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AN ANALYSIS OF SUSTAINABILITY AND CONSUMER BUYING BEHAVIOUR IN THE FOOD RETAIL INDUSTRY

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<p>Abstract</p> <p>Sustainability is a trending topic in today's world. Businesses and consumers are consuming Earth's resources in a fast manner and unfortunately, the resources are scarce. Sustainability means enduring into the long-term future. It refers to the balance between the economic, environmental, and social aspects of the business. Sustainability has become a competitive advantage for companies, especially in the fast-changing grocery industry. For this reason, it is essential that businesses understand consumers buying behaviour and why consumers choose certain products.</p> <p>The purpose of this study was to research young consumers' interest in and awareness of sustainability and environmental issues. It aimed at discovering how young consumers take sustainability and environmentally friendliness into consideration and if they make conscious choices while shopping for groceries.</p> <p>In the research part of the thesis, a quantitative research method was used. The research was conducted as an online questionnaire which was distributed among young consumers based in Europe. The questionnaire was designed to answer the research question and collect recent data on sustainable consumer behaviour in grocery purchasing, targeting the young generation.</p> <p>The findings of the research showed young consumers are aware of sustainability issues and the impact their choices have on the environment. Young consumers are generally willing to make an effort to find the best options for the society and environment although there is still room for improvement in product comparison and the consciousness of the production process of the grocery products.</p> <p>The limitations of the research are the large research population but the low data quantity. Due to this, the research cannot be fully generalized to represent the whole population.</p>			
<p>Keywords sustainability, consumer buying behaviour, sustainable consumption, sustainable development</p>			

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1 INTRODUCTION

In the year 2020, the news is constantly reporting issues related to sustainability: hurricanes, wild-fires, rising sea levels, hunger, extreme weather conditions and human rights. The interest and awareness towards these issues which affect all people on Earth have been growing fast. Consumers are looking for more sustainable solutions and transparency from companies. The demand is shifting toward sustainable options and companies are exploiting sustainability to differentiate from their competitors and attracting consumers by emphasizing sustainability in their advertising. However, sustainability is much more than only protecting the environment. It is about the balance between environmental, social, and economic parts of the business and the ability to survive in the long-term.

Another topic covered in the thesis is consumer buying behaviour. In the retail business, consumers set the demand, and therefore, understanding how and why consumers select products is essential for the retail companies. Moreover, consumer buying behaviour is discussed by its four dimensions: psychological, personal, social, and cultural. In addition, consumer decision-making process is also familiarized.

The focus of the thesis is on the food retail industry since every consumer is familiar with the industry and purchasing grocery items is a must for almost everyone. Food retail industry has, therefore, a huge impact on environmental and social issues. In this thesis, both sustainability and consumer behaviour is studied. An online questionnaire is conducted among international respondents to gather more information on consumers' buying behaviour and awareness of sustainable consumption. The outcome of this thesis will indicate how aware and interested today's youth is in sustainability and environmentally friendliness and do young consumers take these matters into consideration and make conscious choices while grocery shopping.

2 SUSTAINABILITY AND SUSTAINABLE DEVELOPMENT

For long, humankind believed economic growth and always improving living standards can last eternally. Today, sustainability is an all along growing theme of great importance. One may find it hard to explain since the concept is fast-changing. However, sustainability means enduring into the long-term future; it refers to systems and processes that can operate and persist on their own over long periods. There are three main factors of sustainability: social, economic, and environmental. (Robertson 2017, 3-9.)

In figure 1, three dimensions of sustainability are illustrated. In the figure, one may see what the result is if only two of the three pillars of sustainability are reached. To have true sustainability, all three factors of sustainability must be achieved and balanced. (Circular Ecology 2020.)

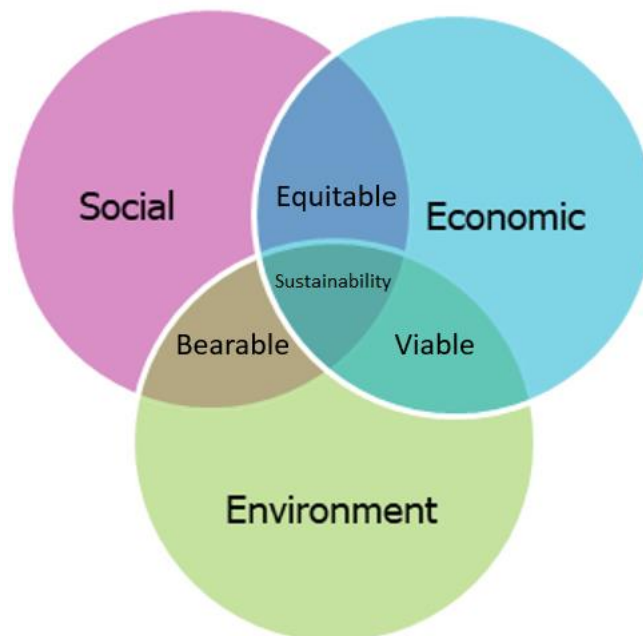


FIGURE 1. Sustainability Venn Diagram (Circular Ecology 2020.)

The term sustainable consumption refers to the consumption of goods and services that have the smallest possible impact on the environment, are socially equitable and economically viable while still meeting humans' basic needs. Sustainable consumption does not only concern individuals but everyone, all sectors, nations, governments, and companies worldwide. Current unsustainable consumption habits are ruining the environment by spending natural resources in an unbearable manner and sharing resources in an inequitable way as well as contributing social problems such as poverty. The main reasons preventing sustainable consumption being fulfilled in nowadays society are lack of awareness and teaching; lack of support from the community, government, or industry; unwillingness to add the real environmental and social costs in the price of goods and services; and lack of alternative sustainable options for good and services. (Srinivas 2015.)

2.1 Sustainable Development

Often sustainability and sustainable development are used as synonyms and mostly seem to mean the same. However, sustainable development can be considered as the pathway to sustainability. (Circular Ecology 2020). The most known definition of sustainable development was published in the Brundtland report (1987) "sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

The term of sustainable development can be traced back centuries ago, even though it became famous in the late 20th century. Back then, the attention was more focused on the negative impact of the economic activities and there was no information on how businesses or individuals could implement sustainability practices as a way for achieving a competitive advantage. It was not until the 20th century that the concept of sustainable development was expanded. By the end of this period, people changed their basic assumption of development and growth. However, even then, it was still not fully understood that sustainability should be included in the business strategies even if people started to understand that their activities would drain the resources. Nevertheless, it was hoped that by the time the resources became scarce, new technologies would have had emerged to economize on the remaining resources. (Du Pisani 2006, 82-97.)

Between the 60s and 70s, people realized that technological advancements meant to accelerate material progress had only caused bigger problems. The recession that began in 1970 confirmed that there was a need for change in the business industry: to exploit resources but, at the same time, conserve them. This led to the emergence of sustainable development as the way to solve economic growth challenges. Later, the Brundtland report popularized the concept of sustainable development as it showed how sustainability could be achieved through various strategies, including the conservation of the environment. (Du Pisani 2006, 82-97.)

2.2 Environmental Sustainability

Environmental sustainability can be considered as the primary aspect of sustainability. It is concerned with the conservation of natural resources as well as creating more projects and practices that are energy efficient (Olawumi and Chan 2018, 232). Thus, the goal of this dimension is developing alternative power sources while reducing both pollution and harm to the environment. In this regard, most projects associated with environmental sustainability are characterized by wetland preservation, tree planting, and protection of the natural resource. However, critics of this dimension argue that its initiatives are not supportive of the growing industrialized society. (Brandi 2016.)

2.3 Social Sustainability

As crucial as the environmental aspect of sustainability is, can social sustainability be as vital. Social sustainability considers the human aspect of sustainability from the point of view of human rights. It aims for identifying and dealing with the business impact on people. For businesses, social sustainability means providing safe working conditions, decent wages, and job security. By providing these,

a company not only has a positive impact on its employees but, in the long run, to the society as well. (UN Global Compact s.a.)

It is worth noting that, for a long time, the social dimension of sustainability had been neglected in comparison to economic and environmental sustainability. It was not until the late 1990s when social sustainability gained more acknowledgement, and ever since its importance has been recognized. (Rasouli and Kumarasuriyar 2016, 28.)

2.4 Economic Sustainability

Economic sustainability refers to the economic growth business can achieve in the long run without harming the environmental and the social aspects of sustainability. The dimension of economic sustainability requires that a country or a business utilizes its resources responsibly and efficiently to allow its operations to be sustainable and consistently produce an operational profit. (Circular Ecology 2020). Song, Hou, Zhang, O'Connor (2017) further define the concept of economic sustainability as the ability of any given economy to support and enhance a defined level of economic production. Without operational profit, it becomes a challenge to sustain the activities of the business. Without efficient operation and responsible action, a company will be unable to meet its objectives sustainably in the long run.

2.5 Measuring Sustainability

Although, becoming a sustainable business is trendy and might be often considered as 'the right thing to do', businesses should not pursue sustainability for the sake of these matters. If sustainability does not have a meaning for the company in a business sense, it will most certainly not become a priority.

After a company has decided to take the needed steps to begin the journey towards sustainability, continuous sustainability measuring is required. Even though, achieving a balance between economic, social, and environmental aspects of sustainability is not always possible in the reality. Sustainability measuring helps the company to follow the progress and make sure that the efforts are paying off. Measuring sustainability have many benefits: it helps the company to decide where to focus the efforts, motivates the employees towards the improvements, shows the process in social and environmental sustainability and communicates these to the consumers, employers, shareholders and other stakeholders. (Robertson 2017, 308-309.)

Sustainability reporting is one of the most used ways to measure sustainability. It is done by a company or organization. A sustainability report includes information about the company's environmental, social, and economical situation and about the impact the company has on these matters by its daily activities. It informs the stakeholders, managers, customers and other key associates about

the company's commitment and strategy for the sustainability goal. A sustainability report also includes other information such as the values and governance model of the company. (Global reporting s.a.)

In figure 2, one can see the increase of sustainability reporting over the years in the 500 largest companies listed on stock exchanges in the United States. Between the years 2011 and 2017, the total increase of companies practising sustainability reporting has grown 65 per cent. (G&A Institute s.a.)

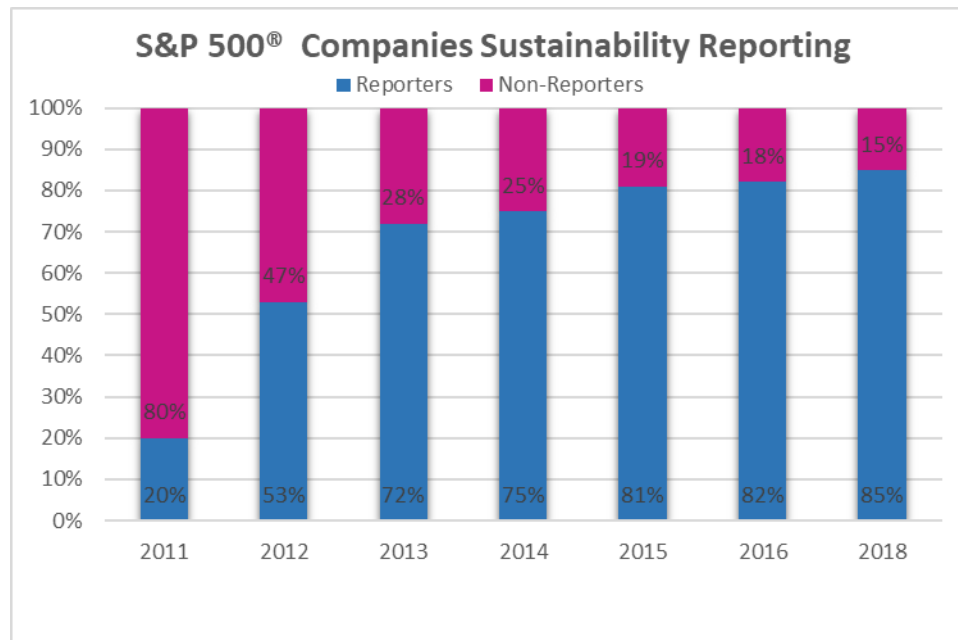


FIGURE 2. Percentages of S&P 500 companies practising sustainability reporting (G&A Institute s.a.)

2.6 Sustainability in the Food Retail Industry

Food retail industry includes all the businesses that primarily sells food to the end-users for preparation and consumption. In practice, this means retail grocery stores and supermarkets. (Nead 2017).

Food retail industry was selected as the industry of interest for this thesis since practically all consumers are familiar with this industry and use its products in everyday life. Sustainability is constantly becoming a more and more vital factor to the consumers when differentiating companies from one another as well as to the companies to rival against each other.

The most significant polluter industry in the world is stated to be the meat and dairy industry, leaving behind even the oil industry (Gabbatiss 2018). Food has a significant impact on the planet. One of the most alarming problems in food retail industry is waste. Only in the European Union, it has been estimated that 88 million tons of food waste is created from agricultural production to household consumption every single year. It makes 173 kilograms per person. However, most of this waste comes from the households (53%) and only a small part from the stores. (European Parliament 2017).

According to the research of Grunert, Hieke, and Wills (2014), consumers show a small level of awareness related to sustainability in the food industry. Additionally, most of them associate the term 'sustainability' with the idea of environmental protection. An individual can make a difference by considering the available options and choosing the best one. After all, without the demand for the unsustainable options, the companies are driven to change their practices for more sustainable.

2.6.1 Agriculture

Agriculture stands for the cultivation of plants and livestock. Although agriculture is indispensable for humankind, it has an enormous impact on the planet. Worldwide, 70 per cent of the freshwater is used for agriculture. (Khokhar 2017.) In addition, livestock agriculture produces 18 per cent of all human-made greenhouse emissions in the world. (Vergunst and Savulescu 2017).

Often agriculture produces bulks of food by using enormous amounts of chemical fertilizers and pesticides which have a harmful impact on soils, water, air, and climate. This industrial agriculture is not sustainable for long-term since it wastes and degrades the resources it depends on. The term *sustainable agriculture* refers to a profitable business which ensures fair working conditions, wages, and benefits the surrounding community as well as well-managed natural resources and systems. (Ucsusa 2017).

It is important to note that organic and sustainable are not synonyms: organic standards allow some practices which are not sustainable and not all sustainable farmers can be granted the organic certification. (Ucsusa 2017).

2.6.2 Locality

Locally grown agricultural products have become attractive to consumers. Sustainable consumers are interested in purchasing locally grown food for several reasons. Firstly, many consumers are aware that long transportation distances and cold storing have an impact on the environment. Secondly, it is easier for a consumer to trust local food to be good, safe, and pure. Consumers may even know exactly where the food has been grown. Lastly, consumers prefer supporting their local farmers and entrepreneurs and, thus, impacting social sustainability. (Whiting 2019.)

2.6.3 Labels

Eco-labels help consumers to choose products which have a smaller ecological footprint as well as improve the environmental and social sustainability. Eco-labels communicate to the consumer that this product has been produced or cultivated in the best possible way. For example, one of the most famous eco-labels the Fairtrade label ensures consumers that producers, farmers, and workers have decent working conditions and are well-paid for their prod-

ucts. Fairtrade supports economic sustainability by, for example, providing farmers and workers additional salaries and safety nets. Environmental sustainability is targeted by responsible waste and water management as well as preserving soil fertility and biodiversity. Social sustainability, on the other hand, by helping women to set up their own businesses and forbidding usage of forced and child labour. (Fairtrade s.a.)

2.6.4 Package

The package tells consumers plenty of the product itself. It can differentiate a product from other similar ones and draw consumers' attention to the product. Eco-friendly packaging has become a buzzword among consumers and companies are recognizing the wishes and answering to the demand with changing the packages for more environmentally friendly ones. In the study of Steenis, Van Der Lans, Van Herpen and Van Trijp (2018) it is stated that consumers prefer sustainable packaging over conventional plastic packaging. In addition to that, consumers more often choose circular packages over the linear ones. Circular packaging means the material is often recycled or repurposed and can be returned or recycled and reused after the use.

3 CONSUMER BUYING BEHAVIOUR

“What you buy reflects who you are or who you want to be.” (Moon 2017).

According to Kumra (2006, 2) consumer behaviour can be defined as “study of how people and organization behave when obtaining, using and disposing of products and services”. Consumer behaviour includes the psychological processes the consumer faces when recognizing and solving needs, planning, and executing purchases as well as post-purchase behaviour. Consumer behaviour is a rather complex field and requires also understanding of other fields such as psychology and sociology.

In the past, the field was referred as *buyer behaviour* and it focused on the interaction between consumers and producers at the time of purchase. Since that, marketers have learned that consumer behaviour is, in fact, an ongoing process and covers more than only the exact purchasing moment. (Solomon 2018, 29.)

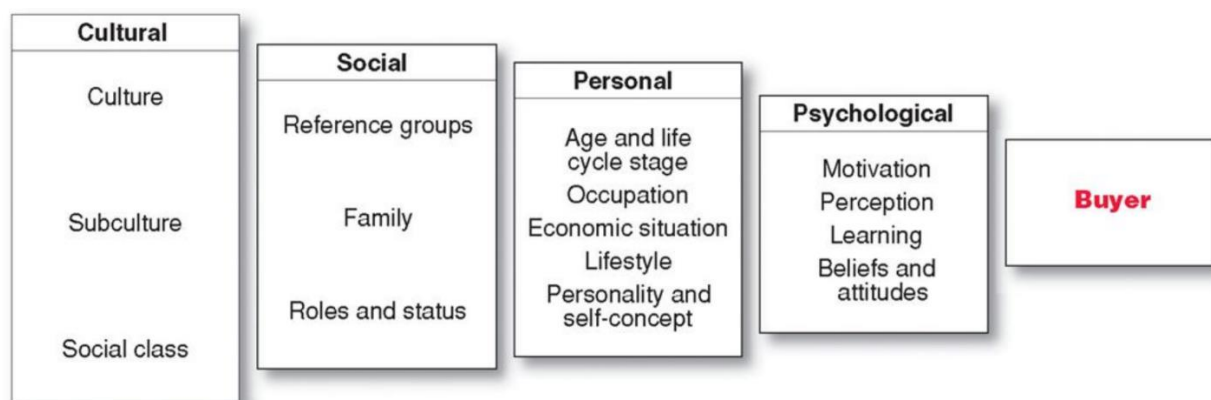


FIGURE 3. Factors affecting consumer buying behaviour (Kotler and Armstrong 2012.)

3.1 Psychological Factors

Consumer behaviour is affected by several internal or psychological factors. An individual searches satisfaction through purchasing. It is also recognized as needs which there are two types: biogenic and psychogenic. Biogenic needs are basic human needs, physiological needs, such as hunger or thirst. Psychogenic needs are so-called secondary needs which can be, for example, independence or esteem. A person is first to fulfil the most critical need, in this case, biogenic needs. After the most urgent need has been satisfied, the consumer may consider the other need as well. Marketers try to create, make conscious or reinforce the consumers’ needs in order to create a motivation for purchasing. (Ramya and Mohamed 2016.)

Humans have five senses: smell, hearing, taste, sight, and touch. Perception is the process of selecting, organizing, and interpreting information inputs in order to gather meaning that would help

in consumer's decision-making. Each of the senses is constantly sending information to the brain. For instance, when a consumer sees an advertisement of a service or touches a product, she or he received information of the product or service. (Madichie 2012.)

Learning means a change in behaviour as a result of experience. Learning factor indicates the past experiences the consumer has had with the product or service in question. Consumers often repurchase the product they have been satisfied with in the past. Every consumer forms opinion and images of the product and services available at the market. Every brand has an image, brand image, which is formed by the consumers based on their interactions and experiences with the brand. Marketers tend to spend plenty of money and time to create a strong brand image which can help the company, for example, to receive new customers. (Ramya and Mohamed 2016.)

3.2 Personal Factors

Personal factors also affect the buying behaviour. These factors can be age, profession, lifestyle or, for example, economic situation. Consumers of different age groups buy different products. The preferences, as well as taste, will change when moving from one age group to another. Another essential factor is one's occupation and education. Studies have shown that people with higher education tend to eat healthier and spend more money on food. (THL 2019). The higher education can be often seen as higher salaries. Understandably, more money can be spent when there is more money to spend. One could also say that gender plays a role in buying behaviour. For example, most clothing and footwear are targeted for either females or males. Even when consumers share other demographic qualities, they often have very different lifestyles. Consumers enjoy spending their free time differently, value different matters and feel differently about themselves. All these affect the buying behaviour of the consumers. (Solomon 2017, 31-33.)

3.3 Social Factors

Homo sapiens is a social species. Consumers do not tend to make choices which are not socially acceptable. The other people around influence consumers' behaviour patterns such as likes and dislikes. One of the social factors is family. The family may affect person's buying in several ways. If a person is single or has no children, the spending habits are distinct from one with a larger family. An individual can make choices with more freedom, whereas, in a large family, the group decision-making must be considered. (Ramya and Mohamed 2016.) Also, the spending priorities are often in line with the family structure. For instance, families with small children tend to purchase much of healthy food, whereas families with older children are more drawn to buy junk food. (Solomon 2017, 32.)

In figure 3, the reference group has been mentioned as a part of the social factors. Reference group means the group of people with whom an individual socializes. It can mean, for instance, friends or neighbours. Reference group influences one's values and behaviour either directly or indirectly. Beside reference group, role and status are significant factors. People associate with others in, for example, work-life and hobbies. The role can be defined as the activities an individual is expected to

carry, whereas each role has its own status. Consumers tend to choose products which communicate their role and status in the society and marketers should be aware of this matter. (Ramya and Mohamed 2016.)

3.4 Cultural Factors

Culture is an essential determinant of a person's behaviour. A child acquires values, preferences and behaviour while growing up from family and other institutions such as schools. Culture can be defined as the beliefs and values that are shared by most people within a group. It is learned and passed on from one to another, usually from one generation to another. Marketers must be familiar with the cultural forces and use separate strategies for each category of culture. Culture may change over time, but the change is often prolonged. Therefore, it is easier for marketers to adapt to the culture rather than trying to change it. (Ramya and Mohamed 2016.)

Each culture has smaller subcultures within. Subculture refers to a group of people with traits that distinguish them from the primary culture. These traits can be, for example, nationalities or religions. Subcultures may offer significant market segments and, therefore, targeting subcultures with tailored marketing strategies is valuable for marketers. (Rani 2014.)

The dictionary (dictionary.com s.a.) explains social class as follows: a broad group in society having common economic, cultural, or political status. People from the same social class have the same level of income and place in society as well as the same interests and values. They may have, for example, the same taste of music, leisure activities or art. (Solomon 2018, 32-33.) As for targeting subcultures, a marketer benefits from creating targeted marketing activities also for each social class. Social class affects people's buying behaviour in a sense that in lower social class, the price is more often the most critical factor whereas in higher social class factors such as quality are considered more significant. (Rani 2014.)

3.5 Consumer Decision Making Process

Every consumer makes choices daily even without realizing or paying more attention to it. Some, more essential purchases may even take weeks of consideration before the purchase to be executed. Consumer decision-making process attempts to explain the stages consumers face from recognizing the need or problem one may have to the post-purchase evaluation. In theory, there are five stages which the consumer will go through when purchasing a product or a service. In practice, not every purchase will follow the pattern of the decision-making model. There are also purchases made in a more spontaneous manner. (Solomon 2006, 259.)

The factors discussed in the previous chapter affect all the five parts of the consumer decision-making process.

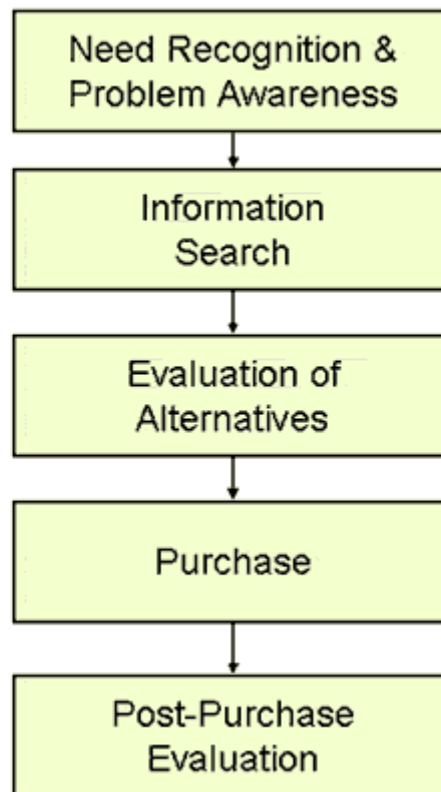


FIGURE 4. Consumer decision making process model (Dudovskiy 2013.)

The first step is for the consumer to recognise the need for something or become aware of a problem that needs to be fixed by purchasing a certain product or service. The first step of the consumer decision making process is therefore called need recognition and problem awareness. For instance, back pain that forces one to book a massage or the realisation that one's phone is outdated creates a need for something. The need is often created by marketers: an imbalance between consumers' present status and their preferred status. (Stankevich 2017, 10.)

There are two types of stimuli which affect the first stage of consumer decision making: Internal and external. The internal stimulus is often a fundamental impulse. External stimulus, however, comes from marketers creating a need using advertising or sales promotions. A want is created when a consumer acknowledges an unfulfilled need and is determined to satisfy it. (Stankevich 2017, 10.)

After realising the need for purchasing something, the consumer starts looking for available solutions to the problem or need. The consumer starts searching for information. This search can be proceeded both internally and externally. In this case, internal information search refers to memories, for example, thinking of past experiences, whereas external search acquires information from public sources or word of mouth experiences. (Stankevich 2017, 10.)

When the consumer has found out about the possible solutions, he/she starts to evaluate the alternatives. In this stage, the consumer selects the most critical factors that affect the purchase. These

can be, for instance, price, quality, or brand. For marketers, at this point, it is essential that the consumer is aware of their brand. Also, it would be ideal that the marketer is aware of the factors influencing consumers' choice. (Stankevich 2017, 10.)

In the purchase phase of the process, the consumer has finally made the decision which product or service is to be purchased. What is left is to make the actual purchase. When concerning of larger, more important purchases, the time between the decision to make the purchase and the actual purchase might be long. During this time, the consumer may even decide not to go through with the purchase, after all. With less significant purchases, for example, when purchasing everyday objects, the time between the decision and purchase may not take much time, and the consumer is willing to take more risks and try products or services with less time spend for consideration. (Stankevich 2017, 10-11.)

After the purchase has been made, the consumer uses the product and evaluates the decision. This stage is called post-purchase evaluation. If the consumer feels satisfied with the purchase and finds that the product or service fulfilled the expectations and need, the consumer may become a brand ambassador and might influence other consumers' choice-making in stage two. On the other hand, the same may also happen in a negative sense when the consumer was not completely satisfied with the product or service. It is a critical part for the company. If the consumer was satisfied, the company might have a new loyal customer but, in case of an unsatisfied consumer, this is the last opportunity for the company to influence on the image the consumer is to form of the company and its products or services. (Stankevich 2017, 11.)

Even though disposal has not been mentioned in figure 4, it is an essential part of consumer behaviour. As Rajeer Kumra (2006, 2) states, consumer behaviour does not only include the study of how products have been purchased but also considers the use and disposal of the products. For long, consumer nor the companies did not care how the products were disposed. However, nowadays, both consumers and companies are becoming more interested in what happens to the product after it has been used as a possible way to minimize the impact on the planet. After-use of a product could be, for instance, reselling, recycling, or throwing the item away.

4 RESEARCH PURPOSE AND METHOD

The purpose of this research was to explore sustainable buying behaviour and awareness regarding sustainable consumption among today's youth. The objective of the study was to gather valid data from a large target population by creating a clear questionnaire and analyzing and examining the data with accuracy. The research attempt to examine matters which will indicate whether young consumers pay attention to certain factors such as packaging, production, country of origin or eco-labels while choosing grocery items. Also, the research tries to find out if young consumers are aware of brands advertising sustainability and if young consumers are generally interested in sustainability and environmental issues.

There are two types of research method to collect data: quantitative and qualitative. For this research quantitative research method was used. The qualitative research handles information about quantities, therefore numbers, and uses statistics and numerical comparisons to analyze data. The quantitative research method is used when there is a need to measure defined variables such as behaviour, attitudes and opinions. The data for quantitative research is collected by a survey. For this research, an online questionnaire was used. (DeFranzo 2011.)

4.1 Structure

The questionnaire was designed as short and effective so that it is easily understood, and the questions do not require any additional knowledge on the topic. Solely, the apprehension of one's behaviour and awareness was needed. To understand what type of respondents were answering, the following demographic questions were included in the questionnaire: age, education, and country of origin. To follow, a question regarding the most important factors affecting one's buying was added. The rest of the questions were statements and respondents were asked to select to which extent they agree with each of the statements. First three of these intended to find out people's general feelings towards sustainability, whereas the rest of the statements concerned the respondent's behaviour. Overall, the questionnaire included 17 questions.

4.2 Sample Group and Data Collection

The target population refers to the group of people from which the sample is drawn. Sample group, however, refers to the representative group from the population which is to be studied. (McLeod 2019.) For this research, the target population was international youth whereas the sample group is the 176 respondents who took part in the study. The data for this research was collected from primary sources by conducting a questionnaire online. Conducting an online questionnaire is relevantly fast, and due to the desire to research international respondents, the best suitable option to gather data anonymously. The questionnaire was distributed among the broad international network the author has gathered during the studies. The aim was to reach people from as many countries as possible, hence, to gain as diverse responses as possible. The most answers were collected from

countries the author has personal networks to, these being Albania, Italy, Spain, and Finland. In addition, people from 27 other countries worldwide participated in the research. The questionnaire reached 176 responses in total.

4.3 Reliability and Validity

The threats to reliability and validity can never be truly eliminated but by paying close attention, the effects of these threats can be reduced. Research is reliable when similar results can be found when the research would be carried out for a similar group of respondents in a similar context.

Validity is an essential key to effective research. Invalid research is useless. In quantitative research, validity can be improved by careful sampling, appropriate instrumentation, and suitable statistical usage of the data. (Cohen, Manion and Morrison 2007, 133, 146.) Although research can never be completely valid, the questionnaire was designed the way that the questions were clear and informative, and the results were carefully analyzed.

4.4 Collected Data

4.4.1 Background of the Respondents

The aim of the first question was to have information on the respondents' age. The target population of the questionnaire was the youth and the questionnaire was distributed mostly among young people. Therefore, it is not a surprise that 55 per cent of the respondents are 21-25 years old and 38 per cent 26-35 years old. In addition, 3.4 per cent of the respondents were under 20 years old, 2.8 per cent 36-45 years old and 1.1 per cent over 46 years old. Figure 5 demonstrates the age distribution.

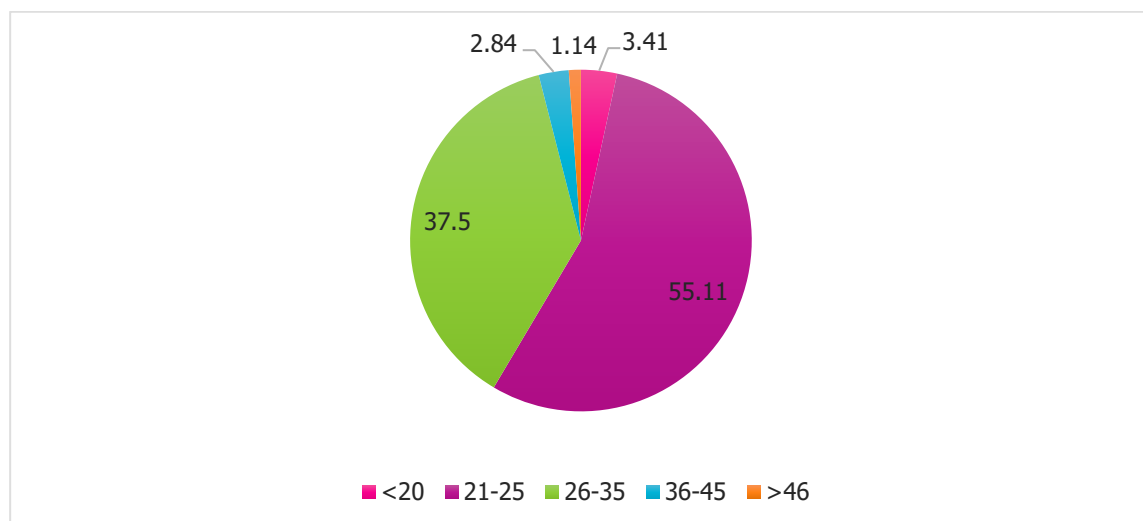


Figure 5. The age distribution of the respondents. (n=176)

Education of the respondents was the second question. According to the obtained data, 45 per cent of the respondents hold a master degree, whereas 36 per cent of the respondents have a bachelor degree. 16 per cent stated to have either a high school or a vocational school diploma. Besides

these, there were only 2 per cent of doctoral and 1 per cent of compulsory school respondents. The results can be seen in figure 6.

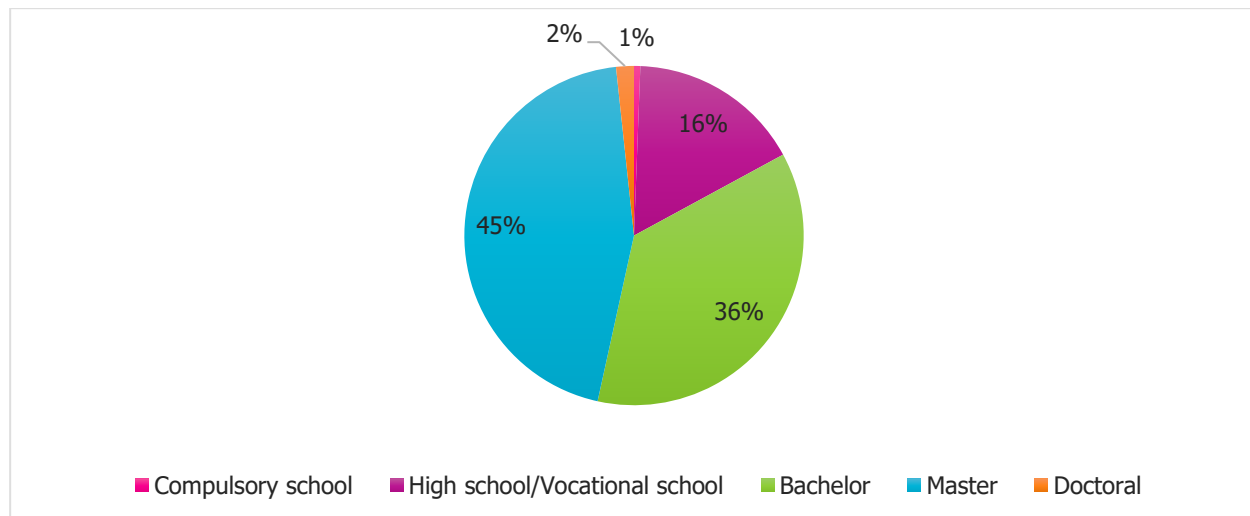


Figure 6. Level of education of the respondents. (n=176)

The questionnaire was distributed among youngsters in Europe. The third question asked where the respondents are originally from. The questionnaire was able to reach people from 31 different countries. From most countries, there were only a few respondents. However, most respondents were from Spain, Italy, Albania, and Finland, and therefore, some comparisons between these four countries were made in analyzing the data. The distribution of country of origin can be discovered from figure 7 below.

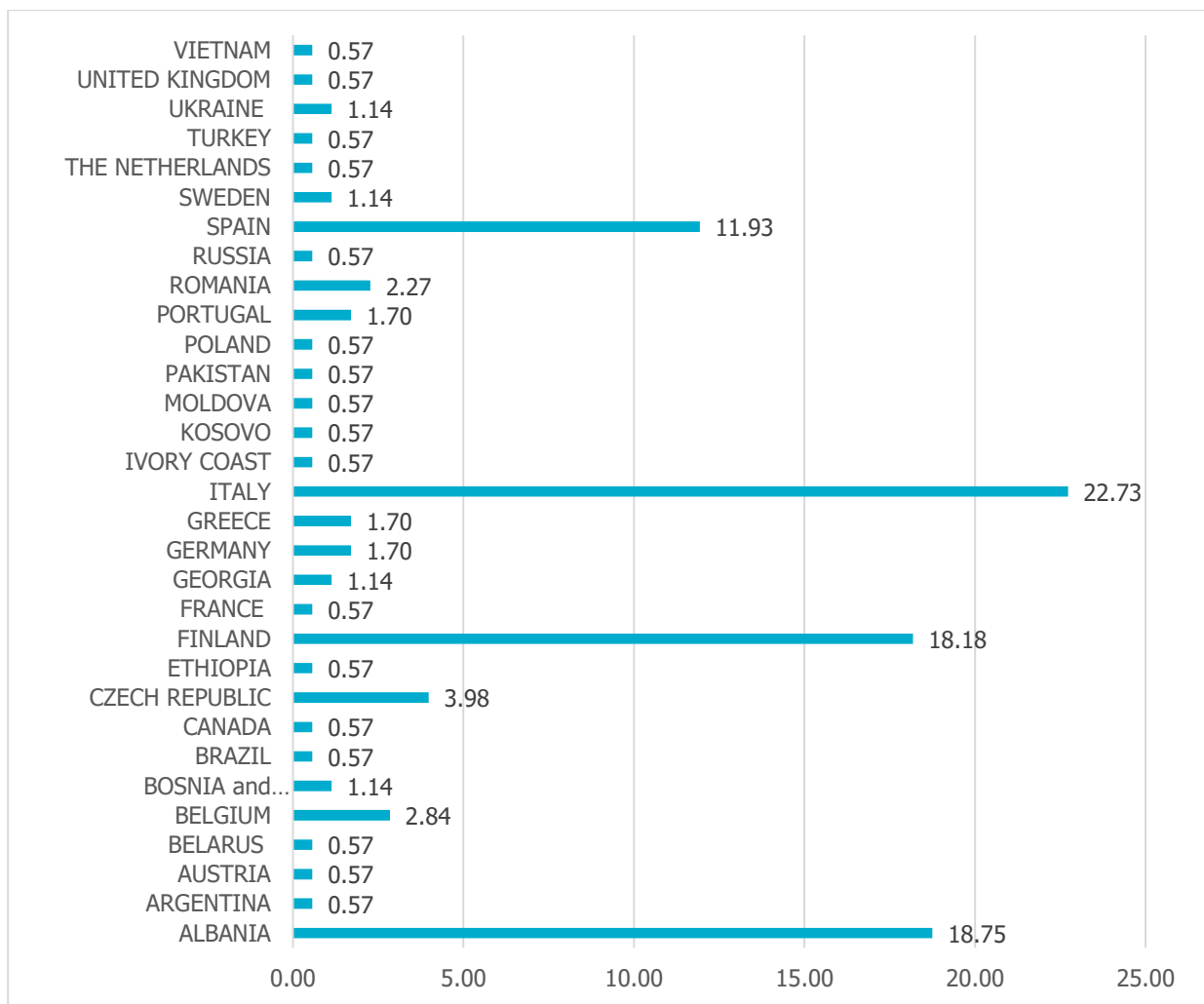


Figure 7. Country of origin. (n=176)

4.4.2 Research Findings

The purpose of the fourth question was to find out which factors have the most significant influence on buyer while choosing a product. The respondents were given six options and were told to choose the three most important. The respondents were also given the opportunity to add other factors they find essential. Four options were added by the respondents: flavour, promotions, healthiness, and being able to buy the product without any packaging. Of the six original options, price was selected by 88 per cent of respondents and, therefore, can be considered the most important factor to the consumers. It is worth noting that the questionnaire was distributed among the youth and commonly, the youth does not have as much money to spend as the older generations, and therefore the price may play a bigger role in this sample group as it may in another one. Quality was selected by 84 per cent of the respondents, by almost as many as price. These two can be considered the two most essential factors influencing the choices made by consumers while grocery shopping. Brand was selected by 36 per cent of the respondents whereas country of origin by 30 per cent. After these, eco-labels was selected by 22 per cent of the respondents. The frequency of choosing eco-labels was surprising. It was expected that eco-labels would be selected the least times. The package, however, was the least important of these according to the respondents of whom, 18 per cent selected it as one of the most important of the three factors. The package has a little to do

with the product itself and is often thrown away immediately. The package might, for this reason, be the least important factor for many. The results can be found in figure 8.

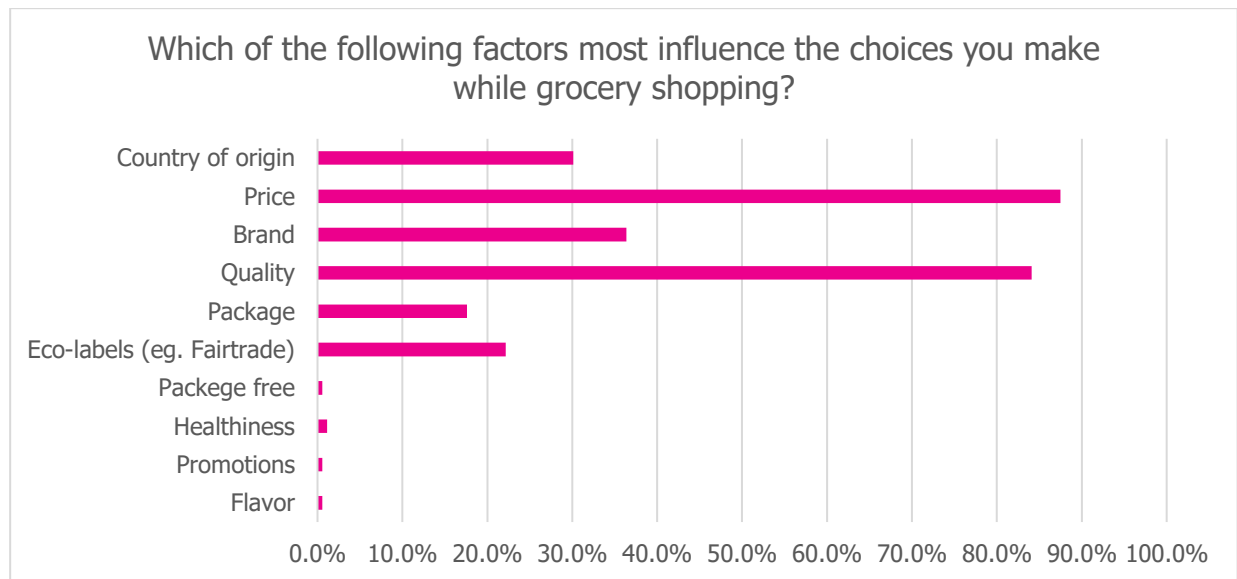


Figure 8. The factors that influence the choices the most. (n=176)

The first three of the statements presented were concerning respondents general feelings towards sustainability. Responses to the first statement show that consumers feel like the choices they make every day have an impact on the environment. More than 57 per cent agree with the statement, and 25 per cent strongly agree with it. 4 per cent disagree, and 0.6 per cent strongly disagree with the statement. 13 per cent are neutral with the statement. Overall, more than 82 per cent do feel the choices made have an impact. The second statement asked whether one is interested in sustainability and environmental issues. To this statement, no one strongly disagreed. 3 per cent of the respondents disagreed, and 9 per cent neither agreed nor disagreed. 56 per cent agreed, and 31 per cent strongly agreed with the statement. In the first two statements, no clear differences between the compared countries, Albania, Finland, Italy and Spain, cannot be seen. Young consumers from all of these four countries seem to be rather equally interested in sustainability issues.

In conclusion, consumers are interested or very interested in sustainability and environmental issues. The third statement asked if it is hard to tell which companies and brands truly are sustainable or environmentally friendly. 49 per cent agreed, and 25 per cent strongly agreed with the statement. Of these three statements, the third one had the largest per cent of neutral responses: 17 per cent neither agreed nor disagreed. 8 per cent disagreed and 0.6 per cent strongly disagreed with the statement. From the results, one may see that for the Finnish consumers it is the hardest to tell which companies or stores are sustainable whereas for the Spanish and Italian consumers still seems to be easier.

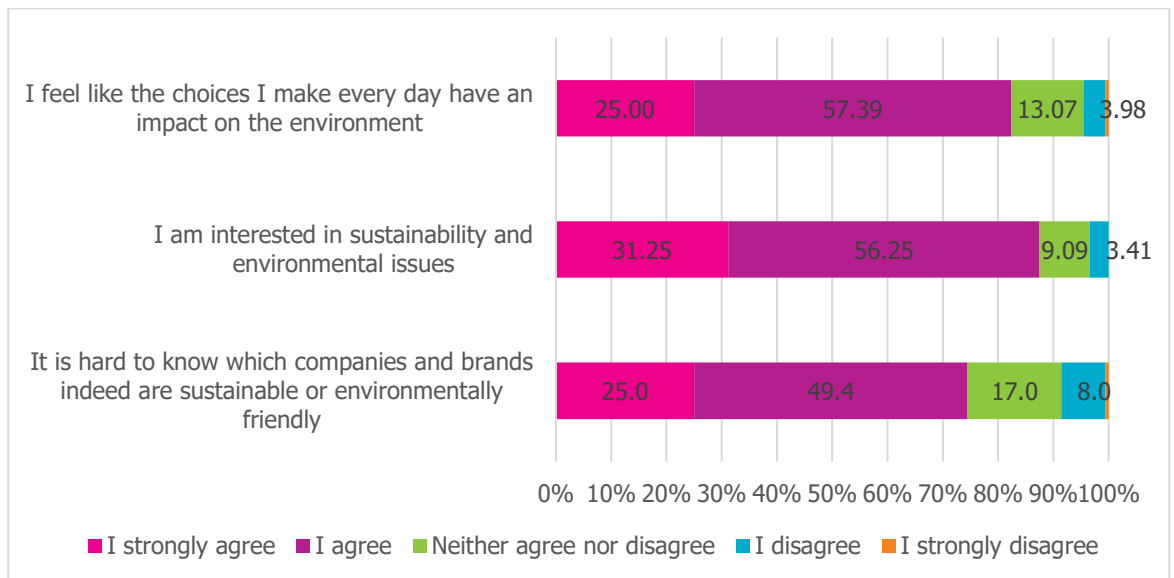


Figure 9. Responses to statements 1, 2 and 3. (n=176)

Price is often an essential factor to the consumers as seen in figure 8. The fourth statement asked if consumers are willing to pay more for a product that has a smaller impact on the environment. No one strongly disagreed with the statement, but 9 per cent disagreed. 23 per cent neither agreed nor disagreed, 47 per cent agreed, and 21 per cent strongly agreed. From this, one may conclude that even almost half of the respondents are ready to pay more, more people are neutral towards the statement than strongly agree with it. Taking into consideration the fact that the research was conducted among young consumers, it is understandable that there is still a relatively large number of respondents who state they do not know if they are willing to pay for a smaller impact on the environment or not. Italians can be considered the least willing to pay more for less impact on the environment. Also, it is worth noting that the amount of how much more consumers are willing to pay is not defined in the statement nor is the fact how many of the consumers, in reality, do choose more expensive products in hope of harming less environment.

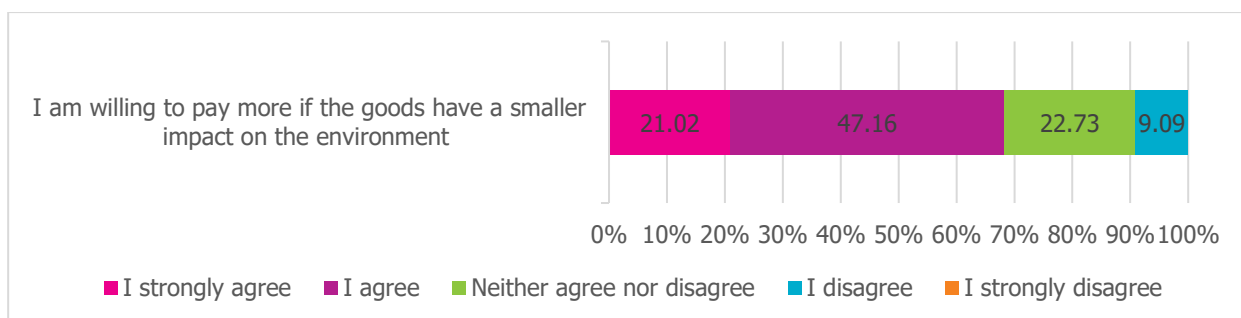


Figure 10. Responses to statement 4. (n=176)

The fifth and sixth statement concerned packaging. The aim was to find out if the consumers care and consider the packaging of food products. 36 per cent of respondents strongly agreed that they are more likely to purchase a product with reduced package material. 44 per cent agreed while 14 per cent felt neutral towards the statement. 6 per cent disagreed and 0,6 per cent strongly disagreed. The sixth statement asked whether the consumers pay attention to the packaging and

choose the more environmentally friendly option. With this statement, 24 per cent strongly agreed and 44 per cent agreed whereas 20 per cent neither agreed nor disagreed. 11 per cent disagreed and 1 per cent strongly disagreed. From the responses to these statements, one can learn that consumers are aware of packaging and are trying to choose the product with the least possible packaging material. Also, consumers do pay attention to packaging and try to find the most environmentally friendly option but there is still room for improvement. A rather large number of respondents stated that they are neutral towards this statement. When it comes to packaging, Spanish consumers seem to be most conscious. More than 95 per cent of Spanish respondents stated they are more likely to purchase a product with reduced packaging material and more than 80 per cent pay attention to the packaging and choose a more environmentally friendly option.

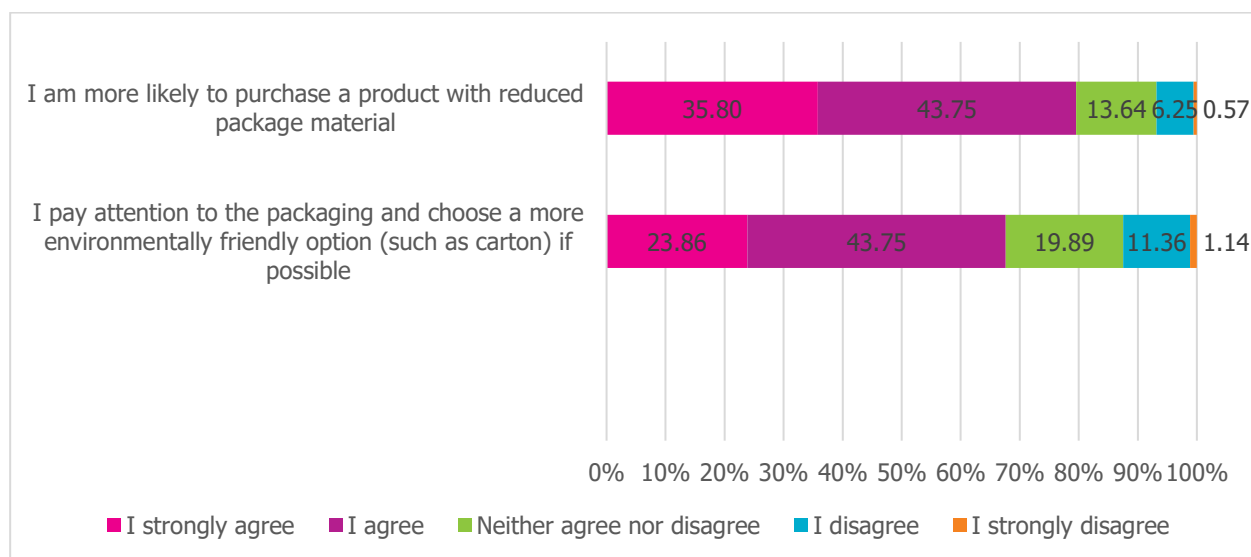


Figure 11. Responses to statements 5 and 6. (n=176)

The seventh statement's purpose was to find out if emphasizing sustainability in a company's advertising effects on the consumers' buying. Aware consumers would be expected to follow adverts and choose products from the brands they know are sustainable. In fact, 49 per cent of the respondent agreed that they indeed tend to buy products from brands and stores which emphasizes sustainability in the advertising. 12 per cent strongly agreed. 9 per cent of respondent disagreed while 2 per cent strongly disagreed. A rather large number of respondents, 28 per cent, neither agreed nor disagreed with the statement. This may be caused by the fact that not everyone has been interacting with sustainable advertising or in their country, sustainable advertising is not yet such a distinguished thing to do. When comparing the results from each country, one may see that there are clear differences between the countries. For example, 57 per cent of Spanish respondents neither agreed nor disagreed with the statement while only 16 per cent of Italians felt the same way as Spaniards. One could argue, therefore, that there is perhaps more sustainable advertising in Finland and Italy than there is in Spain.

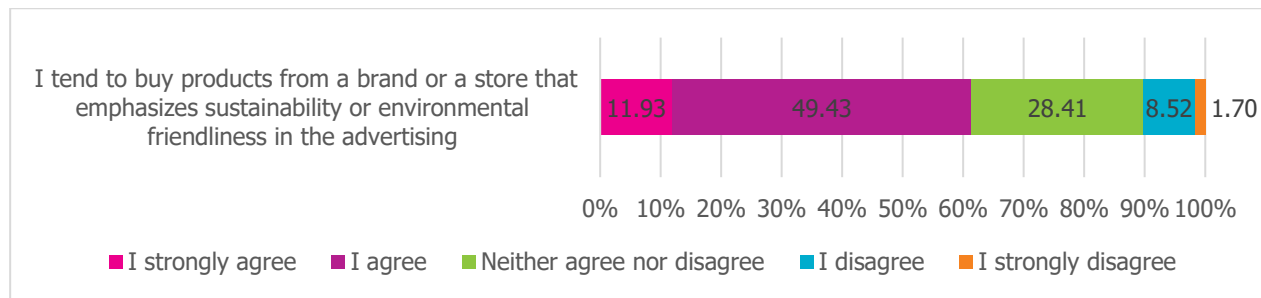


Figure 12. Responses to statement 7. (n=176)

The next statements concerned about choosing products. The eighth statement inquires if the respondents choose a product that carries eco-label if possible. 16 per cent of the respondents strongly agreed with this while 56 per cent agreed. 21 per cent neither agreed nor disagreed, 6 per cent disagreed and 1 per cent strongly disagreed. The results show that consumers value eco-labels and if possible, try to choose a product which carries one. Based on the results, Albanian consumers are most likely to choose a product that carries an eco-label.

Respondents were also asked if they often read the information on the package. 20 per cent strongly agreed as 44 per cent agreed. 20 per cent neither agreed nor disagreed while 14 per cent disagreed and 2 per cent strongly disagreed. Even many respondents agreed with the statement 9, a larger number of respondents disagreeing must be considered. When comparing the results from countries with most respondents (Albania, Finland, Italy and Spain) one may see that Finland stands out with least respondents strongly agreeing and many people disagreeing whereas Albanians seem to read the information on the package. Packages may have a lot of complicated texts in multiple languages. Consumers that cannot understand languages, such as English, might not understand the information and, therefore, do not bother to read it.

The tenth statement divided respondents. The statement asked if the respondents compare products and try to choose a more environmentally friendly option. Almost the same number of respondents disagreed (12 per cent) as strongly agreed (13 per cent). 40 per cent agreed while 34 per cent neither agreed nor disagreed with the statement. 2 per cent strongly disagreed. Based on the results, many consumers cannot tell whether they compare products or not. Therefore, it cannot be said that consumers spend time comparing products to find the most environmentally friendly one. Especially almost 25 per cent of Finnish respondents stated they do not compare products. Comparing products can be found difficult and time-consuming. In today's hectic lifestyle, consumers are more likely to choose the first product they find without spending too much time on the comparison.

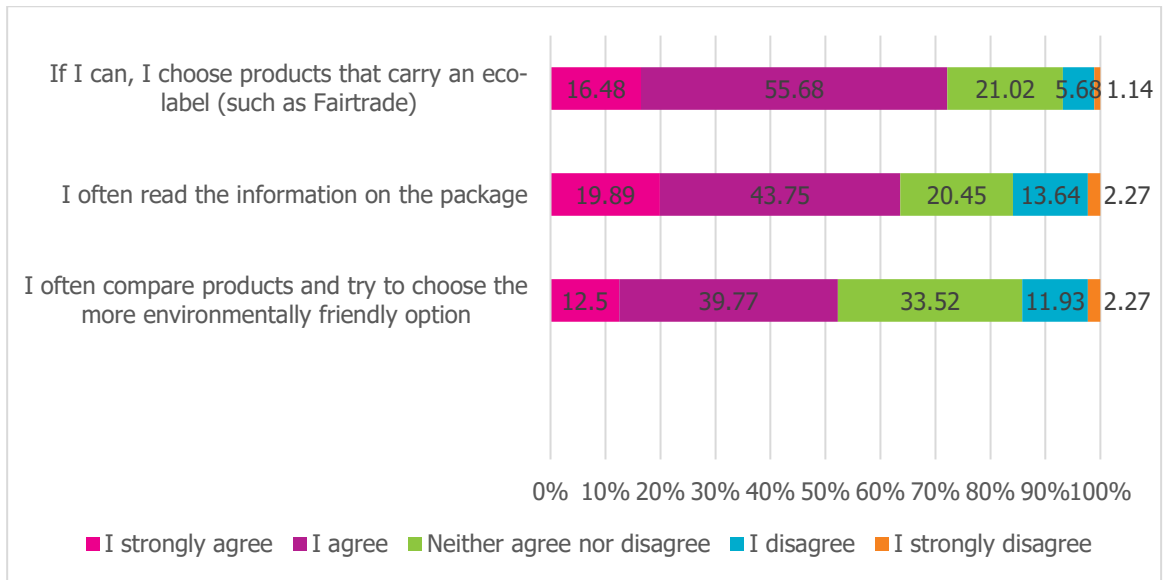


Figure 13. Responses to statements 8, 9 and 10. (n=176)

Statements 11 and 12 concerned production and origin of the products. Statement 11 showed that 28 respondents strongly agreed that they consider the origin of the product and prefer locally produced products whereas 41 per cent agreed. 20 per cent stayed neutral and 9 per cent disagreed and 2 per cent strongly disagreed. When considering the background of the respondents, Finland stands out with 41 per cent of the respondents strongly agreeing and the same number agreeing to the statement. Local and domestic food is well-valued and advertised in Finland and this might be why such a large number of Finns agreed with the statement.

Statement 12 asked if consumers are interested in how the product was produced. 49 per cent of the respondents agreed with the statement, 19 per cent strongly agreed. 26 per cent neither agreed nor disagreed. 6 per cent disagreed and 1 per cent strongly disagreed. Relatively many neither agreed nor disagreed with the statement. As much as 33 per cent of Italian and 27 per cent of Albanian respondents neither agreed nor disagreed with the statement. It is unclear why rather many feel this way, a possible explanation could be that consumers have not paid attention to how the products have been produced or consumers do not know how the products are produced.

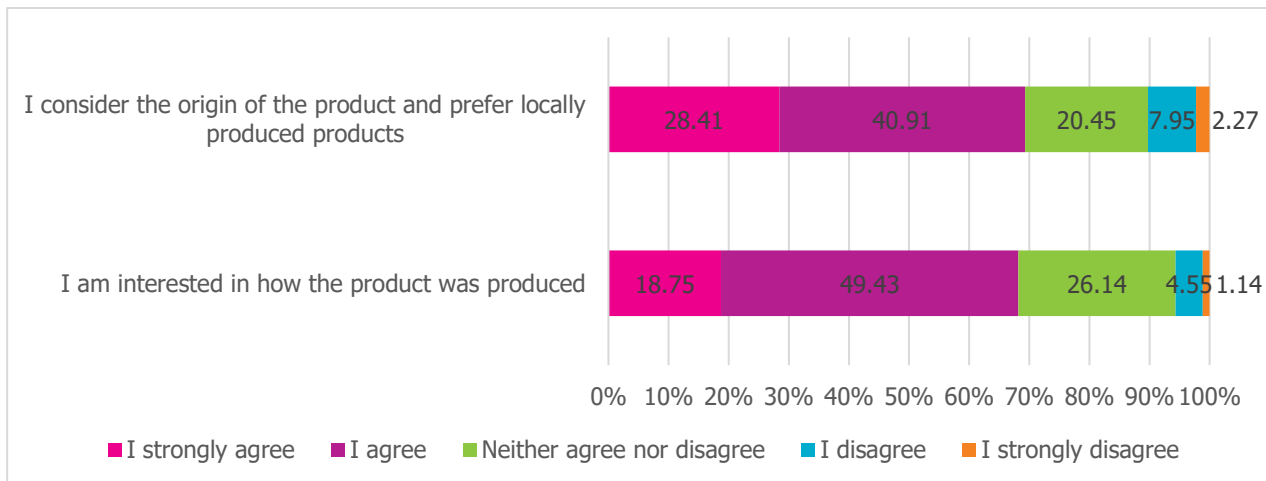


Figure 14. Responses to statements 11 and 12. (n=176)

The last statement focused on recycling and asked whether the respondents try to recycle all the waste from their households. The outcome is very clear: 44 per cent strongly agreed and 41 per cent agreed. 11 per cent neither agreed nor disagreed while 2 per cent disagreed and 1 per cent strongly disagreed. Recycling seems to be important for many consumers but as the statement 'try' the outcome of how many of the consumers truly recycle all of the waste is not discovered. Based on the results, Italians are the best recyclers (45 per cent strongly agreeing and 50 per cent agreeing) whereas Finns and Albanians have space for improvement since 30 per cent of Albanians neither agreed nor disagreed with the statement and more than 9 per cent of Finns disagreed with the statement.

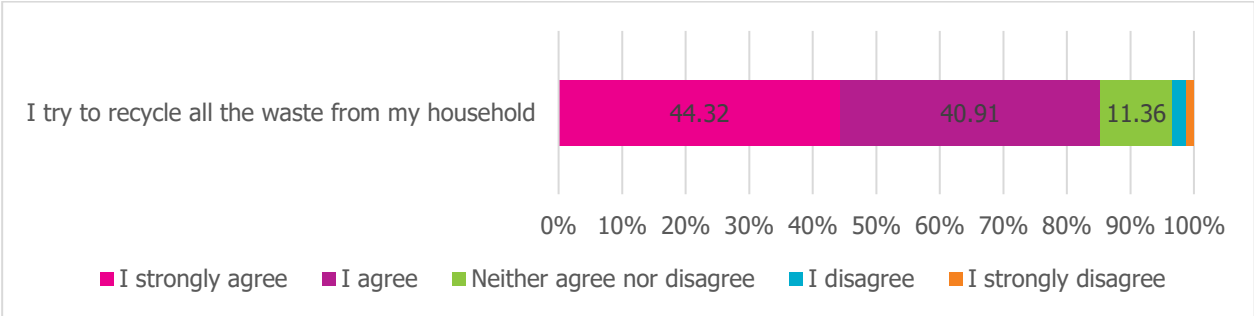


Figure 15. Responses to statement 13. (n=176)

5 CONCLUSION

The aim of the research was to examine consumers' buying behaviour and the sustainability factors which affect the decision making in grocery purchasing. Also, the general awareness and interest in sustainability and environmental issues were investigated. In this part of the thesis, the results of the research are reviewed.

The results show, for example, that the most important factors influencing the purchase decision among young consumers are price and quality. Young consumers have often low income and the price is still an essential factor for them. Quality, on the other hand, might ensure consumers on the safety of the product as well as value.

Young consumers are rather aware of today's environmental issues and are believing that the choices made have an impact. Moreover, even more people are interested in sustainability and environmental issues. This shows the constant presence of these topics has reached young consumers well. Companies are continuously becoming more sustainable and environmentally friendly and they are transmitting this to the consumers in the form of advertising or transparency. However, most of the young consumers feel like it is hard to know which companies indeed are sustainable and environmentally friendly. It is advisable for companies to increase their transparency when it comes to sustainable matters.

Young consumers are willing to pay more for products that have a smaller impact on the environment. These results indicate that it would be more profitable for a company to invest in environmental friendliness even if it means a price increase. However, the amount of how much more young consumers are willing to pay more for environmentally friendly products was not discovered through the research.

Packaging communicates a lot to the consumers. When sustainability is in question, the material of the package is often evaluated by the consumers. The study of Steenis et al. (2018) showed that consumers are more likely to choose sustainable packaging over a plastic option. In the research, similar results were obtained. A relatively large number of respondents are more likely to purchase a product with reduced package material. Although, twenty per cent of the respondents were not sure if they pay attention to the packaging and try to choose the most environmentally one. Still, most of the respondents agreed that they do pay attention to the package.

The research also inquired if young consumers tend to buy products from brands or stores that emphasize sustainability in their advertising. However, the results show that young consumers are only a little aware of sustainable advertising. Most of the responses still indicate that young consumers indeed do make a decision based on the advertising of a certain brand or a store but there is still twenty-eight per cent of the young consumers that can be said not to be interacting with sustainable advertising.

Eco-labels tell the consumers that the product is either local or that it has been produced and cultivated in a good manner, respecting the environmental and social aspects of sustainability. Eco-labels were surprisingly important for as twenty-two per cent of the respondents chose it as one of their three most important factors that influence the buying decision. Also, the results showed that many young consumers like to choose a product that carries an eco-label. There is a lot of information on the package that the consumer might find useful. The ingredients, country of origin, and, for instance, the recycling instructions. The question, however, is how many consumers read the information on the package. The results indicate that some young consumers read the package information while many others do not. Since there are many similar products on the market, there was a need to find out if young consumers compare products trying to choose the most environmentally friendly option. The results showed that approximately half of the young consumers do while the other half does not. It would be useful, therefore, that companies clearly show the information, for instance, by using images which are easy and fast for consumers to understand.

The production plays a big part in the products' sustainability. Based on the results, many young consumers cannot say if they are interested in how a product has been produced. This might be due to the dubiety of the production process and the available information. However, there are still plenty of young consumers stating they are indeed interested in the production of a product. As local food is socially sustainable for supporting local farmers and businesses and environmentally sustainable for the short transportation distances, many of the respondents stated to consider the country of origin and prefer locally produced items. Nevertheless, there are still products that cannot be produced everywhere, and this can be a reason why there is a relatively large number of respondents stating that they do not tend to buy local food or at least consider the origin of products.

Young consumers are interested in recycling and try to recycle all the waste from households. Recycling has been a topic of interest for years now and it seems that the young generation has taken recycling as a part of daily life. It is essential to keep educating future generations about recycling as well as keep inventing new, more environmentally friendly packaging options.

Some comparisons were made between the countries that had most respondents from. These countries are Albania, Finland, Italy, and Spain. Based on the data collected, the consumers in each country focus on certain matters. For example, Albanian consumers value eco-labels more than the others and Finnish consumers tend to buy more local products than the others. Italians can be considered the best recyclers whereas Spaniards care most about the packaging of the products. It can be concluded that each country has its strengths and weaknesses and it cannot be said that one of these countries would be less ignorant of sustainability matters and environmental friendliness than the others.

In overall, the results show young consumers all around the world are aware of the sustainability issues the world is facing in the 21st century. Consumers understand their contribution to the well-being of the planet and how their everyday choices have an impact. Although many young consumers are willing to make an effort to find the most sustainable options, there are still consumers who

do not take sustainability nor environmentally friendliness into consideration while purchasing grocery products.

Achieving true sustainability requires cooperation from consumers and companies as well as communities and countries. Choosing to act in a sustainable manner should be no longer a choice but a requirement if the humankind wants to stay economically, socially, and environmentally balanced and ensure the future generations a viable and bright future.

6 DISCUSSION

There are several possible limitations of research. Quantitative research is conducted in unnatural settings and this might lead to bias responses. Also, the questionnaire does not let the respondents explain their choices and the questions might be understood differently by each respondent. The research population was large whereas the data quantity of this research was rather low. Therefore, the findings of the study cannot be truly generalized. In addition, the number of responses varied from country to country. Due to this, reliable comparisons between all the countries could not have been made.

The topic of sustainability is especially broad and there would be much more to cover, research and learn. For the author, the thesis process has taught a lot and brighten the path for personal future studies. From the author's perspective, the research managed to answer the research question. It obtained useful and interesting data on young, international consumers and found out a lot about their behaviour and awareness towards sustainability and sustainable consumption. For future research, it would be intriguing to collect data from two different countries and make more detailed comparisons of how differently matters, such as sustainability, are seen in two different cultures. Also, open questions would allow gathering more detailed data, for example, on why a person does not recycle or how much more are consumers ready to pay for more sustainable products.

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APPENDICES

Appendix 1: Questionnaire

1. Age *

 21-25 26-35 36-45 >46

2. Country of origin *

3. Level of education *

 Compulsory school High school/Vocational school Bachelor Master Doctoral

4. Which of the following factors most influence the choices you make while grocery shopping? Please choose 3 most important *

 Eco-labels (e.g. Fairtrade) Package Quality Brand Price Country of originOther: _____

1. To what extent do you agree with the following statements about your grocery shopping?
Please choose only one option per row *

	I strongly agree	I agree	Neither agree nor disagree	I disagree	I strongly disagree
I feel like the choices I make every day have an impact on the environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am interested in sustainability and environmental issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is hard to know which companies and brands indeed are sustainable or environmentally friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am willing to pay more if the goods have a smaller impact on the environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am more likely to purchase a product with reduced package material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I pay attention to the packaging and choose a more environmentally friendly option (such as carton) if possible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tend to buy products from a brand or a store that emphasizes sustainability or environmental friendliness in the advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I can, I choose products that carry an eco-label (such as Fairtrade)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often read the information on the package	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I tend to buy products from a brand or a store that emphasizes sustainability or environmental friendliness in the advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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If I can, I choose products that carry an eco-label (such as Fairtrade)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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I often read the information on the package	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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I often compare products and try to choose the more environmentally friendly option	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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I consider the origin of the product and prefer locally produced products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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I am interested in how the product was produced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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I try to recycle all the waste from my household	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Appendix 2: Distribution of responses

1- Age *

<i>Value Label</i>	<i>Label</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
<20	1	6	3.41	3.41	3.41
21-25	2	97	55.11	55.11	58.52
26-35	3	66	37.5	37.5	96.02
36-45	4	5	2.84	2.84	98.86
>46	5	2	1.14	1.14	100
<i>Total</i>		<i>176</i>	<i>100</i>	<i>100</i>	

2- Country of origin *

<i>Value Label</i>	<i>Label</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
Albania	1	33	18.75	18.75	18.75
Argentina	2	1	0.57	0.57	19.32
Austria	3	1	0.57	0.57	19.89
Belarus	4	1	0.57	0.57	20.45
Belgium	5	5	2.84	2.84	23.30
Bosnia And Herzegovina	6	2	1.14	1.14	24.43
Brazil	7	1	0.57	0.57	25.00
Canada	8	1	0.57	0.57	25.57
Czech Republic	9	7	3.98	3.98	29.55
Ethiopia	10	1	0.57	0.57	30.11
Finland	11	32	18.18	18.18	48.30
France	12	1	0.57	0.57	48.86
Georgia	13	2	1.14	1.14	50.00
Germany	14	3	1.70	1.70	51.70
Greece	15	3	1.70	1.70	53.41
Italy	16	40	22.73	22.73	76.14
Ivory Coast	17	1	0.57	0.57	76.70
Kosovo	18	1	0.57	0.57	77.27
Moldova	19	1	0.57	0.57	77.84
Pakistan	20	1	0.57	0.57	78.41
Poland	21	1	0.57	0.57	78.98
Portugal	22	3	1.70	1.70	80.68
United Kingdom	23	1	0.57	0.57	81.25
Romania	24	4	2.27	2.27	83.52
Russia	25	1	0.57	0.57	84.09
Spain	26	21	11.93	11.93	96.02
Sweden	27	2	1.14	1.14	97.16
The Netherlands	28	1	0.57	0.57	97.73
Turkey	29	1	0.57	0.57	98.30
Ukraine	30	2	1.14	1.14	99.43
Vietnam	31	1	0.57	0.57	100
<i>Total</i>		<i>176</i>	<i>100</i>	<i>100</i>	

3- Level of education *

<i>Value Label</i>	<i>Label</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
<i>Compulsory school</i>	1	1	0.6	0.6	0.6
<i>High school/Vocational school</i>	2	29	16.5	16.5	17.1
<i>Bachelor</i>	3	64	36.4	36.4	53.4
<i>Master</i>	4	79	44.9	44.9	98.3
<i>Doctoral</i>	5	3	1.7	1.7	100
<i>Total</i>		<i>176</i>	<i>100</i>	<i>100</i>	

4. Which of the following factors most influence the choices you make while grocery shopping? Please choose 3 most important *

Value Label	Label	Frequency	Percent	Valid Percent	Cum Percent
Flavour	1	1	0.20	0.20	0.20
Promotions	2	1	0.20	0.20	0.40
Healthiness	3	2	0.40	0.40	0.81
Package free	4	1	0.20	0.20	1.01
Eco-labels (e.g. Fairtrade)	5	39	7.89	7.89	8.91
Package	6	31	6.28	6.28	15.18
Quality	7	148	29.96	29.96	45.14
Brand	8	64	12.96	12.96	58.10
Price	9	154	31.17	31.17	89.27
Country of origin	10	53	10.73	10.73	100
Total		494	100	100	

Statement 1: I feel like the choices I make every day have an impact on the environment *

Value Label	Label	Frequency	Percent	Valid Percent	Cum Percent
I strongly agree	1	44	25.00	25.00	25.00
I agree	2	101	57.39	57.39	82.39
Neither agree nor disagree	3	23	13.07	13.07	95.46
I disagree	4	7	3.98	3.98	99.44
I strongly disagree	5	1	0.56	0.56	100
Total		176	100	100	

Country of origin	I strongly agree	I agree	Neither agree nor disagree	I disagree	I strongly disagree	Total
Albania	21.21%	60.61%	15.15%	-	3.03%	100%
Argentina	-	-	100%	-	-	100%
Austria	100%	-	-	-	-	100%
Belarus	-	100.0%	-	-	-	100%
Belgium	40%	40%	-	20%	-	100%
Bosnia And Herzegovina	-	100%	-	-	-	100%
Brazil	-	-	100%	-	-	100%
Canada	-	100%	-	-	-	100%
Czech Republic	-	85.71%	-	14.29%	-	100%
Ethiopia	-	-	100%	-	-	100%
Finland	31.25%	53.12%	12.50%	3.13%	-	100%
France	-	100%	-	-	-	100%
Georgia	-	100%	-	-	-	100%
Germany	33.3%	33.4%	-	33.3%	-	100%
Greece	33.3%	-	66.67%	-	-	100%
Italy	35%	55%	5%	5%	-	100%
Ivory Coast	-	-	100%	-	-	100%
Kosovo	-	100%	-	-	-	100%
Moldova	100%	-	-	-	-	100%
Pakistan	-	-	100%	-	-	100%
Poland	-	100%	-	-	-	100%
Portugal	66.67%	33.3%	-	-	-	100%
United Kingdom	-	100%	-	-	-	100%
Romania	-	50%	25%	25%	-	100%
Russia	-	100%	-	-	-	100%
Spain	23.81%	61.9%	14.29%	-	-	100%
Sweden	-	100%	-	-	-	100%
The Netherlands	-	-	100%	-	-	100%
Turkey	-	100%	-	-	-	100%
Ukraine	-	100%	-	-	-	100%
Vietnam	-	100%	-	-	-	100%
Total	25%	57.39%	13.07%	3.98%	0.57%	100%

Statement 2: I am interested in sustainability and environmental issues *

Value Label	Label	Frequency	Percent	Valid Percent	Cum Percent
I strongly agree	1	55	31.25	31.25	31.25
I agree	2	99	56.25	56.25	87.5
Neither agree nor disagree	3	16	9.09	9.09	96.59
I disagree	4	6	3.41	3.41	100
I strongly disagree	5	-	-	-	100
<i>Total</i>		176	100	100	

Albania	33.33%	57.58%	6.06%	3.03%	-	100%
Argentina	-	100%	-	-	-	100%
Austria	-	100%	-	-	-	100%
Belarus	100%	-	-	-	-	100%
Belgium	60%	-	40%	-	-	100%
Bosnia And Herzegovina	-	100%	-	-	-	100%
Brazil	-	-	100%	-	-	100%
Canada	-	100%	-	-	-	100%
Czech Republic	28.57%	57.14%	14.29%	-	-	100%
Ethiopia	100%	-	-	-	-	100%
Finland	31.25%	56.25%	3.13%	9.37%	-	100%
France	-	100%	-	-	-	100%
Georgia	-	100%	-	-	-	100%
Germany	33.3%	66.67%	-	-	-	100%
Greece	-	100%	-	-	-	100%
Italy	32.5%	60%	7.5%	-	-	100%
Ivory Coast	-	100%	-	-	-	100%
Kosovo	-	-	100%	-	-	100%
Moldova	100%	-	-	-	-	100%
Pakistan	-	-	100%	-	-	100%
Poland	-	100%	-	-	-	100%
Portugal	100%	-	-	-	-	100%
United Kingdom	-	100%	-	-	-	100%
Romania	-	50%	50%	-	-	100%
Russia	-	100%	-	-	-	100%
Spain	38.10%	52.38%	4.76%	4.76%	-	100%
Sweden	-	100%	-	-	-	100%
The Netherlands	-	-	-	100%	-	100%
Turkey	100%	-	-	-	-	100%
Ukraine	-	100%	-	-	-	100%
Vietnam	-	-	100%	-	-	100%
Total	31.25%	56.25%	9.09%	3.41%	-	100%

Statement 3: It is hard to know which companies and brands indeed are sustainable or environmentally friendly *

<i>Value Label</i>	<i>Label</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
<i>I strongly agree</i>	1	44	25.00	25.00	25.00
<i>I agree</i>	2	87	49.43	49.43	74.43
<i>Neither agree nor disagree</i>	3	30	17.05	17.05	91.48
<i>I disagree</i>	4	14	7.95	7.95	99.43
<i>I strongly disagree</i>	5	1	0.57	0.57	100
<i>Total</i>		176	100	100	

<i>Country of origin</i>	<i>I strongly agree</i>	<i>I agree</i>	<i>Neither agree nor disagree</i>	<i>I disagree</i>	<i>I strongly disagree</i>	<i>Total</i>
Albania	27.27%	57.58%	12.12%	-	3.03%	100%
Argentina	-	-	-	100%	-	100%
Austria	-	100%	-	-	-	100%
Belarus	-	100%	-	-	-	100%
Belgium	40%	40%	20%	-	-	100%
Bosnia And Herzegovina	-	50%	-	50%	-	100%
Brazil	-	100%	-	-	-	100%
Canada	-	100%	-	-	-	100%
Czech Republic	14.29%	71.42%	14.29%	-	-	100%
Ethiopia	100%	-	-	-	-	100%
Finland	21.88%	46.88%	21.88%	9.38%	-	100%
France	-	100%	-	-	-	100%
Georgia	50%	50%	-	-	-	100%
Germany	33.3%	-	66.67%	-	-	100%
Greece	-	66.67%	-	33.3%	-	100%
Italy	27.5%	45%	15%	12.5%	-	100%
Ivory Coast	-	-	100%	-	-	100%
Kosovo	-	100%	-	-	-	100%
Moldova	100%	-	-	-	-	100%
Pakistan	-	100%	-	-	-	100%
Poland	-	-	-	100%	-	100%
Portugal	-	100%	-	-	-	100%
United Kingdom	100%	-	-	-	-	100%
Romania	50%	-	50%	-	-	100%
Russia	-	-	100%	-	-	100%
Spain	23.81%	57.14%	14.29%	4.76%	-	100%
Sweden	50%	-	50%	-	-	100%
The Netherlands	-	-	100%	-	-	100%
Turkey	-	100%	-	-	-	100%
Ukraine	-	50%	-	50%	-	100%
Vietnam	100%	-	-	-	-	100%
<i>Total</i>	25%	49.43%	17.05%	7.95%	0.57%	100%

Statement 4: I am willing to pay more if the goods have a smaller impact on the environment *

<i>Value Label</i>	<i>Label</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
<i>I strongly agree</i>	1	37	21.02	21.02	21.02
<i>I agree</i>	2	83	47.16	47.16	68.18
<i>Neither agree nor disagree</i>	3	40	22.73	22.73	90.91
<i>I disagree</i>	4	16	9.09	9.09	100
<i>I strongly disagree</i>	5	-	-	-	100
<i>Total</i>		176	100	100	

<i>Country of origin</i>	<i>I strongly agree</i>	<i>I agree</i>	<i>Neither agree nor disagree</i>	<i>I disagree</i>	<i>I strongly disagree</i>	<i>Total</i>
Albania	21.21%	51.52%	27.27%	-	-	100%
Argentina	-	100%	-	-	-	100%
Austria	-	100%	-	-	-	100%
Belarus	-	100%	-	-	-	100%
Belgium	-	80%	-	20.0%	-	100%
Bosnia And Herzegovina	-	100%	-	-	-	100%
Brazil	-	-	-	100%	-	100%
Canada	-	-	100%	-	-	100%
Czech Republic	42.86%	42.86%	14.28%	-	-	100%
Ethiopia	-	-	100%	-	-	100%
Finland	28.13%	40.62%	21.88%	9.37%	-	100%
France	-	100%	-	-	-	100%
Georgia	50%	-	50%	-	-	100%
Germany	33.33%	33.34%	-	33.33%	-	100%
Greece	-	33.33%	66.67%	-	-	100%
Italy	20%	42.5%	25%	12.5%	-	100%
Ivory Coast	-	100%	-	-	-	100%
Kosovo	-	-	100%	-	-	100%
Moldova	100%	-	-	-	-	100%
Pakistan	-	-	100%	-	-	100%
Poland	-	100%	-	-	-	100%
Portugal	33.33%	33.33%	-	33.34%	-	100%
United Kingdom	-	100%	-	-	-	100%
Romania	25%	25%	-	50%	-	100%
Russia	-	-	100%	-	-	100%
Spain	19.05%	57.14%	19.05%	4.76%	-	100%
Sweden	-	50%	50%	-	-	100%
The Netherlands	-	-	-	100%	-	100%
Turkey	-	100%	-	-	-	100%
Ukraine	-	100%	-	-	-	100%
Vietnam	-	-	100%	-	-	100%
<i>Total</i>	21.02%	47.16%	22.73%	9.09%	-	100%

Statement 5: I am more likely to purchase a product with reduced package material *

<i>Value Label</i>	<i>Label</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
<i>I strongly agree</i>	1	63	35.80	35.80	35.80
<i>I agree</i>	2	77	43.75	43.75	79.55
<i>Neither agree nor disagree</i>	3	24	13.64	13.64	93.19
<i>I disagree</i>	4	11	6.25	6.25	99.44
<i>I strongly disagree</i>	5	1	0.56	0.56	100
<i>Total</i>		176	100	100	

<i>Country of origin</i>	<i>I strongly agree</i>	<i>I agree</i>	<i>Neither agree nor disagree</i>	<i>I disagree</i>	<i>I strongly disagree</i>	<i>Total</i>
Albania	36.36%	42.42%	18.19%	3.03%	-	100%
Argentina	-	-	-	100%	-	100%
Austria	100%	-	-	-	-	100%
Belarus	-	100%	-	-	-	100%
Belgium	60%	-	20%	20%	-	100%
Bosnia And Herzegovina	-	100%	-	-	-	100%
Brazil	-	100%	-	-	-	100%
Canada	-	-	-	100%	-	100%
Czech Republic	42.86%	28.57%	28.57%	-	-	100%
Ethiopia	100%	-	-	-	-	100%
Finland	37.5%	43.74%	9.38%	9.38%	-	100%
France	100%	-	-	-	-	100%
Georgia	50%	50%	-	-	-	100%
Germany	66.67%	-	33.33%	-	-	100%
Greece	-	66.67%	33.33%	-	-	100%
Italy	32.5%	45%	15%	7.5%	-	100%
Ivory Coast	-	-	100%	-	-	100%
Kosovo	-	100%	-	-	-	100%
Moldova	100%	-	-	-	-	100%
Pakistan	-	-	100%	-	-	100%
Poland	-	100%	-	-	-	100%
Portugal	33.34%	33.33%	33.33%	-	-	100%
United Kingdom	-	100%	-	-	-	100%
Romania	25%	50%	-	-	25%	100%
Russia	-	100%	-	-	-	100%
Spain	52.38%	42.86%	-	4.76%	-	100%
Sweden	-	100%	-	-	-	100%
The Netherlands	-	100%	-	-	-	100%
Turkey	-	100%	-	-	-	100%
Ukraine	-	100%	-	-	-	100%
Vietnam	-	-	100%	-	-	100%
<i>Total</i>	35.80%	43.75%	13.64%	6.25%	0.57%	100%

Statement 6: I pay attention to the packaging and choose a more environmentally friendly option (such as carton) if possible *

<i>Value Label</i>	<i>Label</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
<i>I strongly agree</i>	1	42	23.86	23.86	23.86
<i>I agree</i>	2	77	43.75	43.75	67.71
<i>Neither agree nor disagree</i>	3	35	19.89	19.89	87.5
<i>I disagree</i>	4	20	11.36	11.36	98.86
<i>I strongly disagree</i>	5	2	1.14	1.14	100
<i>Total</i>		176	100	100	

<i>Country of origin</i>	<i>I strongly agree</i>	<i>I agree</i>	<i>Neither agree nor disagree</i>	<i>I disagree</i>	<i>I strongly disagree</i>	<i>Total</i>
Albania	18.18%	48.49%	30.30%	3.03%	-	100%
Argentina	-	-	-	100%	-	100%
Austria	-	100%	-	-	-	100%
Belarus	-	-	100%	-	-	100%
Belgium	40%	-	20%	20%	20%	100%
Bosnia And Herzegovina	-	100%	-	-	-	100%
Brazil	-	-	-	100%	-	100%
Canada	-	-	100%	-	-	100%
Czech Republic	28.57%	28.57%	14.29%	28.57%	-	100%
Ethiopia	-	-	100%	-	-	100%
Finland	34.36%	34.36%	15.63%	15.63%	-	100%
France	-	100%	-	-	-	100%
Georgia	-	100%	-	-	-	100%
Germany	33.33%	33.34%	33.33%	-	-	100%
Greece	-	33.33%	66.67%	-	-	100%
Italy	30%	40%	15%	15%	-	100%
Ivory Coast	-	100%	-	-	-	100%
Kosovo	-	100%	-	-	-	100%
Moldova	-	100%	-	-	-	100%
Pakistan	-	-	100%	-	-	100%
Poland	-	100%	-	-	-	100%
Portugal	-	66.67%	-	33.33%	-	100%
United Kingdom	-	100%	-	-	-	100%
Romania	-	50%	-	25%	25%	100%
Russia	-	100%	-	-	-	100%
Spain	33.33%	47.62%	14.29%	4.76%	-	100%
Sweden	-	-	100%	-	-	100%
The Netherlands	-	100%	-	-	-	100%
Turkey	50%	50%	-	-	-	100%
Ukraine	-	100%	-	-	-	100%
Vietnam	-	-	100%	-	-	100%
<i>Total</i>	23.86%	43.75%	19.89%	11.36%	1.14%	100%

Statement 7: I tend to buy products from a brand or a store that emphasizes sustainability or environmental friendliness in the advertising *

<i>Value Label</i>	<i>Label</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
<i>I strongly agree</i>	1	21	11.93	11.93	11.93
<i>I agree</i>	2	87	49.43	49.43	61.36
<i>Neither agree nor disagree</i>	3	50	28.41	28.41	90.27
<i>I disagree</i>	4	15	8.52	8.52	98.79
<i>I strongly disagree</i>	5	3	1.71	1.71	100
<i>Total</i>		176	100	100	

<i>Country of origin</i>	<i>I strongly agree</i>	<i>I agree</i>	<i>Neither agree nor disagree</i>	<i>I disagree</i>	<i>I strongly disagree</i>	<i>Total</i>
Albania	9.09%	66.67%	21.21%	3.03%	-	100%
Argentina	-	-	-	100%	-	100%
Austria	-	-	100%	-	-	100%
Belarus	-	-	100%	-	-	100%
Belgium	-	80.00%	-	-	20%	100%
Bosnia And Herzegovina	-	50%	50%	-	-	100%
Brazil	-	-	-	100%	-	100%
Canada	-	-	100%	-	-	100%
Czech Republic	-	42.86%	28.57%	28.57%	-	100%
Ethiopia	-	100%	-	-	-	100%
Finland	12.50%	53.13%	18.75%	15.62%	-	100%
France	-	-	100%	-	-	100%
Georgia	-	50%	50%	-	-	100%
Germany	33.33%	66.67%	-	-	-	100%
Greece	-	33.33%	66.67%	-	-	100%
Italy	20%	55%	15%	10%	-	100%
Ivory Coast	-	100%	-	-	-	100%
Kosovo	-	-	100%	-	-	100%
Moldova	100%	-	-	-	-	100%
Pakistan	-	-	100%	-	-	100%
Poland	-	100%	-	-	-	100%
Portugal	33.34%	33.33%	33.33%	-	-	100%
United Kingdom	-	100%	-	-	-	100%
Romania	25%	-	25%	25%	25%	100%
Russia	-	-	100%	-	-	100%
Spain	9.52%	28.58%	57.14%	-	4.76%	100%
Sweden	-	50%	50%	-	-	100%
The Netherlands	-	-	100%	-	-	100%
Turkey	-	100%	-	-	-	100%
Ukraine	-	-	100%	-	-	100%
Vietnam	-	100%	-	-	-	100%
<i>Total</i>	11.93%	49.43%	28.41%	8.52%	1.7%	100%

Statement 8: If I can, I choose products that carry an eco-label (such as Fairtrade) *

<i>Value Label</i>	<i>Label</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
<i>I strongly agree</i>	1	29	16.48	16.48	16.48
<i>I agree</i>	2	98	55.68	55.68	72.16
<i>Neither agree nor disagree</i>	3	37	21.02	21.02	93.18
<i>I disagree</i>	4	10	5.68	5.68	98.86
<i>I strongly disagree</i>	5	2	1.14	1.14	100
<i>Total</i>		176	100	100	

<i>Country of origin</i>	<i>I strongly agree</i>	<i>I agree</i>	<i>Neither agree nor disagree</i>	<i>I disagree</i>	<i>I strongly disagree</i>	<i>Total</i>
Albania	21.21%	69.70%	6.06%	3.03%	-	100%
Argentina	-	-	100%	-	-	100%
Austria	-	-	100%	-	-	100%
Belarus	-	-	100%	-	-	100%
Belgium	40%	20%	40%	-	-	100%
Bosnia And Herzegovina	-	50%	50%	-	-	100%
Brazil	-	-	100%	-	-	100%
Canada	-	-	-	100%	-	100%
Czech Republic	14.29%	71.42%	14.29%	-	-	100%
Ethiopia	100%	-	-	-	-	100%
Finland	15.62%	59.38%	18.75%	6.25%	-	100%
France	-	-	100%	-	-	100%
Georgia	-	100%	-	-	-	100%
Germany	33.33%	66.67%	-	-	-	100%
Greece	-	66.67%	33.33%	-	-	100%
Italy	22.50%	45.00%	25.00%	7.50%	-	100%
Ivory Coast	-	-	100%	-	-	100%
Kosovo	-	100%	-	-	-	100%
Moldova	100%	-	-	-	-	100%
Pakistan	-	-	100%	-	-	100%
Poland	-	100%	-	-	-	100%
Portugal	-	100%	-	-	-	100%
United Kingdom	-	100%	-	-	-	100%
Romania	-	25%	25%	25%	25%	100%
Russia	-	-	-	100%	-	100%
Spain	9.52%	71.4%	9.52%	4.76%	4.76%	100%
Sweden	-	100%	-	-	-	100%
The Netherlands	-	-	100%	-	-	100%
Turkey	-	100%	-	-	-	100%
Ukraine	-	-	100%	-	-	100%
Vietnam	-	-	100%	-	-	100%
<i>Total</i>	16.48%	55.68%	21.02%	3.98%	1.14%	100%

Statement 9: I often read the information on the package *

<i>Value Label</i>	<i>Label</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
<i>I strongly agree</i>	1	35	19.89	19.89	19.89
<i>I agree</i>	2	77	43.75	43.75	63.64
<i>Neither agree nor disagree</i>	3	36	20.45	20.45	84.09
<i>I disagree</i>	4	24	13.64	13.64	97.73
<i>I strongly disagree</i>	5	4	2.27	2.27	100
<i>Total</i>		176	100	100	

<i>Country of origin</i>	<i>I strongly agree</i>	<i>I agree</i>	<i>Neither agree nor disagree</i>	<i>I disagree</i>	<i>I strongly disagree</i>	<i>Total</i>
Albania	24.24%	54.55%	15.15%	6.06%	-	100%
Argentina	-	-	-	-	100%	100%
Austria	100%	-	-	-	-	100%
Belarus	100%	-	-	-	-	100%
Belgium	20%	40%	20%	20%	-	100%
Bosnia And Herzegovina	-	100%	-	-	-	100%
Brazil	-	100%	-	-	-	100%
Canada	100%	-	-	-	-	100%
Czech Republic	14.29%	42.86%	14.29%	28.57%	-	100%
Ethiopia	-	100%	-	-	-	100%
Finland	3.13%	50%	21.88%	21.88%	3.13%	100%
France	-	100%	-	-	-	100%
Georgia	-	50%	50%	-	-	100%
Germany	33.34%	33.33%	-	33.33%	-	100%
Greece	33.34%	33.33%	-	33.33%	-	100%
Italy	27.50%	35.00%	27.50%	7.50%	2.50%	100%
Ivory Coast	-	-	100%	-	-	100%
Kosovo	100%	-	-	-	-	100%
Moldova	-	100%	-	-	-	100%
Pakistan	-	100%	-	-	-	100%
Poland	100%	-	-	-	-	100%
Portugal	33.33%	-	66.67%	-	-	100%
United Kingdom	-	100%	-	-	-	100%
Romania	-	25%	25%	25%	25%	100%
Russia	-	100%	-	-	-	100%
Spain	23.81%	38.1%	14.29%	23.81%	-	100%
Sweden	-	50%	50%	-	-	100%
The Netherlands	-	-	-	100%	-	100%
Turkey	-	-	100%	-	-	100%
Ukraine	-	50%	50%	-	-	100%
Vietnam	-	100%	-	-	-	100%
Total	19.89%	43.75%	20.45%	13.64%	2.27%	100%

Statement 10: I often compare products and try to choose the more environmentally friendly option *

<i>Value Label</i>	<i>Label</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
<i>I strongly agree</i>	1	22	12.5	12.5	12.5
<i>I agree</i>	2	70	39.77	39.77	52.27
<i>Neither agree nor disagree</i>	3	59	33.53	33.53	85.8
<i>I disagree</i>	4	21	11.93	11.93	97.73
<i>I strongly disagree</i>	5	4	2.27	2.27	100
<i>Total</i>		176	100	100	

<i>Country of origin</i>	<i>I strongly agree</i>	<i>I agree</i>	<i>Neither agree nor disagree</i>	<i>I disagree</i>	<i>I strongly disagree</i>	<i>Total</i>
Albania	15.15%	48.48%	33.33%	3.04%	-	100%
Argentina	-	100%	-	-	-	100%
Austria	-	-	-	100%	-	100%
Belarus	-	-	100%	-	-	100%
Belgium	40%	60%	-	-	-	100%
Bosnia And Herzegovina	-	50%	50%	-	-	100%
Brazil	-	-	100%	-	-	100%
Canada	-	-	100%	-	-	100%
Czech Republic	14.29%	28.56%	14.29%	42.86%	-	100%
Ethiopia	-	-	100%	-	-	100%
Finland	6.25%	46.88%	12.50%	21.88%	3.13%	100%
France	-	-	100%	-	-	100%
Georgia	-	50%	50%	-	-	100%
Germany	-	33.4%	33.3%	-	33.33%	100%
Greece	-	-	66.67%	33.3%	-	100%
Italy	17.5%	37.5%	35%	7.55%	2.5%	100%
Ivory Coast	-	-	100%	-	-	100%
Kosovo	-	100%	-	-	-	100%
Moldova	-	100%	-	-	-	100%
Pakistan	-	-	100%	-	-	100%
Poland	-	-	100%	-	-	100%
Portugal	-	66.67%	33.33%	-	-	100%
United Kingdom	100%	-	-	-	-	100%
Romania	25%	-	25%	25%	25%	100%
Russia	-	-	100%	-	-	100%
Spain	14.29%	42.68%	28.57%	14.29%	-	100%
Sweden	-	50%	50%	-	-	100%
The Netherlands	-	-	-	100%	-	100%
Turkey	-	-	100%	-	-	100%
Ukraine	-	50%	50%	-	-	100%
Vietnam	-	-	100%	-	-	100%
Total	12.5%	39.77%	33.52%	11.93%	2.27%	100%

Statement 11: I consider the origin of the product and prefer locally produced products *

<i>Value Label</i>	<i>Label</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
<i>I strongly agree</i>	1	50	28.41	28.41	28.41
<i>I agree</i>	2	72	40.91	40.91	69.32
<i>Neither agree nor disagree</i>	3	36	20.45	20.45	89.77
<i>I disagree</i>	4	14	7.96	7.96	97.73
<i>I strongly disagree</i>	5	4	2.27	2.27	100
<i>Total</i>		176	100	100	

<i>Country of origin</i>	<i>I strongly agree</i>	<i>I agree</i>	<i>Neither agree nor disagree</i>	<i>I disagree</i>	<i>I strongly disagree</i>	<i>Total</i>
Albania	24.24%	45.45%	24.24%	6.07%	-	100%
Argentina	-	100%	-	-	-	100%
Austria	-	100%	-	-	-	100%
Belarus	100%	-	-	-	-	100%
Belgium	80%	-	20%	-	-	100%
Bosnia And Herzegovina	-	50%	50%	-	-	100%
Brazil	-	-	-	-	100%	100%
Canada	-	-	100%	-	-	100%
Czech Republic	28.57%	28.57%	28.57%	14.29%	-	100%
Ethiopia	100%	-	-	-	-	100%
Finland	40.63%	40.63%	12.50%	6.24%	-	100%
France	100%	-	-	-	-	100%
Georgia	50%	50%	-	-	-	100%
Germany	33.3%	33.4%	-	-	33.3%	100%
Greece	33.4%	-	33.3%	33.3%	-	100%
Italy	20%	50%	17.5%	12.5%	-	100%
Ivory Coast	-	100%	-	-	-	100%
Kosovo	-	100%	-	-	-	100%
Moldova	100%	-	-	-	-	100%
Pakistan	-	-	100%	-	-	100%
Poland	100%	-	-	-	-	100%
Portugal	33.33%	66.67%	-	-	-	100%
United Kingdom	-	100%	-	-	-	100%
Romania	-	25%	25%	25%	25%	100%
Russia	-	-	100%	-	-	100%
Spain	19.05%	47.62%	19.05%	9.52%	4.76%	100%
Sweden	50%	50%	-	-	-	100%
The Netherlands	-	-	100%	-	-	100%
Turkey	-	-	100%	-	-	100%
Ukraine	-	-	100%	-	-	100%
Vietnam	100%	-	-	-	-	100%
Total	28.41%	40.91%	20.45%	7.95%	2.27%	100%

Statement 12: I am interested in how the product was produced *

<i>Value Label</i>	<i>Label</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
<i>I strongly agree</i>	1	33	18.75	18.75	18.75
<i>I agree</i>	2	87	49.43	49.43	68.18
<i>Neither agree nor disagree</i>	3	46	26.14	26.14	94.32
<i>I disagree</i>	4	8	4.54	4.54	98.86
<i>I strongly disagree</i>	5	2	1.14	1.14	100
<i>Total</i>		176	100	100	

<i>Country of origin</i>	<i>I strongly agree</i>	<i>I agree</i>	<i>Neither agree nor disagree</i>	<i>I disagree</i>	<i>I strongly disagree</i>	<i>Total</i>
Albania	18.18%	54.55%	27.27%	-	-	100%
Argentina	-	-	100%	-	-	100%
Austria	-	-	100%	-	-	100%
Belarus	100%	-	-	-	-	100%
Belgium	40%	20%	20%	-	20%	100%
Bosnia And Herzegovina	50%	50%	-	-	-	100%
Brazil	-	-	100%	-	-	100%
Canada	-	-	100%	-	-	100%
Czech Republic	-	42.86%	28.57%	28.57%	-	100%
Ethiopia	-	-	100%	-	-	100%
Finland	25%	46.88%	15.62%	12.5%	-	100%
France	100%	-	-	-	-	100%
Georgia	-	100%	-	-	-	100%
Germany	-	33.3%	66.67%	-	-	100%
Greece	33.33%	33.34%	33.33%	-	-	100%
Italy	20%	47.50%	32.5%	-	-	100%
Ivory Coast	-	100%	-	-	-	100%
Kosovo	-	-	-	-	-	100%
Moldova	100%	-	-	-	-	100%
Pakistan	-	-	100%	-	-	100%
Poland	-	-	100%	-	-	100%
Portugal	33.33%	66.67%	-	-	-	100%
United Kingdom	-	100%	-	-	-	100%
Romania	-	25%	25%	25%	25%	100%
Russia	-	100%	-	-	-	100%
Spain	14.29%	71.42%	14.29%	-	-	100%
Sweden	-	100%	-	-	-	100%
The Netherlands	-	-	-	100%	-	100%
Turkey	-	100%	-	-	-	100%
Ukraine	-	50%	50%	-	-	100%
Vietnam	-	100%	-	-	-	100%
Total	18.75%	49.43%	26.14%	4.55%	1.14%	100%

Statement 13: I try to recycle all the waste from my household *

<i>Value Label</i>	<i>Label</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
<i>I strongly agree</i>	1	78	44.32	44.32	44.32
<i>I agree</i>	2	72	40.91	40.91	85.23
<i>Neither agree nor disagree</i>	3	20	11.36	11.36	96.59
<i>I disagree</i>	4	4	2.27	2.27	98.86
<i>I strongly disagree</i>	5	2	1.14	1.14	100.0
<i>Total</i>		176	100	100	

<i>Country of origin</i>	<i>I strongly agree</i>	<i>I agree</i>	<i>Neither agree nor disagree</i>	<i>I disagree</i>	<i>I strongly disagree</i>	<i>Total</i>
Albania	36.37%	30.30%	30.30%	-	3.03%	100%
Argentina	100%	-	-	-	-	100%
Austria	-	100%	-	-	-	100%
Belarus	100%	-	-	-	-	100%
Belgium	80%	-	20%	-	-	100%
Bosnia And Herzegovina	50%	50%	-	-	-	100%
Brazil	100%	-	-	-	-	100%
Canada	100%	-	-	-	-	100%
Czech Republic	57.14%	42.86%	-	-	-	100%
Ethiopia	-	-	100%	-	-	100%
Finland	34.38%	53.13%	3.13%	9.36%	-	100%
France	-	100%	-	-	-	100%
Georgia	-	50%	50%	-	-	100%
Germany	-	66.67%	33.33%	-	-	100%
Greece	66.67%	33.33%	-	-	-	100%
Italy	45%	50%	5%	-	-	100%
Ivory Coast	-	100%	-	-	-	100%
Kosovo	-	-	100%	-	-	100%
Moldova	100%	-	-	-	-	100%
Pakistan	-	100%	-	-	-	100%
Poland	100%	-	-	-	-	100%
Portugal	100%	-	-	-	-	100%
United Kingdom	100%	-	-	-	-	100%
Romania	50%	25%	25%	25%	-	100%
Russia	100%	-	-	-	-	100%
Spain	57.15%	33.33%	4.76%	4.76%	-	100%
Sweden	-	100%	-	-	-	100%
The Netherlands	-	100%	100%	-	-	100%
Turkey	100%	-	-	-	-	100%
Ukraine	-	100%	-	-	-	100%
Vietnam	-	-	100%	-	-	100%
Total	44.32%	40.91%	11.36%	2.27%	1.14%	100%