs and Emotional needs. Functional needs are on physiological and safety state (Chisnall 1975). It proved that functional needs could affect consumer purchase decision (Kailes & Enders 2007).

**Figure 2.** The hierarchy of needs in Maslow's pyramid



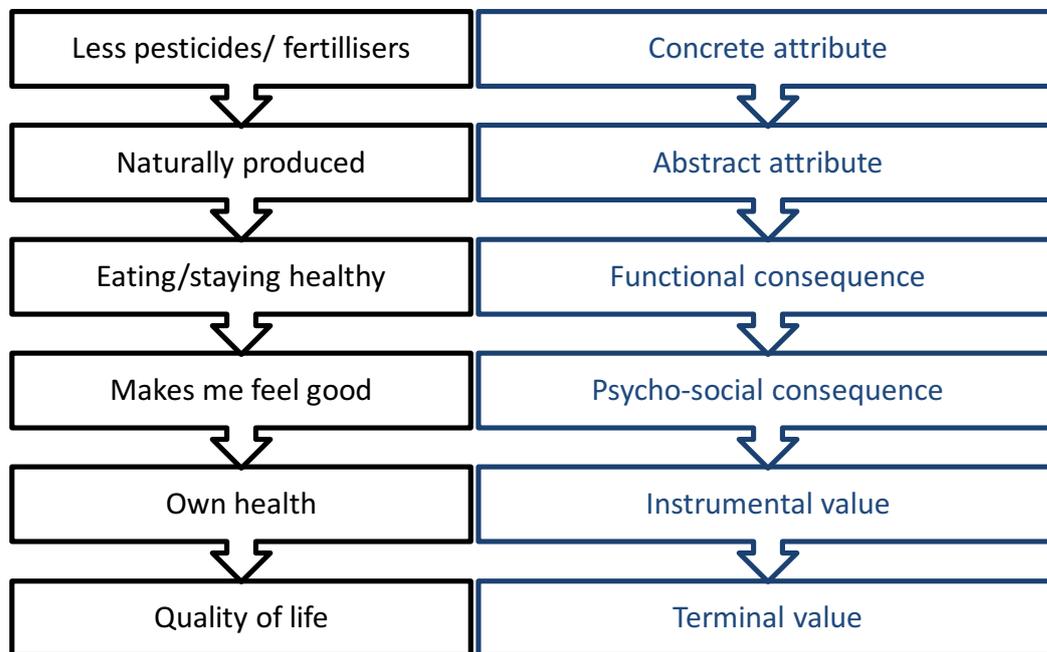
Source: (Chisnall 1975)

Figure 2 illustrated the hierarchy of needs in Maslow's pyramid. It explains belongings and love, esteem and self-actualization are on a higher level, which means emotional needs is a pursuance on an advanced level.

Problem-solving process is affected by functional needs too. For example, organic foods were produced without artificial chemicals (Padel & Foster 2015). Consumers

may buy them because of caring their personal health. The purchase decision affected because of the basic human need. Consumers make any purchase because of survival in which is the lowest functional needs (Siderer et al. 2005). They find out their problem recognition of functional needs, and then they search information of it(Jang et al. 2012). They will do an evaluation of alternatives and purchase decision, finally do a post-purchase evaluation (Jang et al. 2012).

**Figure 3.** The problem-solving process



Source: (Padel & Foster 2015)

Figure 3 illustrated the problem-solving process, which based on functional needs. It explains product attributes of function can affect desired consumption.

## **Emotional Needs**

Having psychological or mental demand is because of emotional need (Clark et al. 2003). It includes the feelings of love, fear, anger, sorrow, anxiety, frustration, and depression (Norman 2007). It affects how one person understands, empathize and support another object or person. Emotional needs appear in everyone mind (Norman 2007). During physical and mental emotion, audiences will discuss their feeling and plan to do actions (Daily News Los Angeles 2016). Those emotional feeling may affect their decision-making in consumption (Jang et al. 2012).

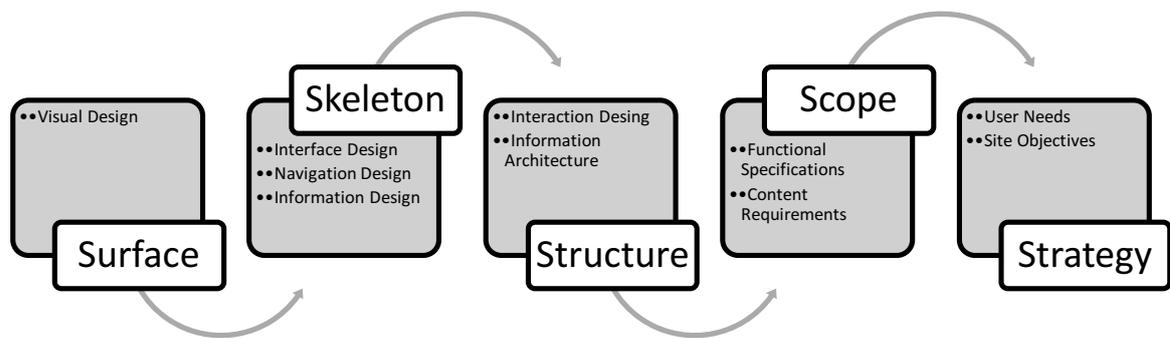
For example, audiences try to satisfy their emotional needs by eating food (Newswire 2016). They emotionally think that eating food can give them love and happy feeling. They taste, chew and savor the food, which they love in their mouths (Newswire 2016). It proved that human experiences and feelings could provide you different emotional needs. If you emotionally want the products, it gives you the motivation to purchase them (Harris 2002). At a higher attachment level, consumers have emotional feeling in the benefits of helping environment through purchasing organic food and having a self-cooking (Padel & Foster 2015). Therefore, the emotional factors become the driving forces of self-cooking with organic food (Fotopoulos et al. 2003).

## **User Interface Design**

User Interface Design helps the user to interact with the related functions and systems (Stone et al. 2005). Designers aim to design good user interface in an attempt to achieve their communication objectives (Jacob 1992). Mobile application, website and computer are the core areas which need good user interface design to enhance the user experience and user interaction (Lu 2000). It proved that the user behavior would be affected by user interface design too (Suh & Chang 2006). According to Figure 4, in Surface Plane, user interface design is about the images and texts that you see on the page. Some images may have specific functions when you click it. Some may only give you the look and feel on that page such as cover and logo (Garrett 2010). In Skeleton Plane, user interface design includes the placement of buttons, tabs, photos, and blocks of text (Garrett 2010).

Therefore, an effective and efficient arrangement of user interface can surely benefit to audiences. It proved that better user interface design could attract the audiences to maintain using the platforms (Stone et al. 2005). They will more willing to search for more details because they enjoy using and interacting with the interface design (Jacob 1992). It is the main reason why more and more organic food organizations or company set up mobile applications tries to target more young audiences in Hong Kong market (HKORC 2008; Organization 2015).

**Figure 4.** The Elements of User Experience



Source: (Garrett 2010)

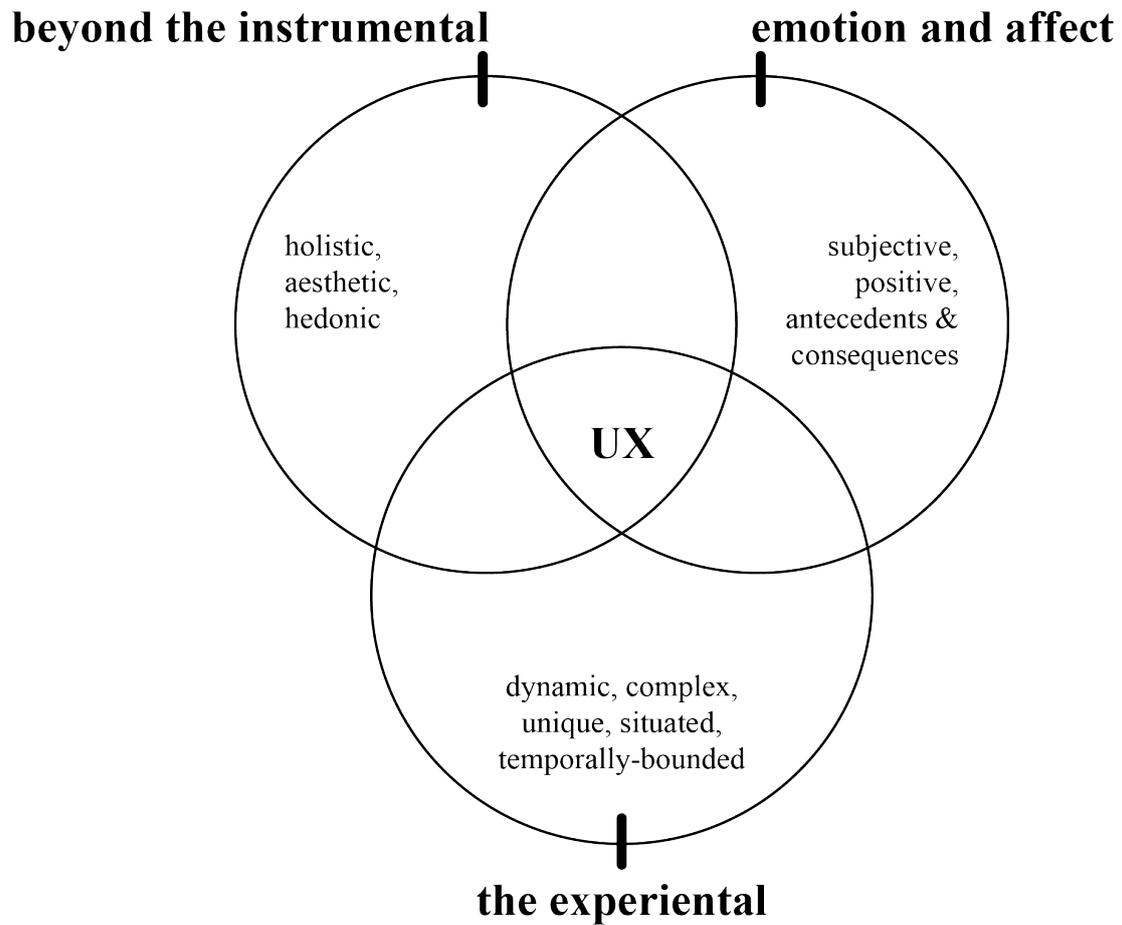
Figure 4 illustrated the Elements of User Experience. It explains how user interface design works with other component elements together from surface state to strategy state.

## **User Experience**

User Experience (UX) means how users interact with the product, service or company in which can create their perceptions (Walton 2015). Users explore their firsthand experience through user interface in which include layout, graphic, content, sound, brand and interaction (Walton 2015). Moreover, technology is not just instrumental needs of UX. It is an encounter in which is dynamic, complex, situated and subjective (Hassenzahl & Tractinsky 2006). The predispositions, expectations, needs, motivation and mood are the internal state of users' consequence (Hassenzahl & Tractinsky 2006). The systems' complexity, purpose, usability and functionality is the core characteristics in UX design (Hassenzahl & Tractinsky 2006).

According to Figure 5, it illustrated that emotion and effect of user experience can create subjective, positive, antecedents and consequences. It proved that user experience of organic foods has an emotional component. It needs to understand how the audiences feel while using those new media functions. It also needs to understand the relationship between audiences and the functions they use. Therefore, designing better user experience for promoting organic self-cooking can let audiences have better emotional responses. The consequences are that those emotional responses may lead them to build emotional needs of organic foods and they will more willing to purchase.

**Figure 5.** Three aspects on UX



Source:(Hassenzahl & Tractinsky 2006)

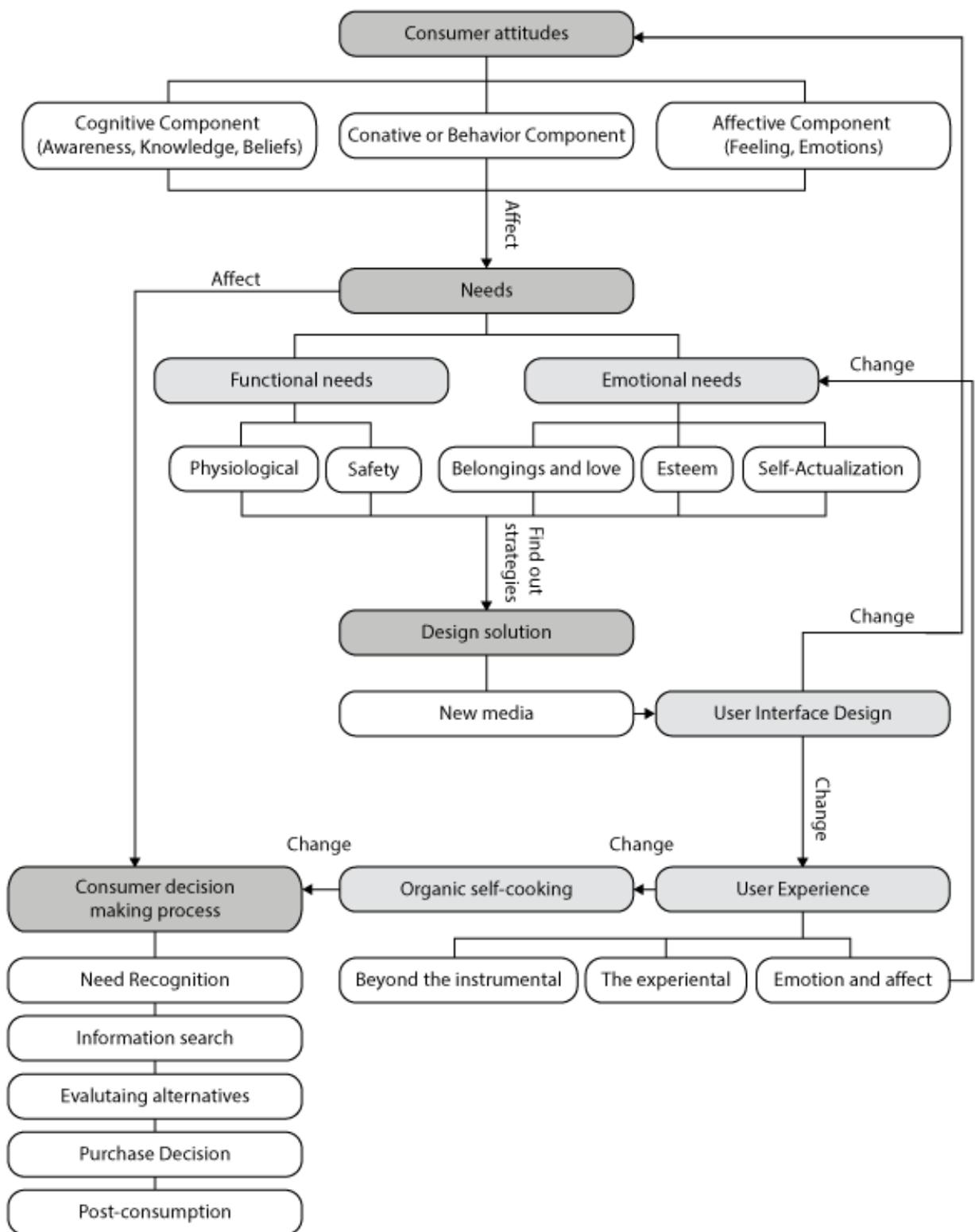
Figure 5 illustrated user experience (UX) analyzed by beyond the instrumental, emotion and affect and the experiential.

#### 2.1.4 Research Framework and Hypothesis

According to the above literature review, Figure 7 illustrated a conceptual framework clearly clarify the relationship between consumer attitudes and needs in organic self-cooking. Also, it explains consumer attitudes and needs can affect the consumer decision-making. Through analyzing the consumer attitudes and needs, it can find out the design strategies in new media platform. Setting up a better user interface design can change user experiences. Better user experiences can change the consumer attitudes, needs and behaviors in organic self-cooking. The framework demonstrates the hypothesized relationships among Consumer Attitudes, Functional Needs, Emotional Needs, User Interface Design and User Experience of organic self-cooking.

Figure 6 illustrated a conceptual framework, which clearly demonstrates the hypothesized relationships among Consumer Attitudes, Functional Needs, Emotional Needs, User Interface Design and User Experience of organic self-cooking.

**Figure 6.** The conceptual framework



The research questions are as follows:

**Q1:** To explore what consumer attitudes of adolescents (the target audiences in Hong Kong in organic self-cooking?

**Q2:** To explore what Functional needs and Emotional needs in consumer decision-making of organic self-cooking?

**Q3:** To explore how User Interface Design in new media can change adolescents' attitudes and needs (the target audiences in Hong Kong of organic self-cooking?

**Q4:** To explore how User Experience can change the emotional needs of organic self-cooking's?

## **2.2 Market Situation**

### **2.2.1 Recent Market Development**

Following the global trends, there is a tendency of health conscious of Hong Kong residents. They are more willing to consume healthier foods (Yung & Cheng 2009). While compared to a similar survey carried out by the same organization in 2005 to 2008, found out the demand of organic products and public opinion of the customer behavior in organic food (HKORC 2008). The result shows that there is 90% of respondents said they buy organic food. It has 30% increase of organic consumption in 2008. It proved that organic food and agricultural products have increased rapidly in Hong Kong market (Yung & Cheng 2009).

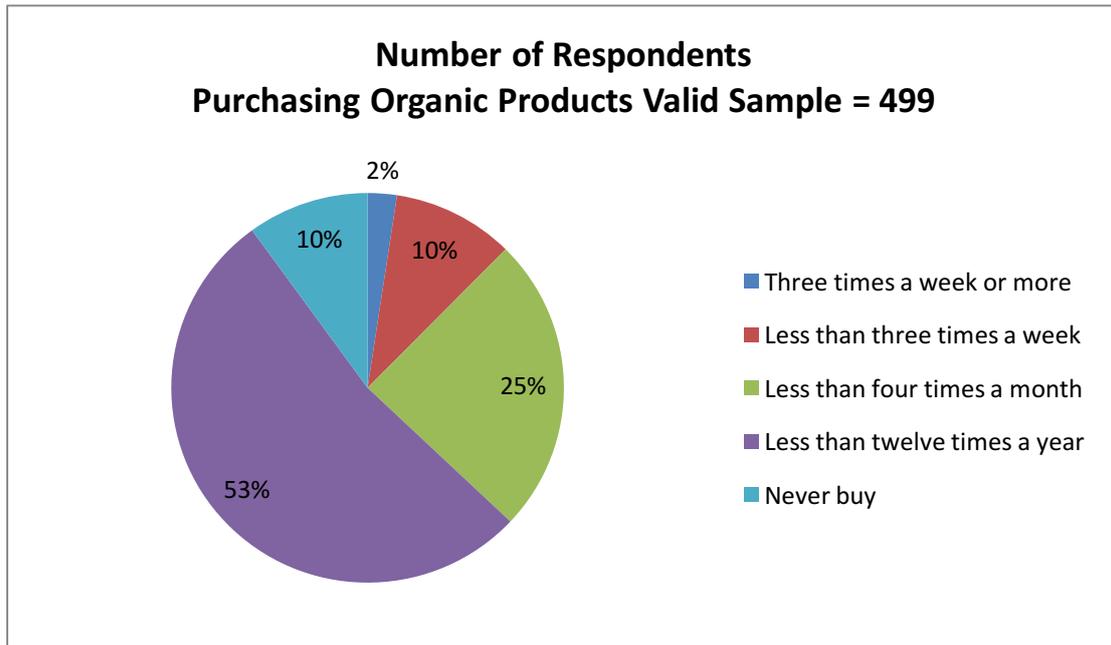
There are 3 major company/organizations, which are Hong Kong Organic Resource Centre, Organic Dot Ltd and Vegetable Marketing Organization. They already launched their own mobile apps. They try to promote organic foods through new media in Hong Kong. They also set up their own Facebook page on social media. They aim to reach more target audiences and have more interaction with the consumers.

### 2.2.2 Market Intelligence

In Hong Kong, there is a Hong Kong Organic Resource Centre (HKORC), which aims to increase the public awareness of organic foods (HKORC 2010). It provides local certification of organic food and proves the products are safe and healthier (Yung & Cheng 2009). It also offers fund-raising, educational and developmental programme of organic food. "Agricultural Development Fund" aims to facilitate the development of organic farming in Hong Kong (Yung & Cheng 2009). It also does a lot of research studies about Hong Kong organic market and consumer behaviors.

According to Figure 7, illustrated the frequency of purchasing organic products. In 2008, Hong Kong Organic Resource Center has published a study about consumer behavior of organic food in Hong Kong (HKORC 2008). It has done questionnaires analysis. Questionnaires were distributed to all markets and supermarkets in 17 districts (except Islands District). And reached 503 people to respond the questionnaire. All in all, 90 % of respondents have experience of purchasing organic products. There is a certain degree of growth in their purchases of organic products compared to the last year survey (63% of respondents had purchased organic products). It proved that Hong Kong organic products' consumer is increasing. The supply and demand of organic foods are also increasing (HKORC 2008).

**Figure 7.** The frequency of purchasing organic products



Source: (HKORC 2008)

Another major company is Organic Dot Ltd. It offers online shopping for organic and natural foods, which come from local and import from worldwide. This is another major company, who mainly promotes on new media platform. Their products include organic agricultural products, natural snacks, cooking seasonings, vegetarian food. Consumers can order the organic through its mobile app or website. It also offers delivery services to consumers (HKTDC 2016).

Another major company is Vegetable Marketing Organization. It aims to offer safe and high-quality organic vegetables to consumers. All the organic foods are from local farm. It also provides mobile app for consumers to purchase through online. It offers free local delivery services for the order over HK\$150 (Organization 2015). It also provides educational information about organic food. Consumers can find seasonal vegetable recipes and food details in the mobile app (Organization 2015).

### 2.2.3 Values and Impact of Study

Hong Kong is a potential market to develop organic self-cooking through new media. If we can develop this market, it can bring large economic values. Hong Kong consumers are growing their demand of organic food (HKORC 2008). Apart from enhancing the organic self-cooking market, this study can also find out the suitable design solutions. The suggested solutions may reach out the young target audiences successfully. Through advising superior design strategies, this study can reinforce the consciousness of organic self-cooking and augment the organic market to the young generation. Additionally, developing further study and design execution can create social impacts such as protecting the environment and changing the eating behavior of adolescents. The adolescents will cook organic food. Moreover, it can decrease the risk of disease and disorders (McDougall 2009).

## **CHAPTER 3: METHODOLOGY**

### **3.1 Overview**

This chapter defines the methodology of this research study. Both exploratory and descriptive types of researches were conducted in this study. It defines and compares the three approaches. And it finds out that deductive and abduction approach are the most appropriate for achieving my research objectives. It can analysis the case studies through defining the theories. Moreover, it can find out the Abductive Thinking and Sense making of organic self-cooking and develop the design insights. For both exploratory research and descriptive research, secondary data were collected from academic journals, the Internet and reference books. In terms of secondary research, it will use deductive approach to analysis the data and abduction approach to find out the design solution. It involves deriving exaggerated conclusions from limited premises and inference to the best and new explanations. It describes characteristics of adolescents and phenomenon in organic self-cooking.

### **3.2 Research Approach**

There are three research approaches to discover new knowledge, which are Induction, Deduction and Abduction. In an attempt to justify which one is the most appropriate for achieving the research objectives in this study, it needs to define and compare their reasoning behind.

Deduction is an approach, which involves testing a theory, mostly using quantitative methods and scientific approach for result prediction. It derives a conclusion by reasoning. In general or universal premises, it concludes the based on generally accepted statements or facts (Osei-Bryson & Ngwenyama 2011).

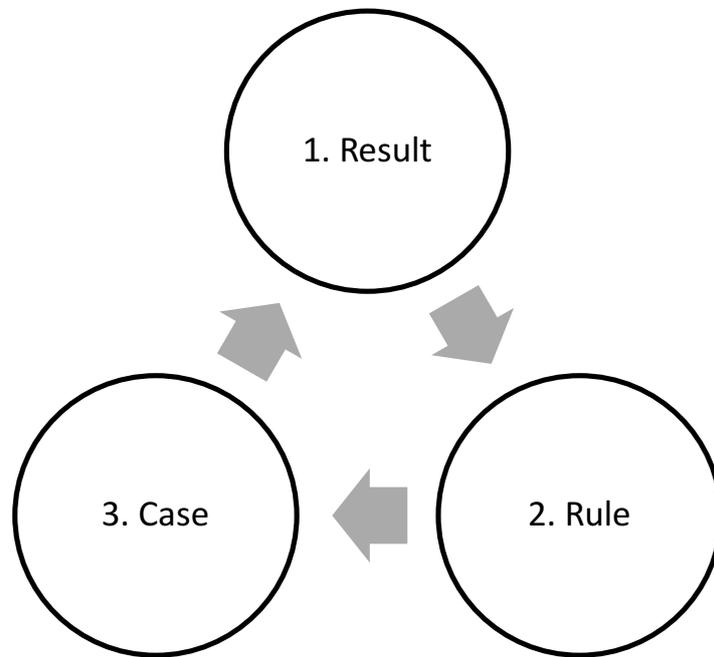
Induction is an approach, which involves forming a theory using qualitative data. It is used to understand the nature of the problem by finding the element of probability. The generalization is formed according to what is known or observed (Osei-Bryson & Ngwenyama 2011).

Abduction is an approach, which involves deriving exaggerated conclusions from limited premises. It is inference of the best and new explanations (Kolko 2010). According to figure 8, it illustrated a process of inference in Abduction approach. It aims to make the best guess from analyzing to results to set up the hypotheses.

According to the research objective in this study, it aims to find out the insights and new ideas to add value on organic self-cooking. And find out the design strategies in new media through analyzing the case studies. The reasoning of deduction and abduction are more suitable for this study. It can find out the creative ideas and

insightful conclusions based on known information in secondary research (Kolko 2010)

**Figure 8.** The process of inference in Abduction approach



Source:(Kolko 2010)

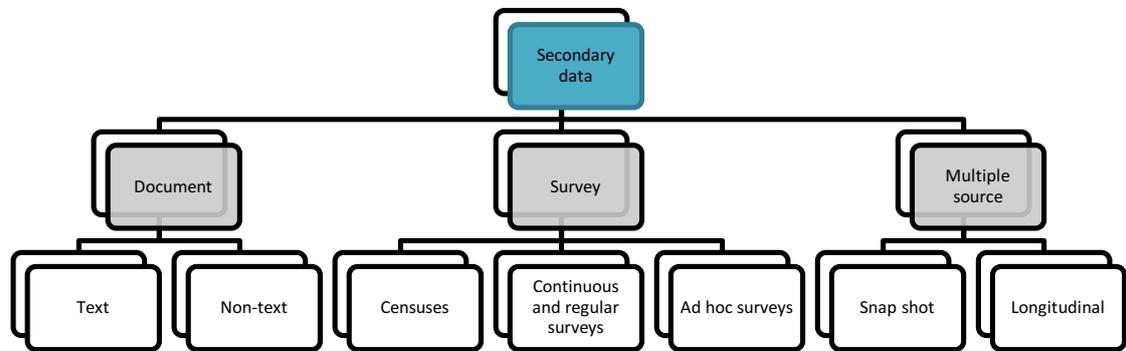
### **3.3 Research Method**

Research methods can be either primary or secondary. In this study, it will mainly focus on using secondary research rather than primary research.

Primary research can collect the original data for myself through questionnaire, interview and focus group. There are some advantages such as up-to-date, unique and rigorous. It can focus the right target audiences and tailor for the research purpose. However, it still has a lot of disadvantages, which show that it is not the most appropriate for this study. Primary research involves high costs and takes a long time to collect and analyze. It also constrains by accessibility to research targets (Saunders et al. 2008).

Secondary research can use information that other people have gathered through primary research. It is low cost and quickly available. It is cheaper than setting up primary research. All the information can be found in Internet, Research Company, organization, government publications and books (Hinchliffe 2014). As there are so many related journals from other countries, which analyzed the consumer attitudes and needs in organic market. It can help to develop the unique and local insights based on foreign data. Those are higher quality data, which is accessible. Also, there are so many mobile application examples in Hong Kong organic market. It can find out the strategies of user interface design through analyzing those cases. It proved that secondary research could use in accordance to the nature of research problems and resources available in this study. It can find out what already is known in the organic market (Saunders et al. 2008).

**Figure 9.** Secondary research



Source: (Saunders et al. 2008)

Figure 9 illustrated what are included in secondary research; it involves document, survey and multiple sources.

### **3.4 Analytical Tools**

After doing the secondary researches, it will use analytical tools to analysis the data and find out the possible and insightful strategies. It can answer the hypothesis by using Case Study Analysis and Thematic Analysis.

The implementation of Case Study will focus on analysis three new media campaigns, which is using mobile applications in Hong Kong organic market.

Case 1: Hong Kong Organic Resource Centre Certification Limited

Case 2: Organic Dot Limited

Case 3: Vegetable Market Organization

It will involve an in-depth inquiry, which finds out those cases problems and phenomenon in Hong Kong organic market. After determining the boundaries of study, it can define and analysis the cases by understanding the dynamics of the organic self-cooking. Those cases will interact with the key concepts, which are defined in Chapter 2 Literature reviews. Those defined key concepts can help me to analysis the cases.

In Case Study, it has a structure, which includes background, problem, vision & objectives, proposed solution, implementation, results, and learning (Srite 2012). By analyzing the new media cases in mobile application, user center design is a useful tool in design solution (Corry et al. 1997). It is a problem-solving process with multi-stage in new media platform. Through planning, designing, prototyping and evaluating, it can find out the goals and needs in those case (M.B. et al. 2002).

In Thematic Analysis, it is a foundational method for qualitative analysis. It involves coding qualitative data and searches for themes or patterns that occur across a data set (Temple et al. 2014). This study will mainly use the qualitative analysis to explore the possible and proper theme for the recommendations of organic self-cooking. It will analysis the mobile applications in case study and find out those themes of the cases. It analyses the advertising visuals and user interface design. It proved that this analysis method is flexible and logical (Temple et al. 2014).

It will start from organizing the secondary data of those case studies. And it needs to generate categories or themes. It codes the data and test emergent understandings of the data. It searches for alternative explanations of the data (Temple et al. 2014). It can conclude the data analysis and find out the suggestions for developing better organic self-cooking's user experience and design.

Firstly, it should find out what are the user personas and user requirements in those cases, so we can understand their new media campaign plan. Secondly, it should find out how they sketch and design the user interface in those cases. Thirdly, it should find out how they fulfill the user requirements and make it user-friendly in prototype (M.B. et al. 2002). Lastly, it should make the evaluation of their user interface design in mobile application. Evaluating those case studies and thematic analysis can help to find out the problems and defects (Corry et al. 1997). It can help to set up a better recommendation to marketers and designers. It can develop a better user interface design solution to fit and match the adolescents in Hong Kong. If those cases cannot satisfy the target audiences' needs, it means that there is room for improvement. Therefore, it can rearrange and redesign a better new media campaign for organic self-cooking in Hong Kong.

### **3.5 Research Limitations**

This exploratory study will provide some valuable information on consumer attitudes and needs in Hong Kong. It will also analysis Hong Kong organic self-cooking through secondary research. However, due to cost limitation and time constraint, the study has placed emphasis on how to develop better user interface design on new media platform in order to promote organic self-cooking in young market. This study only includes secondary research, there is no primary research. As primary research has high cost and it takes a long time to collect and analyze. However, secondary research is low cost and quickly available. It can include analyzing supplies comparative and contextual data between different countries. Therefore, it can help to find out higher quality data than collecting quickly and loosely in primary. But the data may get outdated quickly.

### **3.6 Ethical Considerations**

In this study, it mainly focuses on analyzing secondary data from foreign countries to Hong Kong. Finally, it aims to find out the insightful design strategies of promoting organic self-cooking to Hong Kong adolescents through new media. This study can become a reference to Hong Kong marketers, designer and government, or even benefits to the foreign investors and researchers. In the future, it may help them to develop specific strategies for enhancing Hong Kong organic market. It can also provide insights and directions for future researches.

## **CHAPTER 4: FINDINGS AND DESIGN INSIGHTS**

### **4.1 Research Findings**

According to the proposed research framework in Chapter 2.1.4, this study will use three organizations/brands below as the case studies to find out the effective design strategies on reaching adolescents through new media in Hong Kong. Finally, it can find out the reasons why new media can change their attitudes and needs.

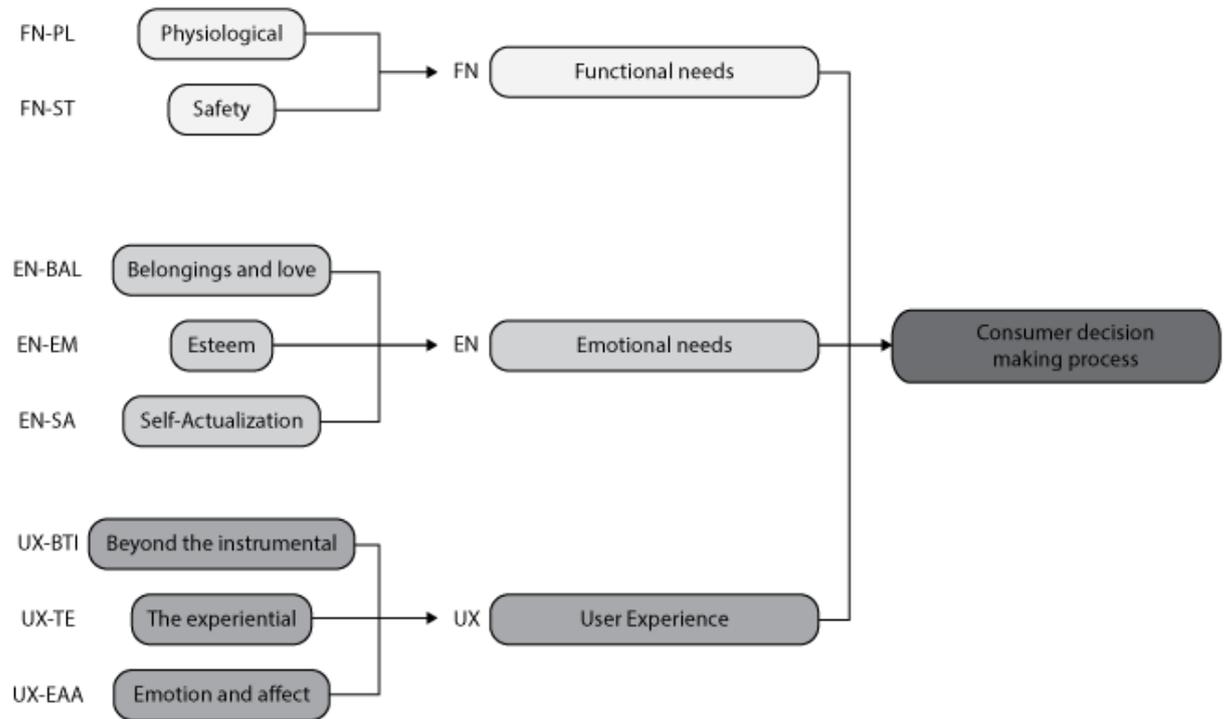
**Case 1:** Hong Kong Organic Resource Centre Certification Limited

**Case 2:** Organic Dot Limited

**Case 3:** Vegetable Market Organization

After collecting the three cases' data, it can find out the sub-themes and themes according to Figure 10 and Table 1. In Table 1, it shows that the similarities and differences of the three cases. The data proved that those cases also lack emotional appeal in the mobile applications. They do not match the emotional needs of the target audiences, especially in Esteem (EN-EM) and Self-Actualization (EN-SA) aspects.

**Figure 10.** Sub-theme and theme from Empirical Studies and theories in organic self-cooking



**Table 1.** Differences of Sub-theme and theme in the three cases

	Case 1	Case 2	Case 3
FN-PL	✓	✓	✓
FN-ST	✓	✓	✓
EN-BAL			✓
EN-EM			
EN-SA			
UX-BTI	✓	✓	✓
UX-TE			✓
UX-EAA			

Figure 10 and Table 1 illustrated the relationship of Functional needs, emotional needs and user experience in the three case studies. These three theories can change and affect the consumer decision making of eating organic foods.

**Table 2.** Differences of Functional needs in the three cases

	Case 1	Case 2	Case 3
Search Engine	✓	✓	✓
Event Calendar	✓		✓
Updated Information	✓	✓	
GPS Location Search	✓		
E-commerce		✓	✓
Online Payment		✓	
Discount			✓
Knowledge			✓
Food Recipe			✓
Membership		✓	
Profile	✓	✓	✓
Setting	✓	✓	✓
Categories		✓	✓
Social Media		✓	
Interaction			
Comment and Feedback			

Two-way communication			
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Source: (Garrett 2010)

Table 2 illustrated the three cases have the basic functions such as search engine, profile and setting. However, all of them do not have interaction, comment and feedback and two-way communication.

**Table 3.** Differences of Emotional needs in the three cases

	Case 1	Case 2	Case 3
Space	Full	Full	Full
Position	Centred	Isolated	Centred
Form	Ugly	Complex	Complex
Direction	Stability	Stability	Stability
Structure	Chaotic & Mechanical	Organized & Mechanical	Chaotic & Hand-Drawn
Size	Large & Fat	Large & Fat	Large & Fat
Colour	Light Green	Grey scale	Light Green
Texture	Fine	Fine	Coarse
Density	Opaque	Opaque	Opaque
Gravity	Stable	Stable	Stable

Source: (Norman 2007)

Table 3 illustrated how the three cases perform in different design elements.

**Table 4.** Input controls of User interface design elements in the three cases

	Case 1	Case 2	Case 3
Checkboxes			
Radio buttons			
Dropdown lists		✓	
List boxes		✓	
Buttons	✓	✓	✓
Dropdown Button			
Toggles			✓
Text fields	✓		
Date and time pickers	✓		

Source: (Walton 2015)

Table 4 illustrated all the cases do not have checkboxes, radio buttons, dropdown button in their user interface.

**Table 5.** Navigational components of User interface design elements

	Case 1	Case 2	Case 3
Search Field	✓		
Breadcrumb		✓	
Pagination		✓	✓
Tag			
Sliders			
Icons	✓		✓
Image Carousel			✓

Source: (Walton 2015)

Table 5 illustrated all the cases do not have tag and sliders in their user interface.

**Table 6.** Information components of User interface design elements in the three cases.

	Case 1	Case 2	Case 3
Notifications		✓	
Progress Bars			
Tool Tips			
Message Boxes		✓	
Modal Window (Pop-up)		✓	

Source: (Walton 2015)

Table 6 illustrated all the cases do not have progress bars and tool tips in their user interface.

Through collecting the above data, it can find out three major themes that those cases are performing. The first theme is “lack of interaction” in functional needs aspect. The second theme is “tacky design elements” in emotional needs aspect. The third theme is “bad usage of user interface design”. It makes users cannot engage the mobile applications with emotions. It can cause poor user experiences.

## **4.2 Analysis and Discussion**

Comparing the theories and empirical studies with the data gathered in Chapter 4.1 Research Findings, it can find out 4 key points. Those points have compact relationships with the Chapter 2 Literature Review and Market Situation.

### **Functional need**

- i. Functional need is at lowest survival level which affects the purchase decision (Siderer et al. 2005).

The literature and the findings compared show that all the cases have basic functions which can provide the latest information about the organic foods and industry. However, all of them do not interact with the users. All the In-App function only focus on one-way communication. Audiences cannot give comments and feedbacks while using the app. It will easily make user feel boring and it causes low download rate (HKORC). The first case is "Organic Buy" which aims to help users to explore the organic stores and farms around them. Therefore, it mainly concentrates and consolidates the database of organic retailers and farms in Hong Kong. The users can search and find the organic stores or farms through the searching engine in this application. It provides search function by GPS so that users can base on their location preference to search on the map. This case proved that it can fulfill the key point 1 which satisfies with the basic functional needs of users (Siderer et al. 2005).

## **Emotional need**

- ii. Decision-making in consumption may affect because of having an emotional feeling (Jang et al. 2012). The motivation of purchasing will increase if you emotionally want the products (Harris 2002).

The second case is "Organic Dot" which aims to sell organic foods at reasonable prices. All the ordered foods will be delivered to your home directly. Users can have a fast and secure checkout with PayPal. It mainly concentrates and consolidates the database of their brands' selling products. It is an e-commerce service through new media. Users can become the member and order foods by using this application. In this case, not only fulfills the key point 1 – providing basic functions but also adding membership system in order to have more touch points with consumers. It can build a good start with emotional needs (Siderer et al. 2005).

## **User experience**

- iii. The performance of layout, graphic, content, sound, brand and interaction in user interface design can affect the user experience (Walton 2015).

The third case is "Local Veggie Fresh" which aims to help the local agriculture in Hong Kong. Users can order the freshly produced and high-quality vegetables. It mainly concentrates and consolidates the database of local organic, accredited vegetable and hydroponic baby leaf in Hong Kong. The users can search and find the vegetable through the searching engine. It provides delivery services and special discount promotion. Moreover, users can learn knowledge of seasonal vegetable recipes. In this case, also fulfills the key point 1(Siderer et al. 2005). Moreover, it tries to provide cooking recipes about organic foods. It can create an emotional feeling and increase the motivation of eating organic foods. It may affect their decision-making in consumption of organic foods because of better user experience (Jang et al. 2012).

## **Market situation**

- iv. Poor user experience will decrease the download rate of mobile application in organic market (HKORC 2008; Organization 2015)

According to the market situation, more and more organic food organizations or company set up mobile applications tries to target more young audiences in Hong Kong market. However, the above cases only have low download rate (HKORC 2008; Organization 2015). After analyzing those cases in functional and emotional aspects, it can find out that those cases only fulfill little part of functions that consumers need. Those cases are not comprehensive systems and lack interactive functions and two-way communication. The bad user interface design decreases the emotional needs of those applications. Therefore, an effective and efficient arrangement of user interface can surely benefit to audiences. It proved that better user interface design could attract the audiences to maintain using the platforms (Stone et al. 2005). They will be more willing to search for more details because they enjoy using and interacting with the interface design (Jacob 1992). Finally, designing better beyond the instrumental, emotion and affect and the experiential can have a better user experience (UX) (Hassenzahl & Tractinsky 2006).

### **4.3 Design Insights**

After analyzing the research finding, it develops the design insights which is according to the three major themes. Those themes are the major problems and unsuccessful factors that make them cannot promote well in new media.

- i. Lack of interaction in functional needs aspect
- ii. Tacky design elements in emotional needs aspect
- iii. Bad usage of user interface design

In order to improve the user experiences, this study suggests to create a new mobile application platform. It is a suitable design solution on promoting organic self-cooking through new media. Firstly, it finds out what are the user personas and user requirements, so we can understand that audiences want a comprehensive system. Moreover, chefs need to provide the meals. They will become our target audiences if they are willing to cook organic foods. It will connect this two group of target audiences by using mobile application. It can create interaction and two-way communication through organizing matching services. Audiences can make comments and contact the chefs directly in the app. Therefore, it can fulfill the functional needs aspect while sustainably using the app (Chisnall 1975). Secondly, it finds out that modern and minimal user interface design can attract the user to maintain using the app and build emotional touches (Harris 2002). Designing a better layout, graphic, content, sound, brand and interaction in user interface design can improve the user experience, especially in emotional aspect (Walton 2015). When user experience improved, audiences are more willing to purchase the organic foods and have organic self-cooking (Stone et al. 2005). Thirdly, it should fulfill the user requirements and make it user-friendly in prototype (M.B. et al. 2002).

## **CHAPTER 5: CONCLUSIONS**

## **5.1 Summary of Research**

This study finds out how designers add value on promoting organic self-cooking through new media to adolescents in Hong Kong. In Chapter 1, it defined the major problem which is three meals eaten outside the home. They do not have a healthy diet and make decisions based on their preference (HKORC 2008). The adolescents have unhealthy eating behavior because they would not cook (Yung & Cheng 2009). They reflect that cooking is a disaster (HKORC 2008). In order to change the consumer eating behavior, we conduct this study to find out the possible design insights and solutions through adding value in new media.

Thus, this study defined 3 key concepts and 5 major theories in Chapter 2. Through doing the literature reviews, it can find out the relationship between the key concepts and major theories. After understanding of young consumers' attitudes and needs, it proved that User Interface Design affects the User Experience directly (Lu 2000). Empirical Studies of those theories can prove that they affect the consumer decision-making process of organic self-cooking (Jang et al. 2012). It affects the willing and behavior of organic self-cooking in young generation (HKORC 2008). The literature reviews and market situations can help me to set up the research framework of using new media to promote organic self-cooking to the young generation.

Therefore, this study can set the research methodology in Chapter 3 according to the research framework in Chapter 2. And it finds out that deductive and abduction approach are the most appropriate for achieving my research objectives. It can analysis the case studies through defining the theories. Moreover, it can find out the

Abductive Thinking and Sense making of organic self-cooking and develop the design insights.

Finally, it analyzes the research findings and finds out the design insights in Chapter 4. It defines the themes in the three cases. The major problems and unsuccessful factors are the reasons why those cases cannot make good use of new media. Furthermore, it provides suggestions on creating a new mobile application platform. The platform adds value to functional needs. Not only collect the original functions in one app but also add interactive and engaging functions in the app. It also needs to design a new user interface and bring stories to the users. Emotional appear should be added in the interface design. It aims to improve the user experiences so that audiences will change their eating behavior through using this mobile application.

## **5.2 Discussion**

The literature review in Chapter 2 can help this study to explore the research findings and answer the research questions in Chapter 4. It helps us to find us the intimate relationship between consumer needs and user experiences. User interface design is the most direct influence on consumer emotions. It is a facial expression of the mobile application.

To prepare and develop my final year project, the planning is to focus on emotional needs aspect. To be a storyteller. It should find out the emotional touch points through designing a better user interface. It should create better engagement and interaction with consumers. Creating sustainable design solutions, it can start from setting up a new brand elements and content. Giving a brand story to organic self-cooking, it can build emotional touches with audiences.

Designing the user interface, flow, graphics, icons, buttons and text, it should contribute to the emotional story on adding the value of organic self-cooking. To make my final year project become more persuasive, not only create attractive visuals and campaigns but also match the audience needs. Carefully consider what experiences are giving to the users in my final year project. It should craft the mobile application with sketches, flows and personas. Moreover, make sure the digital platform information is having emotional touches. The design insights in this study can help us to set the communication objectives, actions, media, tone and manner, support and mandatory in my final year project.

### **5.3 Implications**

All in all, this study provides an analysis of the proposed framework that adding value on new media can promote organic self-cooking. It finds out the suitable design insights. After understanding the reason why young consumers do not have the motivation to change their original eating behavior. Through advising superior design strategies, this study can reinforce the consciousness of organic self-cooking and augment the organic market to the young generation. In addition, more possibilities are found out during analyzing the data and finding.

Firstly, this study only conducts analysis in new media aspect. During the research, we find out that adding value on online and offline (O2O) promotion is another possible and valuable research topic in the future. Not only create a mobile application but also discover creative promotions and storytelling.

Secondly, we find out that adding value on branding is another possible and valuable research topic in the future. Through understanding the consumer attitudes, this study reveals that consumers are affected by emotions. As a better brand image, can change the brand loyalty in consumer mind.

Thirdly, this study explores how User Experience can change the emotional needs of organic self-cooking. It aims to find out the relationship between functional and emotional needs and user experience. However, the user experience is not only about emotion but also about users' experiential. The predispositions, expectations, needs, motivation and mood are the internal state of users' consequence. The users' consequence is also a possible and valuable research topic in the future.

#### **5.4 Future Work**

If this study could have more time and resource, it can conduct primary research as the methodology. As primary research, can bring more firsthand and in-deep findings. Through conducting questionnaire, focus group and observation, it can increase the accuracy of this study. Employing a research assistant or purchasing the research databases can also help to develop more details and findings in this study.

In order to have a better theoretical ground of my final year project, a focus group will be conducted with the target audiences. It can help to determine the attitudes and behavior of consumers in Hong Kong towards organic self-cooking.

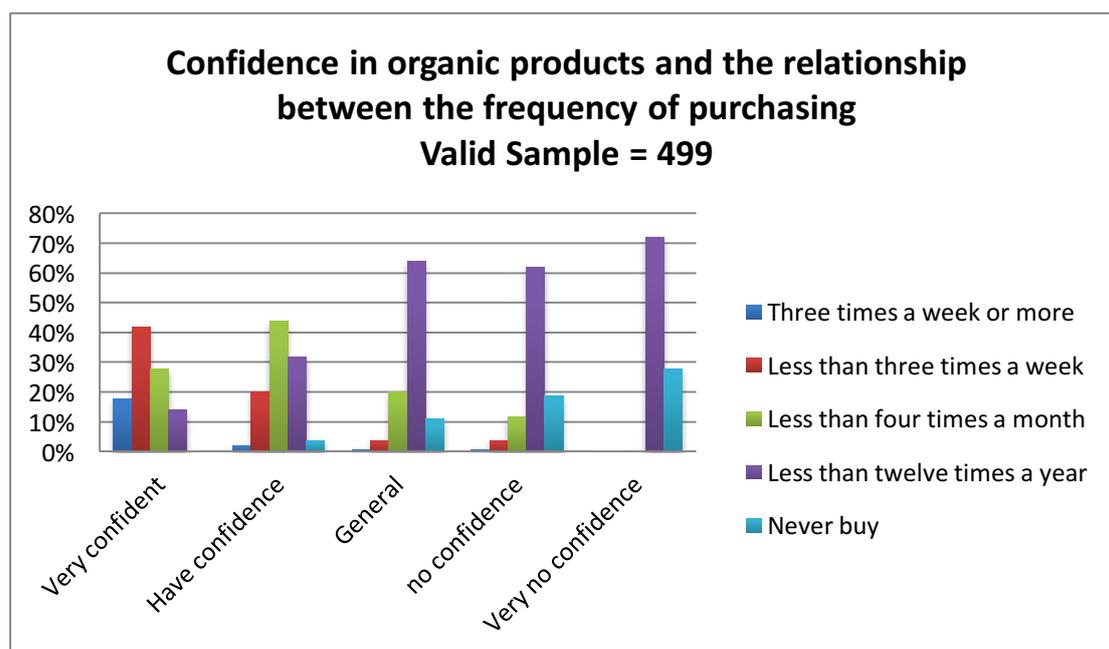
Knowing audiences who purchase organic food is a critical part of the organic self-cooking analysis. In the future study, it should focus on finding the creative design solutions to changing the consumers' eating behavior. Moreover, it should extend this study and determine the factors influencing the motivation of organic self-cooking in new media.

## APPENDIX

In 2008, Hong Kong Organic Resource Center has published a study about consumer behavior of organic food in Hong Kong (HKORC 2008). It has done questionnaires analysis. Questionnaires were distributed to all markets and supermarkets in 17 districts (except Islands District). And reached 503 people to respond the questionnaire.

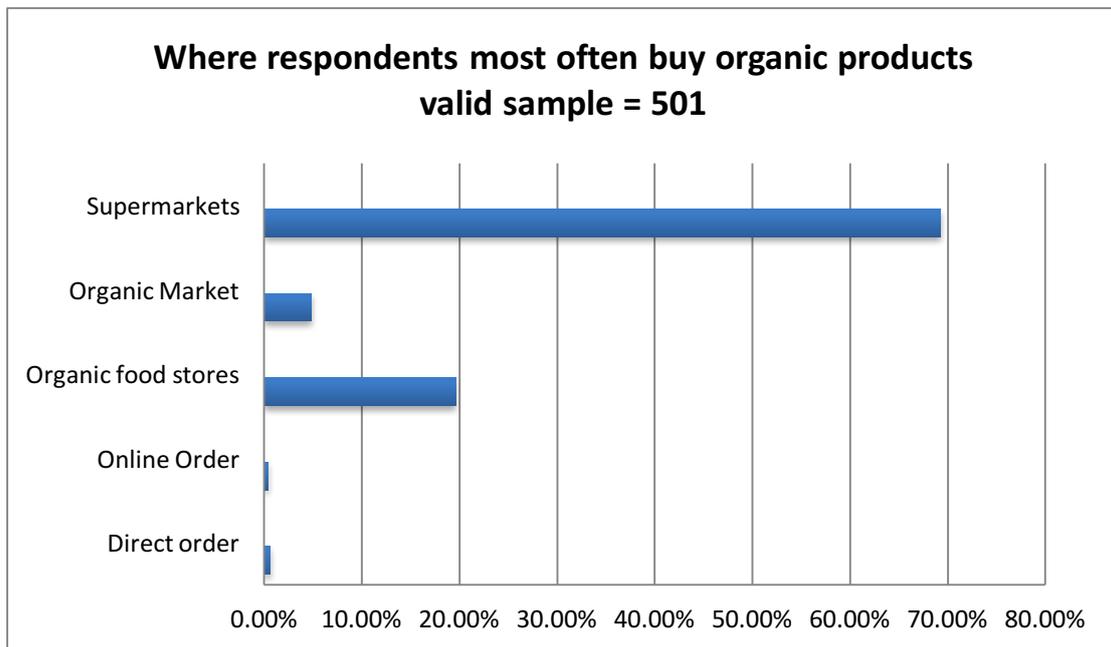
It proved that Consumer purchasing habits also have a relationship with the purchase of confidence, environment and education. The more confidence and educations of organic products that they have, the more they will buy. The frequency is relatively high. In other words, if it can increase consumers' confidence and knowledge in buying organic products, it can encourage them to buy more organic products and expand the organic market in Hong Kong.

**Figure 11.** The confidence in organic products and the relationship between the frequencies of purchasing in Hong Kong market



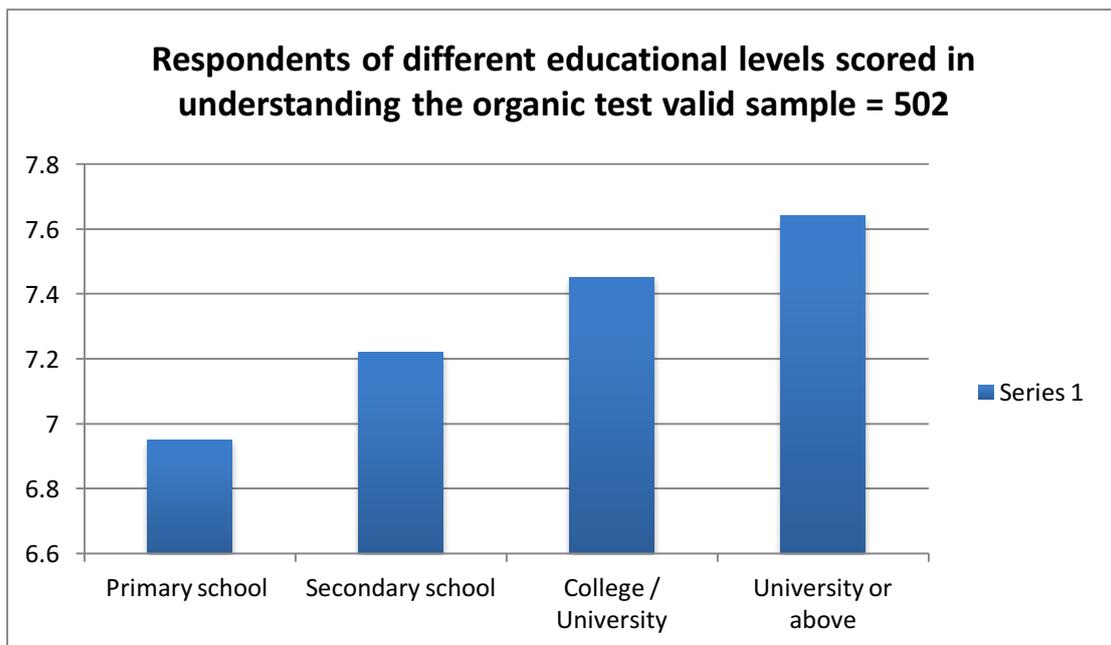
Source: (HKORC 2008)

**Figure 11.** The locations of respondents most often buy organic products in Hong Kong market



Source:(HKORC 2008)

**Figure 13.** Different educational levels scored in understanding the organic test



Source:(HKORC 2008)

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