

Investigating Consumer Preferences towards Sustainability in Product Packaging

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<p>This research-oriented thesis investigates to which extent German consumers consider the sustainability aspect of a product package as their main factor in preferring a product. The research was conducted based on a comparison between two specific smoothies from the Company A and Company B brands. Company A smoothies are packed in glass bottles, whereas Company B smoothies are sold in plastic bottles. For the scope of the thesis, sustainable product packaging was defined regarding its contribution to post-consumer waste reduction.</p> <p>The thesis research was conducted over a period of three months. The aim of the research was to find out whether consumers consciously prefer the product that has a more sustainable package, or whether other attributes mainly account for their preference. Data was collected by using a qualitative interviewing method.</p> <p>The thesis comprises theory from product packaging, consumer buying behaviour and sustainable consumer buying behaviour with regard to behaviour towards sustainable product packaging.</p> <p>The research was carried out by using the semi-structured interviewing method. In total, three interviews were conducted. The interviews were audio-recorded and transcribed afterwards. The data was organized by means of a coding table for analysis purposes.</p> <p>The research findings illustrate the fact that all consumers preferred the more sustainable package from Company A (glass bottle). However, the aspect of sustainability was not the main decisive factor for their preference. Consumers preferred the product package for reasons of its premium looking design, its reusability and the supposed better quality of the product.</p>	
Keywords consumer preference, packaging, sustainable consumer buying behaviour, sustainable product packaging, plastic pollution, Company A, Company B	

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1 Introduction

“Packaging is of great importance in consumers’ purchase decision process, especially in situations of temporal pressure and hyper choice environments.” (Magnier & Crié 2015, 350).

When going to the supermarket, consumers are overwhelmed with a multitude of similar products from different brands, with different product package designs and product prices. In most cases, consumers buy the product that fits best their needs, be it the price they opt for, the brand they trust or the design they find most appealing. However, in recent years’ consumers developed a consumption behaviour towards a more conscious and sustainable one, caring more about environmental issues. According to the World Business Council for Sustainable Development (WBCSD) (2008, 15-16), in 2008, 96% of the European consumers said that they personally considered it as important to protect the environment and tended to be willing to spend more money on products that are environmentally friendly.

Consumers buy products almost every day and at the same time they regularly get in touch with the product package. With or without having implicitly in mind how their behaviour in correlation to product package may have an influence on the environment. The thesis aims to connect product packaging with the current issue of sustainability and environmental behaviour by trying to establish an insight in the preferences of consumers towards sustainability in product packaging.

This will be done by comparing two companies and their products, more precisely smoothies. The companies are on the one hand “Company A” and on the other hand “Company B”. The smoothies offered by Company A are packed in glass bottles, the ones offered by Company B in plastic. At the same time, the study tries to find out what consumers consider as “sustainable” when it comes to product packaging. For the purpose of the present study, sustainable product packaging is defined by its contribution towards (plastic) waste reduction. Thus, the focus lays on the last steps in the product life cycle – the post-consumer aspect. At this point it should be noted, that the product packages compared in the study are not fully in line with the definition of a sustainable product package, but rather meet certain aspects of the sustainable product packaging definition. This ambivalence is mentioned at several points within the thesis. Sustainable product packaging will also be highlighted within its whole concept to demonstrate a full coverage of the topic.

Furthermore, the research will be extended towards investigating whether there is a consumer demand for a fully holistic sustainable product, meaning that consumers demand that the concept of sustainability should be integrated during all touchpoints of the product life cycle (in contrast to only providing a sustainable package for instance). More detailed, this means that the product must fulfil all possible categories in a sustainable way.

1.1 Research Aim and Objectives

As already mentioned previously, the thesis focuses on exploring how far consumers prefer buying products that are packed sustainably, instead of non-sustainably packed products. The goal is to find out whether consumers prefer buying those products, knowing about the impact their behaviour could have on the environment.

The research is structured as follows: the above-mentioned products will be compared with regard to their contribution to plastic waste generation. In view of this fact, consumer preferences for one over the other smoothie are investigated. With regard to whether consumers actively chose the product that contributes positively towards a waste generation reduction – if they prefer the other product for some specific reason, or in case other attributes account for their decision. In connection to this, consumers will be asked whether they are concerned about plastic pollution. Their reactions will be investigated and whether they can draw a line between themselves and the mentioned pollution. Furthermore, it will be highlighted whether consumer know about plastic additives (such as softener) and if they are concerned about them contaminating the product. In addition, the research is extended towards the investigation whether consumer can tell what a sustainable product package must fulfil in order that it can officially be called “sustainable product package”. Besides, the consumers’ willingness to pay for a sustainable package is analysed. Last, the research is extended towards whether there is a consumer demand for fully holistic, sustainable products.

Therefore, on the basis of the previous explanation, the research question (RQ) is worded as:

“To what extent does the sustainability aspect affect consumers in their preference for a particular product in terms of product packaging?”

To be able to answer the RQ reasonably, it was narrowed down to six investigative questions which are:

1. *What do consumers see as “sustainable” in general?*
2. *Which product package do consumers prefer and why? Which package do consumers consider as more sustainable?*
3. *How much do consumers know about plastic additives (softeners such as BPA) and to which extent are they concerned about them contaminating the product?*
4. *How do consumers react to plastic pollution and are they able to draw a connection to themselves?*
5. *To which extent are consumer willing to pay more for a product that has a sustainable package?*
6. *How big is the demand among consumers for a fully holistic sustainable product (in comparison to one aspect of the product being sustainable, e.g. the product package)?*

1.2 Delimitation

The thesis scope is first delimited by the two products chosen for research. Therefore, the study focuses on the two packaging materials, namely glass and plastic by comparing products from the companies Company B and Company A. Consequently, the focus lays on product packaging in the FMCG (fast moving consumer goods) industry, more precisely on food/beverage products. This fact simultaneously excludes other industries and products and their packaging options. In the literature review part, both product packaging materials are covered shortly towards their contribution to post-consumer waste generation. Yet, only from a very brief and non-environmental engineering perspective. As mentioned previously, for the purpose of the study, sustainable product packaging is defined as its contribution towards plastic waste reduction. Nevertheless, other aspects of sustainable product packaging are mentioned at several points within the literature review. This helps to provide a holistic understanding of the concept of sustainable product packaging.

In addition to the delimitation in the mentioned product categories, the theoretical framework is limited to displaying the connection between consumers and the sustainability aspect. Only a short outline is given on consumer buying behaviour in general, which should help to classify the thesis topic in the bigger picture. In contrast, a more detailed review is provided on sustainable consumer buying behaviour, consumer perception and choice of sustainable product packaging and the concept of Triple Bottom Line. The latter is described more in detail in chapter 4.5.

The research method chosen for the study is from qualitative nature. Therefore, there will be only little information given on quantitative research methods. This is because the

focus lays on the qualitative part, explaining the purposes and methods that lead to the research design.

Lastly, besides the above-mentioned aspects, the study is focused on a specific target group, namely students who are in their mid-twenties, some part-time working, having a rather busy daily routine. Due to the qualitative nature of the study, the research will not address variables such as gender or other demographic variables.

1.3 Theoretical Framework

The theoretical framework is built up from a thorough literature review on consumer buying behaviour towards sustainability, sustainable product packaging, as well as consumer preferences and attitudes towards sustainability and packaging. Several studies were investigated to establish a general knowledge base, leading the reader to understand the complex topic and problems that come with it. Furthermore, the two companies behind the products compared in the study are presented with regard to general business numbers such as turnover or packaging materials and strategies used.

1.4 Methodology

The study is set up of primary and secondary research. Secondary research represents the literature review of high quality literature, mostly retrieved from journals. Primary research is based upon an empirical, qualitative research, i.e. on three semi-structured interviews held with a specific target group. This method was chosen since the RQ is rather complex in nature and this type of research allows to dig deeper into the answers of the respondents, if necessary. The findings from the interviews are organized according to a five stages analyses concept proposed by Yin (2011) which is explained in chapter 5.3.5. In addition, the findings are coded in order to get a better overview of the data gathered.

1.5 International Aspect

The international aspect of the thesis is given by the fact that the empirical study focuses and investigates German consumers. This is because Germany is a leading country when it comes to waste separation and recycling (Dehmer 2016; Dick 2015). Therefore, the author was interested in this segment for the present qualitative research. Furthermore, secondary literature about consumer preferences from different countries with regard to sustainability was reviewed, which also represents partially the international aspect of the thesis.

2 Product Packaging

This chapter serves as an overview on the topic of product packaging. An emphasis is given on the role of product packaging as stand-alone as well as its role in the Marketing Mix. Furthermore, information is provided on the influence of packaging on the environment. Besides, the two different packaging options of the products are highlighted to understand the background of the research.

2.1 The Role of Product Packaging

According to Morris (1996, 171) the definition of product packaging is “combining [the] protection and merchandising of a product or service to achieve market power.” This basically implies that product packaging is important to firstly protect the product content from environmental influences and secondly to help raise sales and therefore market share. Along similar lines, Ambrose & Harris (2011, 17) clearly define packaging and packaging design as “a means of protecting the product [...]; as a contributor to product cost; as a canvas on which to promote the product’s attributes and benefits; and as a dispensing aid in the place of sale and for final consumption.” Combining the statements from Morris and Ambrose & Harris, one can say that the authors state the protection of the product as well as the product package design as important aspects. Consumers are looking for the package design that appeals on first sight at the point of sale as well as searching information about the product on the package. Furthermore, according to Paine & Paine (1992, 34) packaging does also play a role after its purchase in the homes of consumers and during its usage. For instance, the package of soap dispensers represents a good example as they are nearly used every day. Consumers can get regularly in touch with the product, its package and the brand in their homes.

Therefore, the packaging of a product, its functionality and design represent an important aspect in Marketing and companies should be aware of the power that product package brings to the brand and the product. Knowledge about product packaging represents an important factor for the thesis topic. This is since the sustainable product package can – if necessary – be further developed towards attracting the consumer to buy the more environmental friendly packed product. In contrast to a similar product that is for instance packed in conventional plastic, creating more post-consumer waste.

2.2 Impact of Product Packaging on the Environment

The impact of packaging on the environment represents a complex topic and a huge area for discussion, development and innovative approaches. There are various impacts that

packaging can have on the environment, at several different stages in its life cycle. However, for the scope of the thesis only the impact of post-consumer waste on the environment is highlighted. In the following, plastic and glass as packaging options are listed, providing information the reader needs to understand the research topic. There will be no detailed outlook given from an environmental engineering perspective on the two different packaging options such as their production and detailed characteristics.

In view of the two packaging options presented, sustainable packaging is clearly defined for the purpose of the thesis by its contribution towards reducing post-consumer waste and therefore contributing to a sustainable environment protection. Naturally, as already mentioned previously at several points, this aspect comes with an ambivalence as there is no perfect unified solution to sustainable product packaging. This aspect is presented more detailed in chapter 2.3.

2.2.1 Plastic as Packaging Material

Plastic has been in use through humans since it was introduced to the commercial industry in the 1930-1940's (Jambeck & al. 2015, 768). It offers one of the best options for packaging material and can be produced accordingly depending on the desired property. Plastic is durable, light, cheap in production and purchase and serves as perfect protection for products from possible environmental influences. It is basically made of so-called "petrochemicals" that were produced from fossil oil as well as from gas, which are both finite resources. (Hopewell, Dvorak & Kosior 2009, 2115; Baldwin 2015, 94.)

Due to high demand of plastic, its production rose from 1.5 million metric tons in 1950 to 59 million metric tons in 2014, whereas the largest sales branch of plastics represents the packaging industry (Jambeck & al. 2015, 768; Statista 2016). Consequently, this means that more and more plastic packages need to be recycled. Withal, even due to its recyclability, it is often not possible to fully recycle the plastic in a closed loop. This means fully recovering the material in furtherance of creating a new package from the old material without adding new material to it. This is because generally plastic packages contain other materials that lend the package its characteristic, i.e. for instance softener or adhesives. Thus, more fresh plastic needs to be produced. On the other hand, this means that more plastic as post-consumer waste is disposed in landfills or thrown away in the environment in case it was not recycled somehow. (Hopewell & al. 2009, 2115-2118.)

As mentioned above, the more plastic exists, the higher the possibility of it ending up in the environment, for instance in world oceans due to bad waste management (Baldwin 2015, 98). In figure 1 one can see the development of marine debris, which is plastic that

dissolved in micro particles and floats in the ocean. In 2015 the estimated amount was set at approximately 50 million metric tons, whereas its development to the year 2025 shows that until then 150 million metric tons will float in the world oceans (Jambeck & al. 2015, 768).

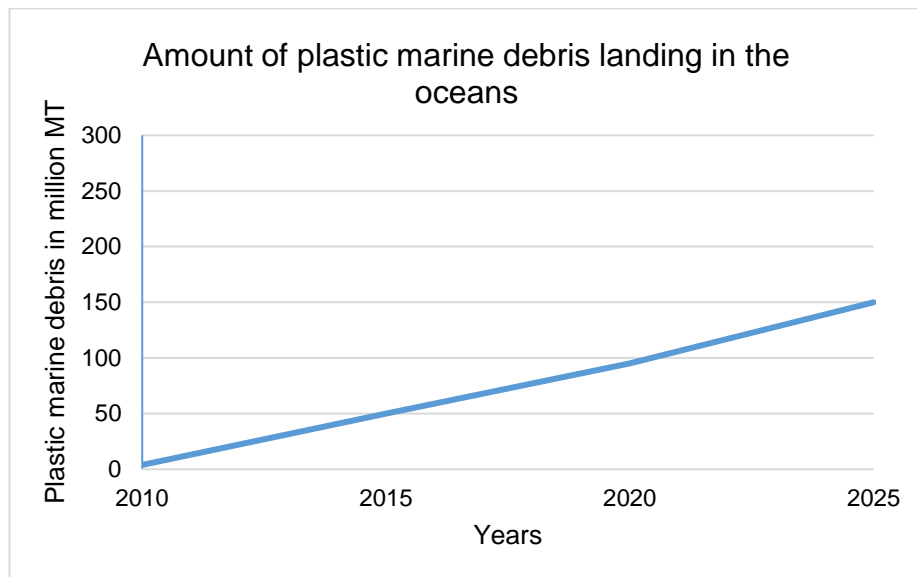


Figure 1. Development of plastic marine debris that land in the ocean (adapted from Jambeck & al. 2015)

It is generally known that plastic as waste product does represent a threat to the environment on land as well as in the oceans. Birds and fish confound the plastic with food, eat it, or feed it to their breed (Watts 2013). Furthermore, according to Rochman, Hoh, Kurobe & The (2013, 1), the plastic parts absorb other chemicals from the sea, representing even a higher danger for fish when eating it; leading them to suffer for instance from liver toxicity. At this point, the consequences for humans at the end of the food chain are still unknown (Seltenrich 2015, A35). However, what is certain is that previous researches name plastic, especially additional chemicals that the plastic was supplied with such as softeners (for instance Bisphenol A, short BPA), to be harmful to the human body causing cancer and other diseases (Andrady 2015, 193; Baldwin 2015, 97). Thus, it can be said, that plastic has visible and invisible effects on the environment and humans (Baldwin 2015, 95).

2.2.2 Glass as Packaging Material

Glass also represents an option for packaging, mostly for bottled beverages or jars. It is made from natural materials such as sand, soda ash, limestone and cullet and can be recycled endlessly (Glass Packaging Institute 2016; Chiellini 2008, 317). It does not impose threats on the environment regarding post-consumer waste. Furthermore, in

contrast to plastic, it does not lose any of its quality when it is recycled. It is “nonporous and impermeable”, meaning that no particles are transferred from the material into the product (Baldwin 2015, 95; Glass Packaging Institute 2016).

Even though glass in its production requires the usage of high temperatures and therefore a lot of energy, carbon dioxide emissions can be reduced through recycling already existing glass (Glass Packaging Institute 2016). Recycling rates of glass from 1991-2014 in Germany can be seen in figure 2. The graph shows constantly increasing rates from 1991 onwards, being almost stable but slightly growing since around the 2000's. 25 years ago the rate was at 53,7% whereas in 2014 the rate was at 88,8%.

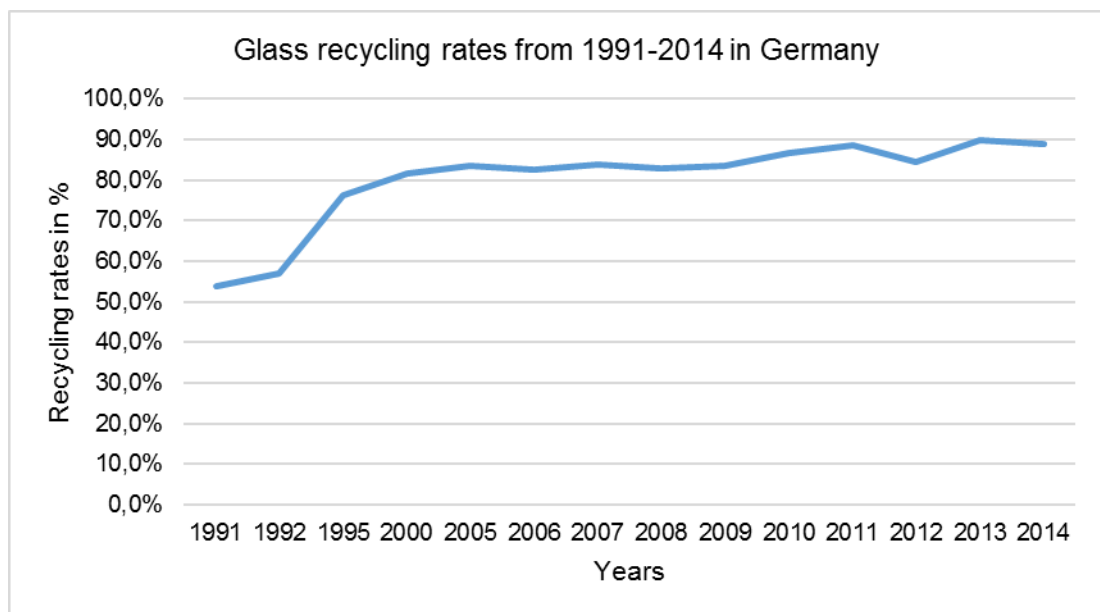


Figure 2. Glass recycling rates in Germany (adapted from Statista 2016)

2.3 Sustainability in Product Packaging

Sustainability within product packaging accounts for probably one of the most complex topics that consumers are faced with nowadays, when it comes to deciding about a product and buying it – sometimes even without knowing about its complexity.

Sustainability in general is a term that is communicated almost daily through several media and other channels. But it seems as if it is a buzzword that everybody uses, but no one exactly knows what it all implies. As already mentioned at several points previously, sustainable product packaging comes with a certain ambivalence. There is a broad consensus among researchers, that the term does not solely refer to one specific step in the life cycle of the product package. Even though the products compared in the present study deal with the last steps in the life cycle, it should be mentioned that sustainable product packaging should be seen as holistic concept. Meaning that all steps in the

products' life cycle should be taken into consideration – from sourcing raw materials for packaging material production over package disposal. (Muthu 2016, 171; Nordin & Selke 2010, 318; Magnier & Crié 2015, 351; Sonneveld, James, Fitzpatrick, & Lewis 2005, 2.)

In 2007 the Sustainable Packaging Alliance (SPA) defined four main principles of sustainability in product packaging, which state that sustainable packaging should be:

- effective - provide social and economic benefits;
- efficient - provide benefits by using materials, energy and water as efficiently as possible;
- cyclic - be recoverable through industrial or natural systems; and
- safe - non-polluting and non-toxic.

(SPA 2007.)

This approach can be considered as holistic. People are taken into consideration, usage of resources are to be kept at the lowest rate possible, materials are used over and over again and human health is considered as an important factor as well.

This area represents also a part of the empirical study, where the author will try to gain an insight in the current education status of consumers and how much they know about this holistic definition that is connected to sustainable product packaging.

3 Company and Product Presentation

In the following, both companies behind the brand are investigated especially with a closer look towards the company philosophy and sustainability.

3.1 Company A

Company A is a Germany based, independent company which was founded in June 2006. The company has 24 employees and produces different kinds of smoothies which are sold in the food retail industry across Germany, Austria and Switzerland. Company A is, since 2015, market leader in Germany in the “chilled, liquid fruit” segment with a market share of 58,7% (March 2016) and a turnover of 29.5 Million €. The turnover has almost tripled since the previous year (2014) where it was 11.5 Million €. (Company A 2016.)

Image 1 below shows the product that was used for the research. The flavour is Mango Maracuja, quantity is 250ml with a price of 2,49€ as compared last on the 31st of December 2016 in a regular German supermarket.



Image 1. Company A Smoothie Mango Maracuja, 250ml, 2,49€, glass package (Company A 2017)

Company A's company philosophy is clear and straightforward. The company advertises its product with the slogan “passion and quality instead of industry and artificial flavour” (Company A 2016). On their website, the company claims to be honest and healthy, producing a natural and valuable product without artificial colouring, added sugar or other industrial supplements (Company A 2016).

When it comes to product packaging, Company A chose to provide the product in glass bottles. The company justifies the choice of glass as product packaging by stating that glass does not interact with its environment, thus the smoothie. This means that neither any flavour is added nor absorbed by the glass. The fact that it is made of natural raw materials is a further reason why glass was chosen as product packaging (compare to

chapter 2.2.2). Lastly, the company argues with the design of its bottles and its simplicity regarding its look and appearance. A special focus is put on upcycling which can be categorized in sustainable handling with product packaging. On the website, the company encourages consumers to recycle the bottles as well as upcycle them by giving “how-to” examples. Since 2014 Company A also provide an “upcycling shop” where consumers can buy different bottle-top dispenser, so that the bottle can be reused as storage item for sugar, tee and other products (Company A 2016). The upcycling of the bottles is spread and supported towards the consumers by its own Instagram hashtag and consumer involvement by enhancing them to send over their upcycling ideas or uploading them on social media channels.

3.2 Company B

Company B is a British company founded in 1999. Coca-Cola currently holds 90% of its shares. (Wilke 2015.) The company employs approximately 350 employees in several different countries (Company B 2016). Company B produces different kinds of smoothies, juices and coconut water, sells its products in 15 countries and has a yearly turnover of approximately 260 Million €, therefore being market leader in Europe (Company B 2016).

Image 2 shows the second product that was used for the research. The flavour is Mango Maracuja, quantity is 250ml with a price of 1,79€ as compared last on the 31st of December 2016 in a regular German supermarket.



Image 2. Company B Smoothie Mango Maracuja 250ml, 1,79€, plastic package (Company B 2017)

Company B' company philosophy is characterized by a high engagement with its environment and stakeholder. The company wants to provide natural and great tasting beverages that should help the consumer to live a healthier life and at the same time respecting the environment (Company B 2016). There are several values that the company emphasizes on regarding sustainability. They simultaneously form the company's strategy. The most important values are: sustainable brand, sustainable

ingredients, sustainable production, product packaging and sharing profits. Furthermore, Company B is very active regarding CSR activities. (Company B 2016.)

In terms of product packaging, Company B packages its smoothies in plastic bottles. Company B also follow a clear packaging strategy. The company states on their website, that they try to use as less packaging material as possible, by using as much recycled material as the quality of the package allows. However, this statement was underlined by an example from the year 2007 and the company had to cut down on using recycled plastic as it could not pass quality tests with regard to the material. (Company B 2017.) On the actual package, there can be no information found on whether the plastic bottle contains recycled plastic (last observed on a package from the 31st December 2016). In addition, the company does not explicitly state why plastic is their first choice of product packaging material when it comes to packaging the smoothies.

4 Consumer Behaviour and Sustainability

In the following the theoretical background of consumer buying behaviour is discussed briefly. Then, consumer buying behaviour with a focus on sustainability is presented more in detail. An outline of consumer perception and choices towards sustainable product packaging is given. Furthermore, the concept of Triple Bottom line is discussed shortly. This chapter is to provide an overview of what has already been researched around the thesis topic and highlights the current research status of the issue.

4.1 Consumer Buying Behaviour

Cant, Strydom, Jooste & Du Plessis (2007, 62) generally define buying behaviour in terms of “[...] individuals, groups, and organizations [who] select, buy, use and dispose [...] goods, services, ideas or experiences to satisfy their needs and desires.” Armstrong, Kotler, Harker & Brennan (2009, 148) give a more detailed definition by naming the “individual” as the consumer and state the following: “consumer buyer behaviour refers to the buyer behaviour of final consumers – individuals and households who buy goods and services for personal consumption.” These two definitions were used to determine the buying behaviour of the end consumer and consider as well the B2B buying behaviour.

4.1.1 Consumer Buying Behaviour Model

There are several models that were developed to understand the consumers and their behaviour better, such as the “stimulus response model of buyer behaviour” shown in figure 3 (Armstrong & al. 2009, 148-149). Models such as this one can help to understand which influences affect consumers and their preferences for a product, contributing to the decision-making process and leading to a specific decision.

The model in figure 3 shows that there are certain stimuli coming from the Marketing of a product and other influences from the consumers’ environment that influence the consumers’ mind – called “buyers black box” (Armstrong & al. 2009, 149). Inside this black box the buying decision is made and the response of the decision-making process is choosing the favoured brand, product or place where the product will be bought. Stokes & Lomax (2008, 101) broaden the model by explaining the “black box” more detailed and splitting it up in “individual decisions” and “organizational decisions”. As organizational decisions regarding B2B purchasing processes, do not fall within the scope of the thesis this aspect is considered as trivial here. Both authors emphasize that social and individual factors influence the consumer buying behaviour as well (Stoke & Lomax 2008, 101). The factors of input and the black-box result in so-called “responses” that reflect the choice of

product in terms of brand, time that was taken for the purchase or amount of purchase and other aspects. In summary, this means that Marketing and other influences are communicated to the buyer, whose decision-making process happens in the brain (“black box”), leading to a response that translates finally into the product choice.

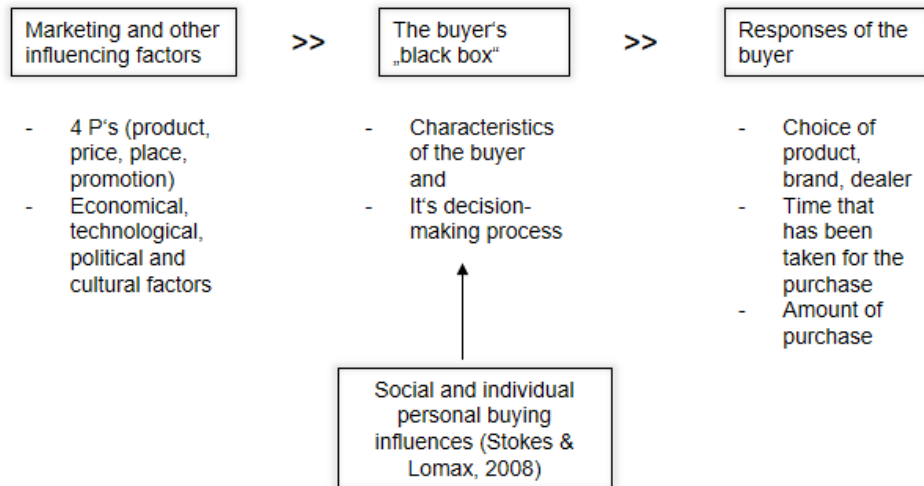


Figure 3. The buyer behaviour model (adapted from Armstrong & al. 2009; Stokes & Lomax 2008)

At this point the buyer behaviour theory including the decision-making process will not be further elaborated, as this would go beyond the scope of the thesis.

4.1.2 Explicit and Implicit Buyer Behaviour

Models and tools should help companies to understand the consumer and assess their behaviour. However, Cant & al. (2007, 62) state that “buyers [may define] their needs and desires, but act otherwise.” Therefore, the concept of explicit and implicit consumer behaviour needs to be taken into consideration as well. This means that consumer buying behaviour must be studied and analysed carefully. Previous research was carried out to understand consumer attitudes and preferences and their behaviour as these might differ during the actual moment of choice (Ajzen 1991, 182). It may be that consumers state an attitude or preference towards a brand and a product explicitly. However, when it comes to the moment of choice, the actual behaviour during the decision-making process and finally the purchase of the product can be another one than initially planned. (Pride & Ferrel 2016, 202.) Ajzen therefore developed the Theory of Planned Behaviour model to be able to better predict consumer behaviour (Ajzen 1991). This model does not only take into consideration the explicit aspect, but also tries to measure the implicit ones flowing in the complex process as consumers are prone to several other influences. Influences as

such could be what consumers think about the behaviour that they are planning to do (“attitudes towards the behaviour”), the social influence and pressure of peers to behave in a certain way (“subjective norms”) and how easy or hard it is to behave in that way (“perceived behavioural control”). (Ajzen 1991, 188.) This served as a brief outlook into the topic and will not be highlighted further due to the scope of the thesis.

4.2 Sustainable Consumer Buying Behaviour

In the past years, amongst other things, the growing consumption society and its excessive waste problem, exploitation of finite resources and global warming, environmental issues were brought to the foreground. From this point on, consumers who represent a key element in consumption, were not simply seen as consumers, not taking responsibility for their actions. They were also educated to some extent towards sensitivity of environmental issues, presupposing a particular behaviour towards an environmental conscious behaviour (Rokka & Uusitalo 2008, 516-517; Brown & Wahlers 1998, 44).

According to Stone, James & Cameron (1995, 601), environmental responsible consumerism or sustainable consumerism can be defined as “[...] a state in which a person expresses an intention to take action directed toward remediation of environmental problems [...].” In other words, this means that the consumers have knowledge about their actions and the impact on the environment, leading them trying to diminish the impact of their actions by contributing to the reduction of environmental problems in behaving in a certain way.

Due to this trend, various research was done in the field of sustainable consumption behaviour. Consumer attitudes were investigated closer to predict consumer behaviour for marketers. Numerous studies widely assumed that attitudes and intentions represent a good prediction for actual consumer behaviour at the point of product choice, since researchers assumed the fact that consumers act rational “[and] [...] consistently according to their preferences and beliefs.” (Rokka & Uusitalo 2008, 517). Bamberg (2003, 21) claims, that research showed consumers preferring ecological, sustainable products and being concerned about the environment may be true, but not leading to the translation of this preference into actual behaviour. Rokka & Uusitalo (2008, 517) confirm this statement and claim that too often the focus of studies was put on consumer intentions to purchase and finally not focusing on the actual purchase choice of consumers. This problem can be connected to the attitude behaviour pattern described in chapter 4.1.2. It basically claims that there are several different aspects that influence the consumer in their decision-making process such as influences of peers for instance.

However, what can be mentioned at this point is that numbers of the European Parliament show in a 2015 survey that EU consumers bought more and more sustainable products in recent years (Member's Research Service 20 May 2015). In spite of this fact, this can also be viewed critically since those numbers provide insight in shopping behaviour of organic food and excludes other factors such as sustainable packaging preferences. Ambivalence between the studies may also come from more current numbers here as more consumer education was done in this field during the past years. Yet, this aspect should be taken into consideration when trying to understand consumer behaviour. However, as the focus of the thesis lays on investigating consumer preferences and not actual behaviour, these aspects should yet only give a brief outlook of what researchers and studies showed and claimed so far.

4.3 Consumer Perception and Choice of Sustainable Product Packaging

Most consumers are faced at the point of sale in the FMCG environment with an overwhelming number of brands and products in a so-called "hyper choice environment". Consumers are in need of choosing between similar products with different prices, coming with various packaging options. (Magnier & Crié 2015, 351.) So, the differentiation between several products is hard to make and consumers are prone to the packaging (Magnier, Schoormanns & Mugge 2016, 133). Therefore, the question arises whether consumers exactly know what sustainability generally means and also in terms of what the consumers' perception of sustainability in product packaging is. Furthermore, it is interesting to know whether consumers are willing to pay more for those products.

4.3.1 Consumer Perception of Sustainable Product Packaging

In 2010, the consultancy and auditing company PricewaterhouseCoopers (PwC) conducted a survey named "Sustainable packaging: opportunity or threat?" where clear findings regarding the consumer definition of sustainable product packaging arose. PwC conducted the survey with 20 senior executives of big packaging companies in Europe. The findings showed that the respondents could not clearly define what sustainable product packaging exactly means. (PwC 2010, 5.) Taking those findings to the next level, it is not surprising that consumers who are not familiar with the industry, also do not know what sustainability means. Five years previous to PwC, Sonneveld & al. (2005, 1) found, that there is no clear definition about the term on an international basis. Also, Nordin & Selke (2010, 317-318) claim that there is little known about consumers' perceptions on this matter. Both authors' opinions are supported by Russel (2014, 399), who also states that consumers are not familiar with the term "sustainability" in product packaging. It can be concluded that over a period of almost ten years, the definition of the term did not

become clearer among consumers. Therefore, Nordin & Selke (2010, 320) were interested in precisely this type of question, what consumers perceive as sustainable when it comes to product packaging, defining sustainable product packaging as a holistic concept. This means that the whole product life cycle should be studied with regard to sustainable sourcing of raw materials, usage of renewable energies and correct disposal after post-consumer usage for instance. Both authors found in their study that, just as PwC and Russell, consumers cannot describe sustainability correctly, also regarding product packaging (Nordin & Selke 2010, 325). Furthermore, the statements about a holistic sustainability concept were also consistent with Russell and PwC (2014, 398; 2010, 5).

4.3.2 Consumer Willingness to Pay

Besides the confusion in perception and definition of sustainability in product packaging, another interesting aspect is whether consumer go for this option when buying products and whether their willingness to pay is higher than for conventional product packaging. As previously mentioned, in recent years' consumers were getting more concerned about buying sustainable products and numbers underlined this statement. Magnier & al. (2016, 138) show in a recent study that consumers connect sustainability in product packaging with a high quality of food and are therefore more likely to buy the product – this also should justify why consumers are willing to pay more. As these findings are based on a study conducted with French consumers, they cannot be fully transferred and generalized to consumers across other countries. Previously to Magnier & al., Young (2008) was interested in doing a cross-cultural approach on this issue by focusing on four global markets, the US, UK, Germany and China to understand whether similar sustainable consumer buying behaviour patterns could be found in internationally. An important finding from Young (2008, 43), that is also consistent with the statement from Nordin & Selke (2010), is the fact that consumers across the investigated markets were not familiar with the term sustainability and interpreted it in different ways. This was discussed in the previous paragraph as well. Moreover, Young was also interested in whether the consumers showed a consistent higher willingness to pay for sustainable product packaging. Yet, this assumption could not be generalized throughout the markets as the numbers differed significantly (US: 67%, UK: 48%, Germany: 50% and China 23%) (Young 2008, 44). The research institute Ipsos InnoQuest provides a more up to date picture with data from 2013 and state that more than half of the survey respondents (55%) from several countries worldwide, were willing to pay more for an environmental friendly packaging (Ipsos InnoQuest 2013). Numbers from the Glass Packaging Institute confirm these findings by stating that more than half of the respondents were willing to pay more for sustainable products (Glass Packaging Institute 2013, 9). Extrapolating the numbers

from Young and Ipsos InnoQuest it can be observed that the numbers were slightly higher compared to the year 2008 (47% on average in the 2008 study by Young; 55% in 2013 by Ipsos InnoQuest). What has to be mentioned at this point is that the terms "environmental friendly packaging", "sustainable packaging", "eco-friendly packaging" are not clearly defined in a wide range of studies and could therefore represent an area for misinterpretation or bias.

4.3.3 Choice of Sustainable Product Packaging

When it comes to the choice of sustainable product packaging among consumers worldwide, Young found that in general the sustainability aspect of a product packaging was not the main factor in the purchase decision. In all four global markets, transportation ease predominated the choice of the product in terms of functionality (Young 2008, 44). These findings are consistent with the ones from Rokka & Uusitalo (2008, 517-518) as they also state prior to their empirical study, that consumers' first choice is not the environmental friendly package but rather functional characteristics. The explanation for this problem can probably be found in an earlier study by Thøgersen (1999, 451) which suggests that consumers are more likely to buy sustainable product packaging when they have the knowledge about the contribution of their actions towards the environment. However, Rokka & Uusitalo's (2008, 522) study results then indicate that consumers were very well prone to preferring sustainable product packaging. Yet, these findings may vary from previous research, as both researchers studied consumer preferences and split consumers into segments. Another explanation for this variance could be that between 1999 and 2008 consumers were probably more educated towards sustainability, leading to consumers knowing more about their impact and contribution. Furthermore, as previously mentioned, it should be said that consumer preferences do not always translate into the real buying behaviour.

4.3.4 Consumer Preferences for Glass or Plastic Packages

In addition, it is also interesting to find out about consumer preferences for glass or plastic packaging. It is commonly known that plastic may contain toxic chemicals such as softeners that can be absorbed by the product and that can affect human health (Andrady 2015, 193; Baldwin 2015, 97). According to a study conducted in 2013 among US consumers by the Glass Packaging Institute (2013, 10), slightly more than half of the respondents (58.4%) tried to use as less plastic as possible regarding product purchase. These numbers are consistent with findings from the German GfK Institute for Market Research who found out that 55% of German consumers' state that it is important to them that product packaging should consist of as less plastic as possible (GfK Germany & Pro

Carton Association of European Cardboard and Carton Manufacturers 2010, 3). Therefore the numbers from US consumers are consistent with the German. Furthermore, it is becoming apparent that glass was rated high in terms of contributing a positive effect towards human health with 52,1% of consumers preferring glass package options over plastic packaging (Glass Packaging Institute 2013, 5).

4.4 Consumer and the Waste Problem

With regard to the thesis scope it is also interesting to investigate whether consumers nowadays are aware of their contribution to waste generation. As it can be seen in figure 4 the development of waste generation increased over the past years. In 1999 the amount of waste was slightly higher than 35.000.000 tons, whereas in 2014 it peaked (besides in 2002) at a rate of approximately 45.000.000 tons of waste. It should be mentioned that household waste does not only consist of plastic packages, but also of cardboard, aluminium and other materials. However, the data should provide a general overview on the waste generation of consumers.

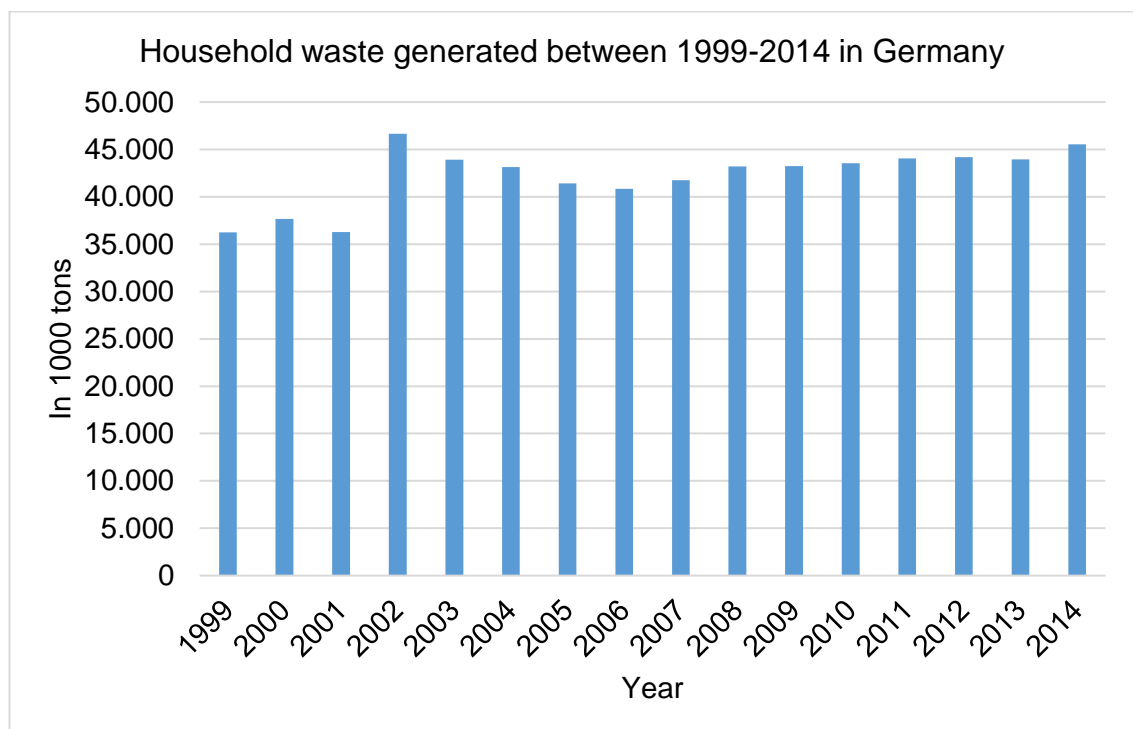


Figure 4. Amount of household waste development in Germany between 1999 and 2014 (adapted from Statista 2016)

A study conducted in 2002 by the market research company Ipsos MORI states that half of the survey respondents coming from the UK, consider waste as a serious environmental problem. Furthermore, consumers state that waste and recycling are the most important factors regarding environmental issues (Ipsos MORI 2002, 13).

Interestingly it can be observed that in 2002 the number of household waste generated in Germany peaked. For 2016, the number could probably be even higher as articles state that Germans are world champions in waste generation (Dehmer 2016).

A general observation regarding studies from this field is that they focus on investigating food waste in relation to food packaging and the impact that food packaging can have on the amount of food thrown away. Whereas in contrast, few studies exist on consumer perception on their waste generation. Therefore, consumer preferences towards product packaging reducing waste will also be covered in the thesis by covering the topic of plastic pollution and awareness of consumer towards this matter.

4.5 Triple Bottom Line

Until now, research mostly dealt with sustainability and consumer attitudes, preferences and behaviours. However, sustainability is often seen one-dimensionally instead of multidimensionally (Hanss & Böhm 2011, 679). This means that research often focuses only on a specific aspect, such as only the environmental impacts of a product and leaves aside the contemplation of the impact on people involved in the whole product supply chain. Russell (2014, 397) clearly defines the issue of sustainability as “[...] humanity obtaining a balance between human social and economic needs, and all the services provided to us by our ecosystems.” Within this definition, Russell pledges for a holistic approach. This can be compared to the “Triple Bottom Line” concept which was first introduced by Elkington in 1994. Elkington (2004, 1-2) considers the holistic approach also from company side, claiming that this concept, in contrast to the traditional financial bottom line, incorporates 3P’s which are: “people, planet and profit”. The difference between the traditional approach that only considers the financial, profitable aspect, is that people and planet are added to the evaluation of a company’s performance. To sum it up, it basically describes the fact that companies should consider the impacts of their actions regarding those three P’s. This means that not only the pure profits of a company are considered but also the company’s impact on the environment, fair colloquial of resources and people working within the whole supply chain of the product and impacts on the environment (Russel 2014, 398). Yet, the measurement of the company’s activities is not always easy to roll out and can also be challenging (Russel 2014, 398).

This holistic approach is interesting to investigate towards consumer preferences. Magnier & Crié (2015, 351) claim that “[...] brands taking into consideration environmental and ethical principles are usually better valued by consumers.” Furthermore, a late study conducted by Nielsen in 2014 showed that consumers worldwide were willing to pay a higher price for the products they buy, if the company was engaged socially and

environmentally for a positive overall impact. In addition, consumers stated that they based their purchase decision in favour of a brand that was engaged socially (Nielsen 2014). In the following section, there will be an outlook why the Triple Bottom Line is important with respect to the present study.

4.6 Theory Summary and Link to Research

Based on the literature review, the need for further research in this area emerged. This is because on the one hand, scientific literature around the topic applied to specific products is quite scarce and rather kept in general. Most studies focus on consumer attitudes towards food waste (Aschemann-Witzel, De Hooge, Amani, Bech-Larsen, Oostindjer 2015, Radzymińska, Jakubowska & Staniewska 2016), green consumerism in general (Moisander 2007; Intezar & Khan 2014), preference for eco-friendly products or specifically consumer attitudes towards paperboard packaging. There are only few studies who compare different products and investigate consumer preferences within the comparison. Furthermore, there are considerable studies on how consumer react to product packaging (Carvalho Vieira, De Castro Alcantara, Willer do Prado, Loos Pinto & Carvalho de Rezende 2015), but few significant scientific articles on how the product package design may be connected to sustainability in the consumers' eyes.

Therefore, based on the previous research, the following connections can be drawn to the present RQ: the study includes consumer preferences towards glass or plastic for either sustainability or health reasons. This represents an interesting aspect towards the present study as it aims to find out whether consumers buy less products plastic packed because they are more concerned about their health, because of the environment or both. It can help if necessary, to promote glass packaging with health benefits and at the same time positively impacting the environment by leading consumers to buy less products packed in plastic. Since previous studies claim that consumers are not familiar with the exact term of sustainable product packaging, this aspect will be investigated as well. Besides, as a wide range of studies is missing on the Triple Bottom Line concept the study will cover a part of how far there is a consumer demand for products considering the concept of the Triple Bottom Line.

5 Methodology

This chapter shall provide information to the reader about the research method that is used for the study. Furthermore, it will outline why the method was used and why it fits to the study under investigation.

5.1 Research Purpose

According to several researchers and authors, the purpose of research can be either descriptive, explanatory or exploratory (Saunders & al. 2012, 171-172; Cooper & Schindler 2014, 129-137).

Descriptive research refers to a study that wants “to gain an accurate profile of events, persons or situations.”, meaning that it describes for instance the population of a country or how something is. Often descriptive studies are a forerunner of an exploratory study, describing a phenomenon but however, simultaneously lacking a conclusion. (Saunders & al. 2012, 171.) Descriptive studies are normally also characterized by clear investigative questions (Cooper & Schindler 2014, 134).

Explanatory research, also named causal research are studies that investigate “relationships between variables” (Saunders & al. 2012, 172). Cooper & Schindler (2014, 136) explain this research type by giving the following example in a setting given that for instance variable “A ‘produces’ B or A ‘forces’ B to occur.” This type of research basically explains the context of variables and how they occur in this context.

Exploratory research is applied usually when researchers try to develop a concept and make it more understandable (Cooper & Schindler 2014, 129). This type of study is also used when the nature of the research requires open questions in order to discover new insights in the topic of research (Saunders & al. 2012, 171).

The present study therefore can be classified as descriptive-exploratory. Descriptive in the way that the present research has clear investigative questions that the author tries to answer. Furthermore, the study aims at exploring consumer preferences for sustainable product packaging and the attributes that come with the preference. At the same time trying to explore what consumers see as sustainable.

5.2 Research Approach

In research, there are two forms of gaining data for analysis. The two forms can be distinguished in quantitative and qualitative research (Blumberg, Cooper & Schindler 2011, 144). According to Saunders & al. (2012, 161) the basic distinction between both research forms is that quantitative research deals with data that is “numeric”, thus it deals with numbers and statistics, whereas qualitative research on the other hand deals with non-numeric data, meaning words and expressions for instance. The thesis’ RQ is of qualitative nature as the author tries to get a deeper understanding of consumer preferences regarding sustainability in product packaging.

Firstly, quantitative research appeared to be a good option for approaching the research question. However, during the process of reviewing secondary literature, the RQ and IQ got more complex. Therefore, research books were studied in order to find out which methods would fit best. According to Babin, Carr, Griffin, Quinlan & Zikmund (2015, 125), qualitative research aims “at discovering the primary themes indicating human [...] interpretation and motivation, and the documentation of activities [...] is usually very complete.” This implies that qualitative research fits well as tool in the present research, because it helps to explore the research topic more in detail and more complete than it could have been explored using quantitative methods. This means that for instance, during the interviewing process, it allows the interviewer to dig deeper into the answers of the interviewees if needed and discover fresh approaches that could be useful for further research in this area. Therefore, qualitative research serves the purposes of the study in the best possible way.

5.3 Research Method

During the research process, primary and secondary data was collected. Secondary data consisted of data gathered through already existing high-quality literature on consumers, sustainability and product packaging. However, this section is limited in presenting the approach of collecting primary data. Different research methods are presented and evaluated and other important aspects pointed out. Furthermore, justifications are given why one specific method was chosen for collecting the data.

5.3.1 Data Collection Methods

According to Yin (2011, 130), there are four different types to collect data in qualitative research. These four types are presented in table 1 below.

Table 1. Methods of data collection in qualitative research (adapted from Yin 2011)

Method of the data collection	Types of the data	Examples of the data collected
Interview method	Body and verbal language	An explanation of a person how s/he behaved or acted in a specific situation
Observation method	Gestures from people and how they interact with each other	Nature of how people interact with each other in their environment
Collection method	Collecting documents, printouts, investigating archives	Texts, written documents, records and recordings
Feeling method	Feelings and emotions	Perceived atmosphere of a certain place, finding out about how people feel in a certain situation

As one can see in the table, there are four different methods that can lead to different data (Yin 2011, 131). Some methods emphasize more on verbal or written expressions (such as the interview method or the collection method), other focus on emotions and how people behave in certain situations (observation method and feeling method). Looking at the present research, the interviewing method was chosen as it allows the author to gather the information from the respondents how they would act in a specific situation for instance or why they would behave in a certain way. More in detail, exploring preferences that could lead to buying behaviour.

5.3.2 Types of Interviews

Whilst comparing interview approaches from different research books, it can be noted that the types of interviews are the same even though they differ in their wordings. According to Yin (2011, 133-134), there are two different types of interviews which are namely on the one hand structured and on the other hand qualitative interviews. Qualitative interviews refer to unstructured or in-depth interviews. Saunders & al. (2009, 320) cluster the different types in “structured interviews; semi-structured interviews; unstructured or in-depth interviews”. In line with Saunders & al., Patton (2002, 342) also presents three different types of interview, which are: “the informal conversational interview, the general interview guide approach, and the standardized open-ended interview.” Therefore, after closer inspection, three interview types emerge which are:

1. The structured interview
2. The semi-structured interview
3. The unstructured interview

Structured interviews are, as the name already reveals, very structured. The interviewer has come up with a list of questions that will be asked during the interview (Yin 2009, 133;

Saunders & al. 2009, 320). There is no deviation and no place for free discussion among the respondents. This type can also be classified into quantitative data, as the answers can be pre-coded and therefore yield the result of how often persons chose a specific pre-given answer (Saunders & al. 2009, 320).

Semi-structured interviews refer to an interview type where usually an interview guide was created by the researcher to set up the topics and questions needed to be asked during the interview yielding to answer the overall RQ (Patton 2002, 343). However, even though the researcher works with an interview guide, this type of research is not fully standardized as the conversation may also flow into a direction that could possibly enlighten new areas for discussion among the respondents (Saunders & al. 2009, 321).

Unstructured interviews are interviews that are not formal. By using this technique, the researcher does neither have a set of questions nor an interview guide. However, the researcher needs to be clear about what s/he wants to explore. The interview flows more freely, giving the respondents the chance to talk about their behaviour in certain situations and elaborating on other aspects that may come up during the discussion (Saunders & al. 2009, 321).

For the present study, the semi-structured interview type was chosen. Yin (2011, 135) perfectly describes why semi-structured interviews represent a good method for qualitative research: "Structured interviews also are limited in either their ability to appreciate trends and contextual conditions across a respondents' lifetime, whereas qualitative interviews may dwell on these trends and conditions." In this context, qualitative interviews can be referred to as unstructured and semi-structured interviews. Applied on the present research, this offers a good choice as the author can adapt on the situation and react to things that were said by the respondents by coming back to a topic or digging deeper into it and investigating it further. Additionally, this represents the best option as it allows the researcher to nevertheless prepare and organize the interview to some extent as the topic is quite narrow with its specific products that are to be investigated. Since the questions are more complex, this method can help to ask the questions more easily rather than writing and narrowing them down in a questionnaire.

5.3.3 Pilot Study

In order to practice the research beforehand, Yin suggests to carry out a pilot study. A pilot study can have several purposes, varying from fixing out the time frame or checking whether the design of the interview questions or the order of the questions were chosen

wisely. (Yin 2011, 37). For the purpose of the present research the latter was chosen as most important reason to carry out a pilot study.

The pilot study was carried out with four friends of the author and lasted one hour and ten minutes. This pilot study represented a crucial part in the research process as it showed that there was still room for improvement in the research process. Furthermore, after the pilot study, feedback was collected from the respondents.

The following learnings were taken out of the study: the timing was appropriate; however, it could have been a little bit shorter. The number of respondents in the group was too big as some respondents felt uncomfortable and shy because other respondents were more active and talking more. Even though the author tried to involve everybody so that the amount talked by each respondent was equal to the other, this was problematic. In addition, the pilot study showed that the topic of the research should not have been told beforehand to the respondents as it was likely that bias occurred. Besides, the order of the questions was not working well as, again bias could occur easily through this. This is because the topic would have been pre-empted by naming it and by asking the questions in a certain order, leading towards that the respondents having the topic in mind and possibly being automatically biased through the order of the questions. Furthermore, the pilot study showed that some respondents were not familiar with the term “sustainability”. During the feedback, the respondents claimed to rather use the term “ecologically” or “environmentally” friendly to avoid misunderstandings.

Actions and learnings that were implemented for the “real” research: the interview guide was adjusted. For instance, the order of the questions was changed. Furthermore, the respondents will not be told the research topic beforehand in detail. In addition, the author decided to carry out three interviews in order to avoid that some respondents talk less and also in order to avoid bias. In a bigger group this risk for social bias is higher as more respondents are listening while one is talking and therefore could “fake” their own answer afterwards. Furthermore, the terminology of sustainability will be paraphrased by words like “ecological” or “environmentally friendly” so that misunderstandings in wordings are avoided.

5.3.4 Interview Approach

In qualitative research, there are two forms of interviewing. The first form can be described as the “regular” interview, the second form is called focus group interviewing (Yin 2011, 141). The “regular” interview is mostly conducted face-to-face with an interviewer and a respondent. However, Yin does not solely refer on interviews where two

persons take part, but also names, that it is possible to interview a group of maximum three people in a small group and ten people in a bigger group. Initially, the focus group interviewing method was chosen as technique to carry out the research, because of the target group sharing the same characteristics. For instance applied to the present research: students in their mid-twenties, part time working and trying to eat healthy. Also, because this represented the most efficient way. (Yin 2011, 134-142). However, after conducting the pilot study, where it turned out that the group consisting of four people was too big, these two methods were evaluated once more against each other. During this process, it became clear that it would be better to conduct interviews with two or maximum three people in order to avoid bias, intimidation and in order to create a more personal atmosphere.

Therefore, as previously mentioned in chapter 5.3.3, three interviews were conducted. Two interviews consisted of each two persons, one interview was carried out with three persons. In total, seven persons were interviewed. The target group chosen for the interviews consisted of students. The students that were chosen for the research were in their mid-twenties, part-time working, rather busy and trying to eat healthy. This represents the target group of smoothie consumers who are mostly young, employed people emphasizing on a healthy lifestyle (Kropf 2008; Milosevic 2016).

The interviews took place in a quiet room in a university library in order to create a neutral environment for the respondents. Both products were handed out to the respondents, so that they could see and touch them at any time during the interview. Furthermore, cookies and something to drink were offered, which should also support in creating a relaxing atmosphere. The interviews were conducted in German language, since the respondents were all from Germany and most of them not proficient in English. In first instance, it was taken into consideration to conduct the interviews in English language. However, this thought was rejected, mainly because the possibility of misunderstandings could be avoided (Patton 2002, 392-393). It turned out, that this was a good decision as the pilot study already showed that the respondents were not familiar with technical terms in their own language. Conducting the interview in English could have caused even higher misunderstandings.

Interview one lasted approximately 28 minutes, Interview two approximately 25 minutes and Interview three approximately 20 minutes. The interviews were all recorded and transcribed carefully the same day. By directly transcribing the interviews, the author could still recall the interviewing situation very well which helped to understand better what respondents were saying. This was especially helpful, in case what was said by the

respondents could not be heard clearly on the record. Before recording, the respondents were asked for their agreement. Leading questions were tried to be avoided during the interview in order to minimize the possibility of directing the respondents towards certain answers. Furthermore, the author tried not to interrupt the respondents, giving them the chance to talk freely. Only when the respondents could not answer to a certain question, leading questions were applied.

5.3.5 Data Analysis Method

In qualitative data analysis methods, it may seem on first sight, that there is no uniform rule on how the data gained can be classified and organized (Patton 2002, 423-433; Yin 2011, 177). Generally, in qualitative research data analysis, it can be distinguished between two approaches, namely the “inductive” and the “deductive” approach (Yin 2011, 93; Patton 2002, 453). By means of the deductive approach, the data gathered is classified and analysed according to pre-set, already existing groups or an already developed framework. The inductive approach is the opposite of the deductive approach, where the researcher analyses and classifies the data according to patterns that can be found in the data. (Patton 2002, 453). Yin (2011, 94) states, that most of the qualitative research studies are done by using the inductive approach.

Yin presents the different phases of the analytical process. According to him, there are five different stages for analysing data (Yin 2011, 177-178). The stages are presented in the following figure 5.

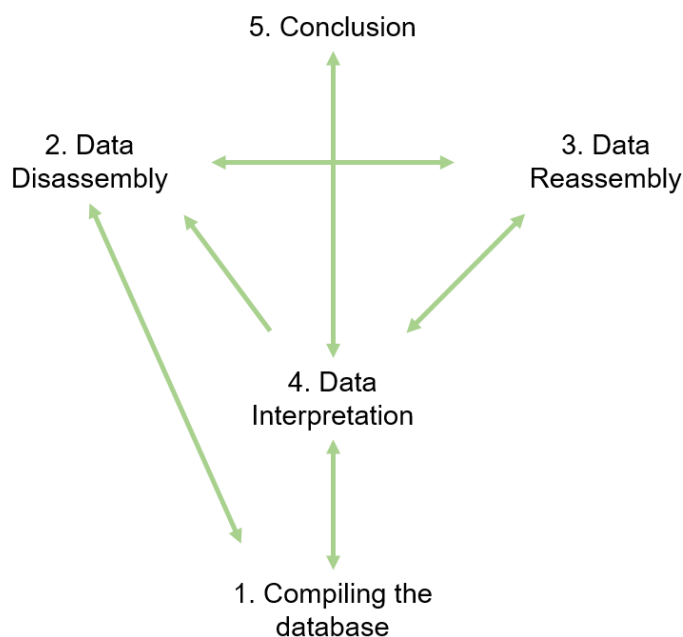


Figure 5. The five stages of data analysis (adapted from Yin 2011)

Yin describes that the analysis of the data first starts with compiling it (1), meaning that the data gained should be put in a first order so that it is more organized for the further steps. Afterwards, there comes the disassembling part (2). The researcher splits up the data that was compiled before into smaller parts. Possible patterns can eventually already be observed. The third part is considered as reassembling process (3). The small parts that were split up before, can be put into categories that emerged from the disassembling process. The next step would be to interpret the data (4). Here, the basis for the conclusion is made. After the interpretation of the data, there comes the last step which is drawing conclusions (5) out of the data that was gathered and answering the RQ. (Yin 2011, 177-179). The two-way arrows show also interrelations between processes. This means that each process can be – if necessary – done again. For instance, data needs to be disassembled and reassembled in another way in case new insights were gained during one stage in the analysing process.

Patton provides no general framework for analysing data. In contrast to Yin, he presents more detailed ways to cluster data. For instance, he shows, how data can be classified with matrices or tables. (Patton 2002, 469-473). However, in these cases it is each applied to a specific research situation or study and has therefore the need to be viewed critically regarding the research type that is being conducted.

In the process of disassembling, coding the data can play an important part. Yin, Patton and Mayring describe this method in their textbooks (2011, 187; 2002, 462-463, 2010, 106). This process is not necessarily important; however, it can help the researcher to better move the data to a more conceptualized step (Yin 2011, 187).

For the present study, the deductive approach for analysing the data gathered was used. This is since the study is defined by clear investigative questions which can be seen as pre-set categories. Furthermore, the data was coded with the help of a coding guideline described by Mayring (2010, 106). The coding table will be explained more in detail in the following section.

6 Results

In this section, the data that was gathered through the three qualitative interviews is presented. This is done in the form of a coding table. Furthermore, the findings of the interviews are assigned to each investigative question and elaborated.

For the analysis, the author followed the five steps suggested by Yin (2011, 177-178). During the phase of compilation, the author got familiar with the respondents' answers (Yin 2011, 183). When it came to the part of disassembling the data, the author made use of Yin's suggestion to constantly write down what comes to the mind while going through the data, such as initial ideas for instance. This helps to not forget anything and provides a basis to come back to the idea later. (Yin 2011, 186). Afterwards the data was coded by using the deductive approach as mentioned in chapter 5.3.5.

Coding table 2 in the appendix provides an overview of the whole data gathered. The coding table was adapted from Mayring (2010, 106). There, one can see the different categories and the examples that were assigned to the categories by using the deductive analysis approach. The categories were chosen according to the sub-topics of the investigative questions and are tried to be described by the column "Definition". Meaning that the categories should be made more clear by the given definition. (Mayring 2010, 106). This should also encourage the author to only look for passages in the interview transcript where the definition for the category fits to. The "Example" column gives examples from the transcript, helping to make the abstract more tangible.

In the following sub chapters, the respondents' answers are allocated to each IQ and discussed. For a better overview and understanding of the quotations or answers from the respondents, the abbreviations from the interview transcripts allocated to each respondent (used in order to ensure their anonymity, e.g. A1, B1, C1) were used as reference.

6.1 IQ1 Findings

IQ1: What do consumers see as „sustainable“ in general?

This question is part of the bigger picture. It helps to find out what the respondents personally see as sustainable and if they can define the concept. It was asked in order to check back whether the respondents were able to draw a connection to what they said when they were directly asked about their personal definition and whether they could later connect the aspects to product packaging. The answers of the respondents are presented in table 3 below.

Table 3. Respondent answers regarding IQ1

Respondent	Personal definition of sustainability
A1	Nature and animals do not suffer any damage
A2	Recycling and renewable energies Short transportation routes Seasonal and regional products
B1	Looking at the own impact one has towards the environment, especially with regard to waste and electricity
B2	Generally paying attention to the environment
B3	Efficient usage of resources International standards Reusability
C1	Not buying things randomly, especially plastic packages
C2	Paying attention to nature when buying things Not driving short distances by car

In table 3 above, one can see the different answers that were generated and allocated to IQ1. It shows that there is a wide range of what respondents see as sustainable. However, at some points the answers were rather kept on a general level. For instance, respondent A1 said “[...] that nature and animals do not suffer any damage.” This is rather the desired outcome of the actions taken towards a sustainable environment, but it does not explain what sustainability exactly means. Respondents A2 and B3 could define it more detailed and took into consideration several aspects from a broader perspective. What can be noticed is that no respondent mentioned fair treatment of trading partners with regard to sourcing product ingredients for instance. Generally, all respondents contributed to the question, even though some could go into detail, naming different areas and approaches, whereas others stayed more on the surface.

6.2 IQ2 Findings

IQ2: Which product package do consumers prefer and why? Which package do consumers consider as more sustainable?

These questions are important to find out whether consumers actively preferred buying the more sustainable product package or whether they chose the products because of other attributes. The IQ2 was split up in three parts. Therefore, the interview part was split up in three parts as well. In the first part, the respondents had to state their preference for a smoothie without knowing the price. The question was asked directly in the beginning to find out the respondents’ preference for a product without having other issues from the interview in mind. The respondents had to imagine, that they were in a supermarket and wanted to buy a smoothie; whereas they could choose from one of the two brands. All respondents justified their choices with regard to the product package, therefore there was no follow-up question asked about which product package they preferred. In the next

round the price was given. Afterwards the respondents were asked to give their opinion which package they considered as more sustainable. The findings can be found in table 4 below.

Table 4. Respondent preferences for one of the two smoothies (without price indication)

Respondent	Preference	Justification for product choice/preference
A1	Company A	<ul style="list-style-type: none"> - Glass bottle looks more premium - It is more environmentally friendly to take the glass bottle
A2	Company A	<ul style="list-style-type: none"> - It looks more high-quality
B1	Company A	<ul style="list-style-type: none"> - She regularly buys it, tastes good - It's healthy - She uses the bottle afterwards again
B2	Company A	<ul style="list-style-type: none"> - Likes the bottle more - She also reuses the bottle afterwards
B3	Company A	<ul style="list-style-type: none"> - The visual design appears to him - Looks as if there were more vitamins in the glass bottle
C1	Company A	<ul style="list-style-type: none"> - It looks fresher - Reusability of the bottle afterwards
C2	Company A	<ul style="list-style-type: none"> - Product design looks nicer - Clear indication on the bottle how many fruits are processed in the product - Reusability of the bottle

These findings clearly show a preference among the respondents for the Company A smoothie, packed in a glass bottle. The first reason for the choice was a preference for the visual aspect of the bottle – therefore a preference for the product package. Five out of seven respondents said that they preferred the glass bottle because it looks more premium and high-quality and the design of the bottle appeals best. Another important aspect that was named is the reusability of the bottle. This was mentioned by four out of seven respondents. The respondents said that they reused the bottle later for filling in water and carrying it with them at university for instance. The following three aspects were also mentioned: the supposed better product quality (2x), environmental friendliness of the glass bottle (1x) and being familiar with the brand (1x).

The next part included the price of the two products. Table 5 provides a better overview of the answers.

Table 5. Respondent preferences for one of the two smoothies (with price indication)

Respondent	Preference	Justification for product choice/preference
A1	Company B	<ul style="list-style-type: none"> - It is cheaper
A2	Company A	<ul style="list-style-type: none"> - Knows the brand better and therefore sticks to Company A - It looks as if the fruit was fresher in the product

B1	Company A	<ul style="list-style-type: none"> - Reusability of the bottle is important to her - With the Company B smoothie, she would have waste afterwards
B2	Company A	<ul style="list-style-type: none"> - Because of the package (considers glass healthier than plastic)
B3	Company B	<ul style="list-style-type: none"> - Only going after the price, he would take the cheaper one - But: considering the visual aspect, he would nevertheless stay with Company A
C1	Company A	<ul style="list-style-type: none"> - It looks fresher - Reusability of the bottle afterwards
C2	Company A	<ul style="list-style-type: none"> - Price difference (70 Cents) between the smoothies is not considered as that huge - The bottle is more attractive

As table 5 displays, the majority of the respondents stick to their first decision even though they knew that the Company A smoothie was more expensive (five out of seven in favour of the Company A smoothie). Reasons for this were almost the same than those, that were mentioned in the previous round (reusability and freshness of the product). Nevertheless, new justifications were named, which are: glass is healthier than plastic (1x) or less waste with glass bottle (1x). One additional interview question covered the preference for the material of the product package. The majority stated a preference for glass. However, at this point it can be noted, that two respondents (A2 and B3) said, that plastic was more easy to carry and thus more functional. B3 also mentioned a negative side effect of choosing glass, saying that he would have to carry the glass bottles to special recycling sites. In Germany, there are special places where consumers can bring their glass bottles and jars, since they cannot throw them away in the normal household waste. B3 argued, that this would request extra effort. When buying several of those glass smoothies, he would probably switch to plastic packages since this was simply the easier way to dispose the package.

In the last part, the respondents were asked to define what sustainability in terms of product packaging means to them. This was used as the forerunner question to the actual one where the respondents were asked which package of the two smoothies they considered as more sustainable. Most of the respondents were not able to clearly define what they considered as sustainable regarding product packages. They rather said statements like: "It is made from paper and probably also the production under not very environmental friendly conditions." (A1). Trying to find a pattern in what the respondents said, it can be observed that the material, recyclability, reusability and production method of the product package represent how sustainable a product package is to consumers. Afterwards, the respondents were asked to tell which product package of the smoothies they considered as more sustainable. All the respondents said without hesitation, that they

considered glass as the more sustainable product package. The reasons are: reusability and recyclability. This is rather interesting because none of the respondents addressed the weight of the packages, claiming that plastic in contrast to glass leads to less CO₂ emissions during transportation (Balzarotti, Maviglia, Biassoni & Ciceri 2015, 2256). Besides, no comments came from the respondents on the production method of packaging material in correlation to sustainability. So, the respondents thought rather unilateral here. It is surprising, since respondent A1 for instance states her answer regarding the general definition of a sustainable product package, that the material and the production method of the material must be sustainable. But when it came to the product package of the smoothie, she failed to think about the circumstances under which plastic and glass are produced. Therefore, it can be observed that the respondents had a rather good knowledge about sustainability in general, but failed to connect it directly to product packaging.

Concluding the IQ2, it can be said that the respondents preferred the Company A smoothie over the Company B because of the premium-looking material (glass bottle) its design and its reusability. Furthermore, all respondents considered the glass bottle as more sustainable in contrast to the plastic bottle.

6.3 IQ3 Findings

IQ3: How much do consumers know about plastic additives (softener such as BPA) and to which extent are they concerned about them contaminating the product?

These questions were particularly interesting with regard to whether the respondents knew about plastic additives in product packages and whether they connect plastic with concerns about their personal health. These findings are especially important regarding the recommendations that will be drawn out of the results.

First, the respondents were asked whether they knew what softeners were. All respondents, except one, could define what it was and were able to put it into context. Some respondents (two out of seven) could explain how the softeners were transferred from the product to the plastic. The majority claimed that softeners, that were transferred from the plastic into the product and thus obtained by humans via the food itself, could cause diseases such as cancer or infertility. Two respondents even said that they actively try not to buy products in plastic because of the latter reasons.

Therefore, it can be said that consumers are well informed about plastic additives in product packages and are also concerned about them for their personal health.

6.4 IQ4 Findings

IQ4: How do consumers react to plastic pollution and are they able to draw a connection to themselves?

This IQ4 was developed in order to get a picture of how consumers react to plastic pollution with regard to sustainability aspect of the two products compared as well as to show consumers what an overproduction of plastic as packaging material can cause and whether they were concerned about it. During the interview, the question was covered by showing the respondents pictures from plastic pollution near the shores, in the nature and a picture of a dead bird with small plastic particles in its stomach. The respondents were asked to speak out loud the thoughts that came to their mind when seeing those pictures.

General reactions to those pictures were inter alia: "Simply horrifying" (A1), "Horrible, I think it's absolutely horrible how the world is being messed up." (B1). All respondents were shocked about the pictures, which is not surprising as shocking pictures usually trigger strong emotions in people. Some of the respondents could immediately connect this problem to human behaviour and consumption.

Regarding the connection that respondents could draw between their behaviour and the plastic pollution, the reactions differed slightly. Some said that they do not see themselves in connection to the problem because they throw away the plastic in the waste (A1: "I don't see myself that much in connection to it because I think I throw it away in the rubbish."; B1: "[...] I mean ok, I don't throw the plastic away [...].", B2: "Well I don't feel confronted with it so for me it's rather strange [...] I also don't act like this and throw away my stuff somewhere in the nature.") Others said that everybody should start thinking and looking at his or her own behaviour pattern. One respondent said that she connects the problem to her behaviour: "I mean for instance we buy products that are not reusable or recyclable. Here, for instance looking at Innocent. This one you would also immediately throw away [...] and therefore the product would also land in the ocean in case it is not recycled properly." (C2). At this point, it should be mentioned that countries like Germany and the German consumers are very strict regarding waste management and the environment is not that heavily polluted than elsewhere. Nevertheless, the consumers (also worldwide) could reduce the demand for plastic by not buying products packed in that material in order to make an impact and act as a role model for other countries.

Furthermore, none of the respondents mentioned the fact that the plastic could be found on the consumers' plate when eating fish for instance who in turn ate small micro plastic

particles; meaning that therefore the consumer in turn would also eat micro plastic particles. In addition, it was not mentioned that when being on holiday, some of the beaches can be full of litter and consumers would get confronted with the problem there, too.

6.5 IQ5 Findings

IQ5: To which extent are consumer willing to pay more for a product that has a sustainable package?

This question can be connected to the sub-question from IQ2, where consumers only knew the price of the smoothie in second instance. The price difference between the two smoothies is 70 cents. In the previous question, all respondents (except two) still decided to buy the more expensive smoothie from Company A. The reasons for this were not explicitly the sustainability aspect of the product package, but the reusability of the bottle and apparently, the better quality of the product (fresher product).

When the respondents were asked directly whether they would be willing to pay more for a sustainable product package, most of them said that the price of 2,49€ (for Company A) was already quite high and they would not go higher; saying that otherwise for instance they would do the smoothie on their own (A1, B3). Others explained that they would not be willing to pay more, but that they would be willing to bring their own box in case there is a big tank with the smoothie in the supermarket to fill the product in their own boxes (A2, A1). Two respondents were willing to pay a maximum of 3€, by going up of about 50 Cent from the initial price of 2,49€.

Concluding this, it can be observed that the respondents were consciously not willing to pay more with regard to reducing waste and plastic pollution. But what should be mentioned is the fact that unconsciously, the respondents preferred the more expensive Company A smoothie, since other attributes were interwoven in their preference such as the design of the package and its reusability. This means that they were very well willing to pay a higher price for the same product. This is probably because the reusability of the bottle and its premium design represent an added value in the consumers' mind.

6.6 IQ6 Findings

IQ6: How big is the demand among consumers for a fully holistic sustainable product (in comparison to one aspect of the product being sustainable, e.g. the product package)?

This question is part of the research as the author was interested in extending the topic, exploring whether the demand for a fully holistic product was among consumers. The question was not asked directly to the consumer because the chance that they would miss the point was high, as it is rather complex in nature. A holistic, sustainable product can be defined as a product that puts a focus on sustainability during all touchpoints in its life cycle. This means that, applied to the smoothies, the products are sourced from fair trade farmers, who are not exploited. Furthermore, the ingredients should be organic and free from pesticides. The product package should be fully sustainable and in line with the definition of a sustainable product package. Finally, the company producing the product should engage itself in CSR activities and support the social community in a beneficial way as a good corporate citizen. The respondents were first asked whether they could define all above-mentioned categories (CSR, fair trade, organic, and sustainable product package) in order to find out whether they actually knew something about the concepts.

In general, the respondents knew about the four categories and could define them. When they were asked whether they knew if such a product already existed, they were hesitating and started to name supermarkets where the focus lays on selling uniquely organic and fair trade products, but not necessarily holistic sustainable products. Furthermore, it turned out that they were quite sceptical regarding the trustworthiness of the standards that should be fulfilled within each category (mainly within the fair trade and organic category). The following quotations illustrate this assumption: "Fair trading. I mean this is nowadays a fashionable term that everybody uses. Like 'organic'. And it has lost in its meaning." (A1), "But what is also important. Who is controlling it? If it is really like this? Because nowadays, there are a lot of quality labels, that are not controlled. There has to be an institution in the world who verifies it according to standards." (B3).

Considering the respondents' answers, it is not possible to identify a demand for such a holistically sustainable product. Some of them were critical regarding the trustworthiness, probably because at some point they were perhaps confronted with consumer deception from the companies. Another aspect that was mentioned, was that the complete selection in the supermarket should be changed accordingly. Meaning that the consumers have no option whether to buy the cheaper, less sustainable product (A2) because they would not be available. Despite of this argument, this can also be viewed critically, since there is price competition in a free market economy and companies are allowed to sell non-sustainable cheap products, where prices are very low. If this aspect was to be further investigated, it would have to be taken to a higher level, involving laws and restrictions set by the country.

Concluding on the findings and closing the loop towards the theory of the Triple Bottom Line by Elkington (1994) this concept still seems to be abstract to the respondents. When the questions were asked, the respondents were rather hesitating in answering. The author tried to get information from the respondents, but did not want to ask too leading questions regarding that topic because she wanted to find out whether the respondents dealt with the topic or already made up their minds on that matter before the interview because they were probably interested in this topic. Nevertheless, at one point, after a more leading question was asked, consumers said that they think there should be more such products available.

The overall hesitation and unawareness of the concept may come from the scepticism towards the trustworthiness of such products and their quality labels. Probably, the transparency should be improved regarding such processes, which could then lead to consumers starting to think about such products and increasing the demand for them. In addition, the unfamiliarity of the consumers towards products considering the Triple Bottom Line concept may also come from the fact that the focus was put too much on fashion-words like “organic” or “fair trade” lately and may sometimes also not be used in the appropriate context, leading to misunderstandings of those concepts from consumers’ side.

7 Discussion

In this chapter, the findings from the qualitative research are put into context for the reader to grasp the main message that the research revealed. Furthermore, the reliability and validity of the findings are discussed. Besides, a section will outline the limitations of the study. In addition, recommendations and areas for further research are presented as well. Concluding the whole research, the author reflects on her learning during the thesis writing process.

7.1 Key Results and Conclusion

The main research aim was to find out to which extent the sustainability aspect affect consumers in their preference for a particular product in terms of product packaging. With regard to the RQ, the qualitative research revealed the following key results:

Sustainability definition among consumers (IQ1)

Regarding IQ1 it can be concluded that all respondents could define what sustainability meant to them. Some stayed on a more general level naming the desired outcomes of a sustainable behaviour (“Nature and animals do not suffer any damage.”), whereas others stated direct actions that can be taken towards a sustainable behaviour (“Recycling and renewable energies.” or “Efficient usage of resources.”)

Consumer preference for a product package and consumer perception of which package is more sustainable (IQ2)

Clear statements arose among the respondents regarding this question. Without knowing the price, all the respondents clearly chose the glass bottle from Company A for reasons of its premium bottle design look and reusability. Even by stating the prices for the products, the majority of the respondents stick to their first decision in favour of the more expensive smoothie packed in glass bottle. Justifications for the preferences were the aspect of package reusability and appealing quality of the product (comparable to findings from Magnier & al. 2016; Balzarotti, Maviglia, Biassoni & Ciceri 2015). A reason for this can be found in the added value that consumers see in the reusability aspect of the bottle.

Bringing up the sustainability aspect in connection to the product packages and asking the respondents which package was more sustainable, all respondents referred to the glass bottle as more the sustainable package, because of its recyclability and reusability. These findings are in line with the “STi Group Partner der Marken” who conducted a survey

about sustainable product packaging in Germany in January 2015. The study states that most of the consumers think of recycling and reusability when it comes to a sustainable product package (Zittwitz 03.01.2017.) At this point it is worth noting that most of the respondents could name different categories where sustainability could be realized in general like cutting down on CO2 emissions, recycling and renewable energies. But surprisingly, they were unable to take their statements to a higher level, applying the categories to product packaging and failed to look at it in a holistic way. The replies regarding sustainable product packaging varied and were rather unilateral with a focus put on the material, recyclability and reusability of the product package. This is probably the case because the focus of sustainability still lays within the concepts of organic and fair trade products and not so much towards packaging itself. Only one respondent named the aspect of how the product package is produced could play a role and another mentioned the transportation of the product, meaning that the trucks should be fully loaded in order to avoid empty runs (these answers however were only gathered after the author asked a more leading question towards the issue). These findings are consistent with previous studies from PwC, Russel and Nordin & Selke that state that consumers are not familiar with the exact definition of a sustainable product package (PwC 2010, 5; Russell 2014, 399; Nordin & Selke 2010, 325).

Consumer reaction and concerns to plastic pollution and plastic additives in the product package (IQ3 and IQ4)

Looking at the results regarding IQ3 and IQ4 it can be concluded that all respondents except one could tell what softeners were, stating that they could be transferred into the product and thus taken by the consumers via the food. Most of them knew that the plastic additives could cause serious diseases such as cancer or infertility among consumers. As the issue of plastic pollution was addressed among the respondents, all of them were shocked by the pollution pictures. However, not all were able to draw connections between themselves and the pollution. And if they were able to, they projected only the issue of waste generation and waste reduction in form of buying less products packed in plastic. Furthermore, the respondent failed to draw conclusions to themselves in terms of, for instance, fish eating the plastic micro particles that could in turn appear on the respondents' plate again. An explanation for this could be that they are not directly confronted with the pollution and therefore feel that it is rather abstract and far away. This fact can be compared to Thøgersen (1999) who claimed that consumers are more likely to act sustainable when they have the knowledge about the contribution of their actions towards the environment.

Consumer willingness to pay for a sustainable product package (IQ5)

As already mentioned in the results section above, the findings revealed that consumers are consciously not willing to pay more for a sustainable product package (except two respondents who were willing to pay 3€ for the smoothie). These results were gathered while the respondents were directly asked about whether they would be willing to pay more for the more sustainable package option. However, it is worth noting that most of the respondents chose the more expensive smoothie (from Company A) in an unconscious situation because it was of importance to them, that they could reuse the bottle afterwards and because it appealed more to them in terms of premium design and quality. Therefore, unconsciously it can be stated that, nevertheless, in the case applied to the present product comparison, the respondents were willing to pay more for the more sustainable product. This is probably because they see an added value in the bottle that they can reuse later for other things (compare to results in IQ2).

Consumer demand for a fully holistic product (IQ6)

Regarding this investigation, it can be said that no clear pattern was identifiable among the respondents' answers. For the respondents, such a product seemed to be rather abstract and hard to imagine. The answers to the authors' questions varied because other issues were brought up. This investigation showed that respondents felt betrayed by the companies and mentioned the trustworthiness of such a product. More in detail, this means that the respondents said that they could not rely on quality labels anymore which apparently indicated a special feature such as the organic origin or fair trade sourcing. Furthermore, it should be mentioned that those products are highly processed products, which also may represent a problem. It is hard to imagine how a product should be fully holistically sustainable when it contains mangos and oranges, that may be organic and fair trade – but on the other hand the transportation to the processing place also plays a role in the sustainability aspect of the product. At this point it should be said that probably first the trustworthiness of consumers should be regained and the processes of production and sourcing should be made more transparent. Concluding on the literature research on the Triple Bottom Line, it can be said that the theoretical concept is good and worth striving for. However, in practice, there are still other aspects that play a more important role. During the interview, it was also observed that none of the respondents said that they favoured the product from Company B more, because the company was committed deeply to CSR activities, supporting its community or because the products were sourced with the concept of fair trade.

Conclusion on the RQ

Recalling the RQ it stated the following: “To what extent does the sustainability aspect affect consumers in their preference for a particular product in terms of product packaging?” Hence, with the help of the key results from the IQ’s, the RQ can be answered as follows: the sustainability aspect of the product package does not play a decisive role in the preference for a product. It can be rather said, that a premium looking product package, the product quality connected to it and the reusability of the package triggers the preference in the consumers’ mind in favour for a product. The sustainability aspect plays a more subliminal role, since consumers did not state sustainability with regard to post-consumer waste as their justification why a product package was preferred.

7.2 Reliability and Validity

In research, there are ethical issues, that need to be taken into consideration. In the following reliability and validity are discussed.

According to Mark (1996, 285), “Reliability is defined as the extent to which a measuring instrument is stable and consistent.” This means that if other researchers would carry out the same research, the outcomes should be similar. This is especially important when doing qualitative interview research, as this type of research usually lacks of standardization and is therefore prone to the fact that different outcomes could be generated by other researchers who would carry out the study again. Saunders & al. (2009, 326) connect bias to reliability and state that during conducting qualitative interview research, “interviewer bias” can occur, meaning that the interviewer influences the respondents. Validity in research refers to the fact whether what was analysed represents what it appears to be – whether it represents the truth (Saunders & al. 2009, 157; Mark 1996, 289.)

Several actions were taken by the author in order to ensure reliability and validity in any possible ways during the research. When the interview was carried out, the author did not reveal the topic in first instance because otherwise the respondents could have connected it to the questions and could have been biased in that way. Furthermore, the order of the questions set was chosen carefully after the pilot study and analysis of the pilot study transcript revealed that the order of the questions asked, provided a possibility for bias, too. Furthermore, the author oriented herself on literature regarding qualitative interviewing, where it is recommended to not speak more than the respondents do, not to redirect the respondents towards giving a certain answer, and trying to keep up neutrality in the way the interview is conducted (Yin 2011, 136-137; Patton 2002, 365). Besides, the

author kept and retained memos, transcripts and other notes so that further researchers could understand the approach. Regarding validity, the author made use of the concept of “triangulation”, presented by Patton and Yin (2002, 555-556; 2011, 9). The concept implies that the conclusion of the research should be based not only on one data, but on several different sources of data (Yin 2011, 9). This is ensured by means of comparing the findings from primary and secondary data collection and compare whether similar findings arose during the research process.

7.3 Limitations of the Study

Since the research is very focused on a specific topic, limitations of the study need to be mentioned at this point. Normally, qualitative research that makes use of semi-structured interviews, cannot be used in order to generalize the findings to a larger population (Saunders & al. 2009, 327). This on the hand can be applied to the present research since a specific target group was investigated. Therefore, the results state the expressions from this target group and cannot be generalized; this is also because on the other hand, the sample size is relatively small. Another target group may yield different results for the same set of questions that was asked.

In addition, the study is also limited to the time when the interviews were conducted with the respondents. Preferences, attitudes and beliefs can change over the course of time and therefore the study is limited to those during that specific time when the interviews were conducted.

Besides, the study focused on comparing two very specific products from the FMCG industry, and can therefore not be generalized to other products and product packages. Meaning that other product and product packages may yield a different conclusion.

Furthermore, the study is limited on consumer preferences. This means that the preference does not need to translate into actual buying behaviour. This aspect is elaborated more in detail under chapter 7.5.

Last, the study is limited on the interview that was conducted in German language. Language and terminology is an important factor that needs to be taken into consideration. It is not always possible to fully grasp and translate to 100% what was said by the respondents into another language. Even though the author is a native speaker in German and proficient in English, there is always a small possibility of words that could have been translated in a slightly different way.

7.4 Recommendations

Based on the research results that were presented in chapter 7.1, general recommendations and recommendations for marketers can be drawn. First, recommendations regarding consumers in connection to plastic product packages versus glass product packages will be presented. Afterwards, more general recommendations regarding consumer and sustainability are listed.

As mentioned earlier, both in section 6 and 7.2, consumers do not necessarily consciously prefer the more sustainable product package. This means that the sustainability aspect is not present in the consumers' mind when it comes to choosing between a product. In the case of the two products that could be chosen from, consumers were prone to choose the more premium-looking glass bottle, because they liked the design more and attached higher product quality to it. This knowledge can be used for marketers to develop product packages that look more premium and high-quality, at the same time leading to consumers buying packages that possibly reduce plastic waste. This can have a positive impact for the marketer and the company on the one hand, because the product stands out of the crowd, bringing more brand awareness through a premium-looking package and possibly a higher market share, triggered by a higher sales number. At the same time, being beneficial for the environment. Of course, this knowledge can be applied to other product packages as well. Besides, as the study findings show, companies can set a higher price for the product in case they decide to offer it in a premium-looking package, since consumers are willing to pay more for this kind of package in case they see added value in it. However, for other packaging materials this would require additional research.

The aspect of a high-quality and premium looking package could be extended by providing a product in a premium package that has the above-mentioned characteristics and that can be reused. The design aspect could be of importance here as well, since this certainly plays a role whether the consumers reuse the bottle afterwards or not. Therefore, it is recommended to design the bottle in an appealing way to make it stand out of the crowd. It was quite common among the respondents to reuse the bottle afterwards. This aspect can also be marketed to the consumers as "upcycling" possibility, which is the official definition for product packages that are used in another context as to their initial purpose. Company A already enhances consumers to upcycle their bottles. This could act as prime example for other companies.

As the research revealed, respondents are concerned about plastic additives such as softener like BPA transferred into the product, causing serious diseases to humans. Some

respondents even said that they tried to avoid drinking from plastic bottles (similar patterns revealed the Glass Packaging Institute in 2013 and the GfK Institute for Market Research in 2010). Usually, when problems seem to be far away and people are not directly touched by them, the chance of not caring about the problem is quite high as people are not directly affected or confronted by it. But when it comes to their personal life – or in this case – their health, people start getting interested and aware. Therefore, this fact can be used in order to lead consumers towards buying less products that are packed in plastic. Marketers or even governmental institutions such as the Federal Environment Institution in collaboration with the National Health Institution could make consumers aware with campaigns towards the possible side effects of plastic product packages. This would probably yield in decreasing numbers of plastic waste. It could be beneficial for the consumers on the one side and again, for the environment and the oceans on the other side.

Furthermore, two respondents mentioned the fact that they would like to buy the product once (the Company A smoothie with the reusable glass bottle) and that they would like the idea of having big tanks filled with the product – applied to the present case with the smoothies – in the supermarkets and the consumers could bring their glass bottle that they bought once and refill the smoothie. This could be an interesting concept. In Germany there are already very few stores that follow this concept, however, mostly in the bigger cities. Per se the idea is a good one and could be transferred to the FMCG industry. Assuming that the company Company B or Company A would build up such tanks in the supermarket, a lot of product packages could be saved. In addition, the companies could use this option for BTL marketing activities where they could get in touch with the consumers directly via the point of sale and therefore enhancing brand trust and brand loyalty. This would require additional research, also in the field of food hygiene regulations.

Recommendations on a more general level regarding consumer knowledge for sustainability and sustainable product packaging would be to educate the consumers more towards the holistic concept of sustainable product packaging. The respondents were still thinking unilateral, naming only one aspect where sustainability played a role in their perception of a sustainable product package. Therefore, it is recommended that consumers are already educated at earlier stages in their lives, for instance at school towards this concept. Growing up with it, it could be easier to raise awareness towards fighting against the worldwide plastic pollution. This is also especially important as Germany is still a country where a lot of waste is produced by consumers (Dehmer 2016).

Another aspect that was brought up by the respondents was the need for more transparency when it comes to sustainability. Companies and marketers should try to make the procedures, their trading partners and sources as transparent as possible, also involving the consumer actively by trying to gain back the trust. This may sound easier on first sight, as some companies may have an interest in not giving consumers insights in their processes due to reasons of price policy for instance.

7.5 Area for Further Research

Based on the recommendations made in the previous chapter, areas for further research evolved.

First, the findings of the research should be taken to the next level by investigating a larger population regarding the present research. This could be done with quantitative methods to strengthen the findings and to be able to generalize them to a larger population and different demographic groups. Meaning that, different population segments could be investigated, also focusing on preference differences among gender, educational and income level.

Besides, as mentioned in chapter 4.1.2, preferences and attitudes for something does not necessarily mean that the consumer decides in favour of the preferences previously stated (compare to Ajzen 1992). Therefore, the research should be extended in testing whether the findings from the study regarding consumer preferences for the Company A bottle are consistent with their actual behaviour in the moment of choice in the supermarket.

Furthermore, most of the respondents stated that they would reuse the bottle after emptying the product inside. Therefore, the consumer gets in touch with the brand almost every day through the usage of the initial product package. This means that the consumer interacts with the brand regularly. This can provide an interesting area for further research as it would be interesting to find out how brand identity and brand loyalty can be increased by so-called lived experiences. This fact can be especially interesting as nowadays consumers are faced with a lot of products in a hyper choice environment (Magnier & Crié 2015, 350) and therefore, brands could stand out with a unique lived brand experience. (Whelan & Wohlfeil 2006.)

Finally, based on a respondents' statement, claiming that glass is harder to dispose since one would have to carry the bottles to special recycling sites which requires additional effort, it would be interesting to investigate whether there is a consensus among

consumers on this matter. The results could then be further developed towards a more convenient concept in disposing glass bottles, which in turn could probably lead consumers to base their preferences and choices in favour of glass packages.

7.6 Learning Reflection

By conducting this research project, the author could develop herself in many ways. Timing and project management skills were developed as well as skills on working systematically. In the beginning, it was hard to get into the process of research as the author was working the previous six months to the thesis full time in a Marketing agency and therefore was fully committed to working life. But after only few weeks she became used again to the academic working routine. By comparing literature, critically analysing it and sorting out the most relevant journals and books needed for the research, she learned to work with a system and focus on the relevant aspects of the thesis topic. At some point, it was harder to find appropriate, up-to-date high-quality sources, since the previous studies were mostly conducted around the years 2010. The author tried to counteract this fact by learning to look for fresh sources in several databases such as the ones provided by university libraries and other platforms such as Research Gate.

The research topic was chosen based on personal interest for product packaging and for sustainability, especially the connection of worldwide ocean pollution by plastic. Product packaging in connection to sustainability was not covered very deeply in class. Therefore, in the beginning, the author had a shallower view on the topic, but recognized at some point that it was more complex than initially thought. As the author familiarized herself with the topic, more and more aspects came to the surface that she eventually did not consider in first instance. Therefore, she had to sort out the relevant aspects and stay focused, which was not always easy. Besides, when writing on a topic for a period of three months, it can be hard to stay objective. Sometimes one must get out of the situation for a certain time and then get back to it, with a fresh mind and clear thoughts.

Another important aspect that the author learned, was always accounting for any risks that could occur during the thesis writing process. Sometimes one gets sick for instance and is unable to continue writing and conducting the research. Luckily, the author planned her time management in such a way, that she did not have serious schedule difficulties in finishing the thesis writing. Nevertheless, accounting for more time in a project and planning carefully was also a lesson learned for future projects.

Besides, the author was also reflecting on the research technique used. Qualitative research, especially conducting semi-structured interviews represented a good option for

gathering the data. However, if the author had to do the research again, she would probably combine the interviewing technique with observations to be able to better understand the consumers directly at the point of sale. In addition, as the author previously only conducted a quantitative market research and therefore was familiar with this type of research, she was relatively inexperienced in conducting qualitative research and the beginnings were quite rough. To conduct the research in the best way possible, the author read several books from researchers to familiarize herself with the technique and to be able to conduct the study with the best performance possible. However, as in any project execution, there is still room for improvement as one learns and grows with every task.

Concluding the reflections above, the following aspects will be taken as learnings for future professional and private life: problems of any kind may seem on first sight as if they were unsolvable and bigger than they are. Therefore, if one does not know how to proceed further and is stuck in a problem, it is better at some point to leave the research aside for a day or two in order to get a clear mind. Besides, problems should always be organized in a clear manner and solved one by one. Furthermore, one should balance between what is important and what not – meaning that one should keep the focus on the topic and not extending it unnecessarily. In addition, reading and comparing sources is essential. Without reading one would not be able to get familiar with ways of approaching research and could not form his or her own opinion. Not everything said somewhere, must represent the unique truth. Sometimes it is better to critically reflect on a statement and argument with one's own point of view instead of following what others may have said.

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Appendices

Appendix 1: List of Abbreviations, Figures, Images and Tables

List of Abbreviations

B2B	Business-to-Business
BPA	Bisphenol A
CSR	Corporate Social Responsibility
FMCG	Fast Moving Consumer Goods
IQ	Investigative Question
PwC	PricewaterhouseCoopers
RQ	Research Question
SPA	Sustainable Packaging Alliance
WBCSD	World Business Council for Sustainable Development

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Appendix 2: Interview Guide in English

Category	Interview Questions <i>(asked during the interview in the same order than written here)</i>
<p>Preference of the respondents for one of the two smoothies / Preference for one of the two packaging options</p> <p>Consumer attitudes towards plastic / glass</p>	<ul style="list-style-type: none"> - Please imagine you are in the supermarket. You would like to buy a smoothie. You have the following two smoothies available (show the respondents the smoothies, so that they can touch and feel it). >> Which one would you buy? >> Follow-up question: why did you chose one over another? - Please imagine the same situation in the supermarket. This time the price is indicated. >> Follow-up question: why did you chose the same/why did you switch this time? - In case the previous answers did not relate to the packaging: which packaging option do you prefer? Why? - Please touch both products and have a look at them. Which material do you prefer? Why? - Which associations come to your mind with the two present materials? <i>(In case there is no answer from the respondent: are there positive or negative associations?)</i>
<p>Waste problem and consumer consciousness for the problem</p>	<ul style="list-style-type: none"> - Pictures from plastic bottles swimming in the ocean, plastic in the stomachs of birds and fish and plastic in the environment are shown. >> Which associations do you have with these pictures >> What is shown here? >> Can you name it? <i>(Aiming at respondents saying that waste pollution is a problem nowadays)</i> - Do you see a connection between you and those pictures? <i>(Note: e.g. such as the problem of own waste consumption/generation in relation to environmental pollution. Only name in case there are no answers.)</i> -

<p>Definition of sustainability among consumers (first in general)</p> <p>Definition of sustainability among consumers (specified on the present product package)</p>	<ul style="list-style-type: none"> - Please describe what „environmentally friendly“ means to you. - What does „environmentally friendly“ means to you when looking at product packaging? - Additional question: to what extent can you see environmental friendliness in everyday life? How can you involve environmental friendliness in your everyday life?
<p>Sustainability of product packaging from the perspective of consumers</p>	<ul style="list-style-type: none"> - Looking at the two products here: which product package is more environmentally friendly? - Why is the package more environmentally friendly for you?
<p>Willingness to pay more for one of both products (willingness to pay more for a sustainable product package with regard to the waste problem)</p>	<ul style="list-style-type: none"> - Would you be willing to pay more for a sustainable product package? >> If no: why not? >> If yes: why so? How much would you be willing to pay more?
<p>Consumer attitudes to plastic / BPA</p>	<ul style="list-style-type: none"> - Did you ever hear about „softener“? >> If yes: in which context did you hear about it? >> Do you feel affected by it in any kind of way? - Did you ever hear about BPA? >> If yes: in which context did you hear about it? >> Do you feel affected by it in any kind of way?
<p>Holistic approach of sustainability in products</p>	<ul style="list-style-type: none"> - Do you know what CSR means? What does it mean? - What does fair trade mean? - What does organic mean for you when it comes to products? - Sustainable product packaging was addressed before (in case if the respondent saw it as important or not important capture the topic and connect it to this question) - Can you name me a product that fulfils all above mentioned categories (CSR, fair trade,

	<p>organic, sustainable product package) positively?</p> <p>>> If yes: what is it for a product? How can you see that all categories are fulfilled?</p> <ul style="list-style-type: none">- Do you think that the additional overhead to fulfil the above-mentioned categories would influence the product price? <p>>> If yes: would you be willing to pay more for this specific product?</p> <p>>> If no: why do you think it would not affect the price?</p> <ul style="list-style-type: none">- Have you ever thought about the production of such a holistic product? How did you come up with this thought?- Do you think that such products are missing in our supermarkets?- Would you like to have the option of such a product available to you?
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Appendix 3. Interview Guide in German

Kategorie	Interview Fragestellung
<p>Präferenz der Befragten für einen der beiden Smoothies / Präferenz für eine der beiden Verpackungen</p> <p>Konsumenteneinstellung zu Plastik/Glas</p>	<ul style="list-style-type: none"> - Szenario im Supermarkt vorstellen. Zwei Smoothies zur Auswahl. Welchen von beiden würdest du kaufen? (<i>Ohne Preisangabe; die Probanden bekommen die Smoothies zum Anschauen und anfassen.</i>) <li style="padding-left: 20px;">>> Follow-up Frage wieso Proband sich für eines der beiden Produkte entschieden hat. - Gleiche Situation, diesmal mit Preisangabe. <li style="padding-left: 20px;">>> Follow-up Frage, wieso Proband sich gleich/anders entschieden hat. - Falls sich vorige Antworten nicht auf die Verpackung bezogen: welche Verpackung bevorzugst du? Warum? - Bitte fasse die zwei Produkte an. Welches Material fühlt sich für dich besser an? Warum? - Welche Assoziationen hast du mit den zwei verschiedenen Materialien? (<i>Falls keine Antwort: gibt es negative, gibt es positive?</i>)
<p>Müllproblematik und Bewusstsein der Konsumenten für das Thema</p>	<ul style="list-style-type: none"> - Bilder von Plastik im Meer, Plastik in Mägen von Fischen + Vögeln und Plastik in der Natur werden gezeigt. <li style="padding-left: 20px;">>> Welche Assoziationen habt ihr mit diesen Bildern? <li style="padding-left: 20px;">>> Was wird hier gezeigt? <li style="padding-left: 20px;">>> Könnt ihr das benennen? (<i>Darauf hinaus, dass Umweltverschmutzung ein Problem ist</i>) - Seht ihr eine Verbindung zwischen euch und den Bildern? (<i>z.B. Problematik des eigenen Verbrauchs an Plastikverpackungsmüll in Relation mit Umweltverschmutzung. Nur nennen falls keine konkreten Antworten kommen!</i>)
<p>Definition von Nachhaltigkeit bei Konsumenten (zuerst allgemein)</p>	<ul style="list-style-type: none"> - Bitte beschreibe was „umweltfreundlich“ (nachhaltig) für dich bedeutet.

<p>Definition von Nachhaltigkeit bei Konsumenten (auf Produktverpackung angewandt)</p>	<ul style="list-style-type: none"> - Was bedeutet Umweltfreundlichkeit für dich, bezogen auf Produktverpackung? Spezifisch auf diese beiden Produktverpackungen? - Zusätzliche Frage: inwiefern lässt sich Umweltfreundlichkeit im Alltag wiederfinden? Integrieren?
<p>Nachhaltigkeit der Verpackung aus Konsumentensicht betrachtet</p>	<ul style="list-style-type: none"> - In Hinblick auf die beiden Produkte: welche Verpackung ist für dich umweltfreundlicher? - Wieso ist diese eine Verpackung für dich umweltfreundlicher?
<p>Bereitschaft für eines der beiden Produkte mehr zu zahlen (Bereitschaft für nachhaltigere Verpackung in Hinblick auf Müllproblematik mehr zu zahlen)</p>	<ul style="list-style-type: none"> - Wärest du bereit generell mehr für die umweltfreundlichere Verpackung zu zahlen? >> Wenn nein: wieso nicht? >> Wenn ja: wieso? Wie viel mehr würdest du dafür zahlen wollen?
<p>Konsumenteneinstellung zu Plastik/Glas und BPA</p>	<ul style="list-style-type: none"> - Hast du schon einmal von Weichmachern gehört? - Hast du schon einmal von BPA gehört? >> Falls ja: in welchem Zusammenhang hast du davon gehört? >> Fühlst du dich in irgendeiner Weise davon betroffen?
<p>Holistischer Ansatz von Nachhaltigkeit bei Produkten</p>	<ul style="list-style-type: none"> - Weißt du was CSR bedeutet? - Was bedeutet Fair Trade? - Was bedeutet für dich Bio bei Produkten? - Umweltfreundliche Verpackung wurde vorhin genannt. (<i>Je nachdem ob es wichtig war oder nicht, daran anknüpfen und das Thema auffassen</i>) - Kennst du ein Produkt, dass alle o.g. Kategorien positiv erfüllt (CSR, Fair Trade, Bio und Umweltfreundlichkeit)? - Glaubst du, dass sich der Mehraufwand um die o.g. Kriterien zu erfüllen auf den Preis des Produktes auswirken kann? >> falls ja: wärest du bereit ein Produkt zu kaufen, das alle vorher genannten Aspekte (CSR, Fair Trade, Umgang mit Ressource, Bio) beinhaltet?

	<p>>> Falls nein: wieso glaubst du wirkt es sich nicht auf den Preis aus?</p> <ul style="list-style-type: none">- Glaubst du, dass solche Produkte bei uns im Supermarkt fehlen?- Hast du prinzipiell schon einmal über die Herstellung eines ganzheitlich, nachhaltigen Produktes einmal nachgedacht? Wie kamst du auf den Gedanken?
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Appendix 4 Interview Transcripts 1-3 in German

Interview 1

- I Danke, dass ihr an meinem Interview teilnehmt, das wird aufgezeichnet aber keine Namen werden veröffentlicht. Bilder natürlich auch nicht. Seid ihr damit einverstanden?
- A1 Ja.
- A2 Ja.
- I Okay dann fangen wir gleich mal an. Stellt euch bitte vor ihr seid im Supermarkt. Und wollt einen Smoothie kaufen. Und zwar habt ihr die zwei Smoothies zur Auswahl. Einmal von Company A und einmal von Innocent. Welchen Smoothie würdet ihr kaufen?
- A1 (...) Also den der Glasflasche, der von Company A sieht hochwertiger aus. Also sagen wir mal so ich würde mir bei Smoothies wahrscheinlich eher fürs günstigere entscheiden. Ich hab' jetzt auch nicht so ja //
- I // Jetzt erstmal ohne Preis ohne Preis zu kennen (..)
- A1 Ja da geht man natürlich von der Optik und da find ich ist es auch umweltfreundlicher die Glasflasche zu nehmen.
- I Ok.
- A2 Ich würde auch die Glasflasche nehmen, auch aus demselben Grund.
- I Kannst du den nochmal wiederholen?
- A2 Ja und zwar weil's einfach hochwertiger aussieht. Mhm, aber ich vermute, ich vermute eigentlich auch, dass Glas umweltfreundlicher ist als Plastik.
- I Okay, wir sind jetzt einfach nur mal bei ähm was ihr kaufen würdet. So, jetzt gebe ich euch den Preis. Und zwar hat Innocent einen Preis von 1,79€ und Company A 2,49€. Für welchen Smoothie würdet ihr euch jetzt entscheiden?
- A1 Den Günstigeren.
- I Für den Günstigeren?
- A1 Mhm.
- I Und du?
- A2 Ich glaub ich würde mich trotzdem für Company A entscheiden, weil ich die Marke besser kenn. (...) Ja weil ich mir denk, der der sieht auch so aus als wären da frischere Früchte drin als in dem anderen.
- I Und wieso sieht das so aus für dich?
- A2 Ja farblich und von der Konsistenz irgendwie auch.
- A1 Mhm also Company A war wieviel nochmal?

- I 2,49€ und der Andere 1,79€. (...) Ok, gut. Fass – also du hast es ja gerade schon angefasst, kannst du es bitte auch mal die Flaschen anfassen und mir sagen, welches Material sich für dich besser anfühlt.
- A2 Ja also ich denk mal praktischer wäre auf jeden Fall die Plastikflasche grad weil die Flaschen so klein sind und die nimmt man ja auch eher vielleicht mal to-go und dann ist es in der Handtasche glaube ich schon besser, wenn man da die Plastikflasche hat als ne Glasflasche.
- I Ok und was fühlt sich besser an, so vom...?
- A2 Kann ich so ehrlich gesagt gar nicht sagen. Also ich glaub ich find dann trotzdem irgendwie die Glasflasche besser.
- I Wie ist es bei dir?
- A1 Ich mag die Glasflasche auch. Also, das, du hast das Gefühl du hast wirklich was in der Hand weil's halt auch schwerer ist als so das Plastik ist so ein bisschen (..) ja, billig.
- I Ok alles klar. Was habt ihr denn für Assoziationen mit den Materialien? Also ihr habt ja gerade schon was genannt aber wie – Moment, okay. Ja genau wir waren bei welche Assoziationen habt ihr mit welchen Materialien?
- A1 Ja gerade bei Plastik, wenn man jetzt an die ganzen Meere denkt, wie viel Tonnen da jetzt drin sind da wird mir schon schlecht. Also Plastik ist für mich ja jetzt so umweltunfreundlich.
- I Mhm.
- A1 Und Glas ist für mich so ein bisschen Wiederverwertbarkeit, Recycling.
- I Mhm, ok. Gut. Und bei dir?
- A2 Ja ich würde sagen, dass Glas Premium ist. Bei Plastik denke ich halt an die ganzen Plastikverpackungen, Plastiktüten und eigentlich ist überall Plastik. Und ähm, (...) also ich weiß halt, dass (...) Plastik nicht gut für die Umwelt ist.
- I Mhm, ok. (...) Gut. Dann zeige ich euch jetzt mal ein paar Bilder. Und zwar haben wir das hier.
- A1 Ah ja genau, das hab ich nämlich – an sowas hab ich gedacht.
- I Und ähm, jetzt würde ich gerne von euch wissen, welche Assoziationen ihr mit diesen Bildern verbindet. Was kommt da in euch hoch?
- A2 Einfach nur Schrecken.
- A1 Und vor allem, dass wir Menschen sowas produzieren. Das ist halt, dass sowas in der – im Meer rumschwimmt. Ich denk immer, okay ich schmeiß es in Müll, aber dass sowas in – also wie viele Container da auch immer im Meer runterfallen und verloren gehen, und da am Meeresgrund liegen will ich gar nicht wissen. Und sowas ist halt mega erschreckend. Ich mein solche Bilder sind ja auch schon um die Welt gegangen, also ich find das schon ähm (..) dass Tiere unter unserem

- Schmutz sich sein und einfach unter unserer anscheinend besseren Verpackung leiden find ich schon schlimm.
- A2 Was ja eigentlich wirklich vermeidbar wäre. Wie man sieht. Also man könnte theoretisch schon auf Plastik verzichten weil ähm, früher gab's auch nicht unbedingt Plastik und nicht in so großen Massen und da kann man auch z.B. einfach seinen Behälter mitbringen oder den wiederverwerten.
- I Ja. Ja. Gut. Ähm seht ihr eine Verbindung zwischen euch und diesen Bildern?
- A2 Also ich glaube man wird mit viel konfrontiert, was einem aber auch gar nicht bewusst ist. Also ich glaub viele gehen einkaufen und ähm wissen gar nicht wirklich, was dieses Plastik eigentlich anrichtet. Weil wenn z.B. auch Salat nochmal eingepackt ist, so Eisbergsalat dann nochmal in Plastik //
- A1 // Ja.
- A2 Und ähm, oder z.B. auch die ganze Ware bei textilfirmen, nur, dass es nicht dreckig oder schmutzig wird. Da, die sind auch alle in Plastik umhüllt und bei sowas könnte man schon mal anfangen.
- A1 Mhm, Plastik ist halt billig. Und das lässt sich halt so vielseitig verwerten, dass es halt uns Menschen fast nicht mehr aus dem Alltag wegzudenken ist finde ich. Und, also ich sehe mich da mit den Bildern nicht so krass, weil ich denke ich schmeiß es ja in den Müll, ich bin ja nicht dafür verantwortlich, dass es im Meer landet. Also so ein bisschen, aber ich bin jetzt z.B. auch schon so, jetzt kommt ja das mit den Plastiktüten bei H&M. Komme ich jetzt mit meinem Jutebeutel und sage, ne, ne ich habe eine Tasche dabei. Gut vielleicht kommt das jetzt auch daher, dass ich in einer sehr alternativen Stadt gewohnt habe, aber das macht halt die Gesellschaft mit dir. Daher kommt das ja auch mit den Plastiktüten.
- I Ja. Ja das stimmt. Ok. Gut, kommen wir zum nächsten Thema. Und zwar könnt ihr mir beschreiben was für euch umweltfreundlich bedeutet?
- A1 (...) Ähm, umweltfreundlich, dass die Natur und Pflanzen und Tiere keinen Schaden nehmen. Und dass, also, dass wir (..) ja.
- I Ok. Und für dich?
- A2 Recycling. Erneuerbare Energien. Kurze Transportwege. Saisonale und Regionale Produkte. (...) Ja.
- I Ok. Gut. Ähm, jetzt weiten wir das Ganze ein bisschen aus und zwar würde ich gerne von euch wissen, was für euch nachhal- umweltfreundlich in Bezug auf Produktverpackungen darstellt. (...)
- A2 Umweltfreundlich in Bezug auf Produktverpackungen.
- I Genau. Was ist für dich eine umweltfreundliche Produktverpackung?
- A2 Papiertüten z.B.
- I Okay und wenn wir jetzt eher ein bisschen auf unser Thema komme hier.

- A1 Glas. Oder wie meinst du auf das Thema kommen?
- I Ja genau, also was für euch umweltfreundlich erscheint.
- A2 Gibt's biologisch abbaubaren Plastik?
- I Ja. Ähm, okay noch mal was ist für euch eure Definition von Umweltfreundlich wenn ihr an Produktverpackungen denkt?
- A1 Ja halt, wie sie schon gesagt hat, dass es Papier ist und dass die Produktion vielleicht auch, wie man es herstellt unter nicht so umweltfreundlichen Bedingungen. Da kenn ich mich jetzt zwar auch nicht aus aber (...)
- I Ja ok.
- A2 Was vielleicht auch noch eine Rolle spielt ist, wenn man Produkte nicht von weiter wegholt, sondern aus der Region. Dann sind die Transportwege ja nicht so lang. D.h. man könnte die ja theoretisch anders verpacken als in Plastik.
- I Mhm.
- A2 Das wäre möglich.
- A1 Und (..) es ist auch schon umweltfreundlich, wenn man nicht so viel Sprit verbraucht.
- I Ja, das stimmt. Ok. Ähm, (...) wir hatten es vorhin schon kurz, aber in Hinblick auf diese zwei Produktverpackungen. Was ist da für euch nachhaltiger? Welche Verpackung ist umweltfreundlicher?
- A2 Glas.
- A1 Glas.
- I Ok und warum?
- A1 Da ist eine Wiederverwertbarkeit. Also ich kann da ja auch andere Sachen reinmachen. Ich kann ja da auch meine eigenen Smoothie reinmachen, das würde niemand erkennen. Also, ähm. Ich könnt's – das nutzt sich halt schneller ab.
- I Ja.
- A2 Und kann man's nicht auch einschmelzen wieder? //
- I //Doch.
- A2 // So mit wiederverwerten?
- I Ja. Also Glas lässt sich zum einen reinigen, mit Wasser. (..) Mit Wasserdampf, mit ganz heißem Wasser. Dann ist es wieder keimfrei. Und man kann's einschmelzen.
- A2 Ja, da z.B. hier schon eine Bierflasche mit drin sein.
- I Ja //
- A2 // Das ist ja alles geschmolzen.
- I Ja. Ok. (...) So dann ähm, kommen wir mal weiter zum nächsten Thema. Wärt ihr generell bereit mehr für – ihr habt ja gesagt Glas ist umweltfreundlicher für euch – mehr für diese Glasverpackung zu zahlen, für dieses Produkt zu zahlen. Wenn wir jetzt wissen wir haben den Preis bei 2,49€.

- A2 Nicht unbedingt.
- I Warum nicht?
- A2 Weil ich glaub, dass es auch andere Möglichkeiten gibt. Wie z.B. seinen eigenen Glasbehälter mitzubringen oder seine eigene Schüssel oder Dose. Wo man eben dann die Lebensmittel reinfüllen kann oder dann den Smoothie z.B. auch aus einen größerem Tank einfüllen kann, wobei dann halt das Problem ist, da kommt dann halt Luft rein und der ist dann nicht so lange haltbar. Aber so an sich wäre ich nicht damit einverstanden arg viel mehr zu zahlen. Ähm, aber ich wäre damit einverstanden meine eigenen Behälter mitzubringen.
- A1 Mhm, ja das ist eigentlich eine gute Idee. Sagen wir mal so, das habe ich auch schon gemacht also ich würd's einmalig das kaufen und dann das gerne abfüllen wollen. Also, dass da wirklich im Supermarkt dann irgendwo was ist wo ich dann also ähm, klar ich würde mehr dafür zahlen aber nicht arg viel mehr, dann würde ich's halt nicht kaufen. Ich würd's dann selber machen. Also, der Preis find ich darf da nicht, also ich find's allein wenn ich selber mal durchrechne im Kopf wieviel Frucht da drin ist, wie viel ich da zahlen würde, wenn ich's selber mache. Das ist völlig übersteuert, da würde ich es nicht unterstützen.
- A2 Gerade bei solchen Produkten, wo man eigentlich auch wirklich schneller dran ist wie ein Weg zum Supermarkt. Also.
- I Mhm, ok. Gut dann kommen wir zum nächsten Thema: habt ihr schon mal von Weichmachern gehört?
- A2 Ja.
- I Was ist das?
- A2 Äh das ist äh in Plastik drin. (...) Ähm.
- A1 Das ist glaube ich auch krebserregend. Und Weichmacher, die können glaube ich auch unfruchtbar machen. Das weiß ich. Und die können schwere Krankheiten hervorrufen.
- A2 BPA heißt das das doch oder?
- I Ja Bis Phenol A ist der chemische Fachbegriff soweit ich weiß.
- A1 Ja aber die dürfen ja in vielen Plastiksachen gar nicht mehr drin sein hab' ich gehört? Und also da gibt es jetzt doch-
- I Ja, das stimmt. Also hier in dem, da gibt es ja dann immer was drauf. Ein Vermerk, dass es BPA-free ist. Aber hier in dem ist jetzt nichts. Also das ist noch mit Weichmachern.
- A2 Aber auch wenn da jetzt kein BPA ist, Plastikpartikel nimmt man doch dann trotzdem durch die Nahrung auf oder?
- I (...) Ja, das kann sein. (..) Ist noch nicht hundertprozentig belegt.
- A2 Okay.

- I Ja. Ok. Gut. Könnt ihr mir sagen in welchem Zusammenhang ihr von diesem BPA gehört habt? (...)
- A1 Ich hab – ich hab' da mal eine Reportage gesehen und ich kenne es auch von meiner Ausbildung her. Hab' ich schon mal was von gehört.
- I Okay. Alles klar gut, dann. Kommen wir schon zum letzten Punkt: und zwar ähm, hab' ich jetzt eine Reihe von Fragen für euch. Fangen wir an mit: wisst ihr was Corporate Social Responsibility bedeutet?
- A2 (...) Könnte man sich herleiten.
- I Okay, aber jetzt so auf die Schnelle. Kannst du es dir herleiten?
- A2 Soll ich es dir erklären?
- I Ja, kannst du gerne machen.
- A2 Ja also social sozial, responsibility Verantwortung.
- I Mhm.
- A2 Also ich denk mal es geht darum, dass man Verantwortung für die Gesellschaft übernimmt und die äh, die das Produkt konsumiere. Ja und Corporate ist doch das (...)
- I Corporate ist die Firma, also die Firma die ähm der Gesellschaft was Gutes tun will/muss/möchte. Ok weiter geht's: was bedeutet Fair Trade?
- A1 Fairer Handel. Aber das ist jetzt so ein Modebegriff, den jeder verwendet momentan. So wie Bio. Und der so ein bisschen an Bedeutung verloren hat. Also Fair Trade weiß eigentlich niemand mehr was das wirklich bedeutet. Also ab wann kann man Fair Trade auch auf seine Verpackung draufschreiben?
- I Mhm ok. Und ähm wo liegt der Sinn in Fair Trade? Was genau ist das Konzept davon?
- A1 Ja, also, dass die Herstellung unter fairen Bedingungen für die Arbeitnehmer ist z.B. also, wenn jetzt in Indien oder Bangladesch mein H&M T-Shirt ähm (..) unter den schlimmsten Bedingungen, also, dass man halt Mindestlohn ähm halt die ganzen Arbeitsrechte die es halt gibt.
- I Mhm. Gut. Wenn wir das jetzt auf die zwei Produkte anwenden würden. Was würde da Fair Trade bedeuten?
- A1 Auf die Verpackung bezogen?
- I Ne //
- A1 // Auf den Inhalt auch, dass auch die Früchte aus einem bestimmten Land bezogen werden unter Fair Trade Bedingungen.
- I Ok dann nächste Frage: was bedeutet für euch Bio bei Produkten?
- A2 Ja das ist eigentlich genau dasselbe wie Fair Trade, weil wir hatten das Beispiel mit der Bio-Gurke die in Plastik eingewickelt ist. Also ganz Bio ist es ja dann auch

nicht mehr. Und Bio war eigentlich immer relativ ungespritzt und ähm (..) ja halt so, so natürlich wie möglich.

- I Mhm, ok. Gut. Dann hab' ich noch den Aspekt umweltfreundliche Verpackung. Den habe ich vorhin schon abgedeckt. Wenn ihr jetzt diese ganzen Kategorien im Kopf habt. Also Corporate Social Responsibility, Fair Trade, Bio und umweltfreundliche Verpackung. Ähm, kennt ihr ein Produkt, das alle Kategorien erfüllt (...) Positiv erfüllt?
- A2 (..) Also ich kenn keins. Ich kann mir auch nicht unbedingt vorstellen, ob es das geben soll und wenn dann bin ich mir nicht mal unbedingt sicher ob das dann wirklich zu 100% dann auch so ist, weil ich weiß, dass davon dann manchmal auch nur ein Teil davon erfüllt sein muss. Von diesen- also z.B. wenn's Fair Trade ist, dann heißt das nicht, dass die Arbeiter dann wirklich unter- unter, ja fairen Bedingungen arbeiten, sondern dann sind halt ein paar Kriterien erfüllt davon.
- I Ok.
- A1 Ich würde sagen mein Apfel aus meinem Garten. Oder der Apfel vom Biomarkt nebenan. Also, der saisonal. Da ist die Verpackung ja selbst schon mitinbegriffen und der Biobauer, also der Bauer der die anpflanzt, also die- umweltfreundlich, Fair Trade, Bio, müsste alles mit drin sein. Wenn da keine Plastiktüten es da jetzt mehr gibt.
- I Mhm. OK. Ähm (...) glaubt ihr, dass sich der Mehraufwand, alle Kategorien zu erfüllen- wenn man das jetzt z.B. auf so ein Produkt anwenden (..) ob sich dann der Mehraufwand auf den Preis auswirkt von einem Produkt. Vielleicht auch von so einem Smoothie.
- A1 Allein die Mango, die von weiß Gott woher hergeflogen wird. Das ist ja schon mal was, das gibt's ja bei uns hier ja nicht. Oder die Bananen. Klar kann man die hier auch anbauen und klar dann macht's dann Sinn, dass das mehr kostet. Oder wenn ich einem Inder einem Chinesen oder wenn ich sonst wo irgendwie in einem anderen Land ähm mehr zahlen muss, dann muss ich natürlich auch mehr verlangen für das Produkt. Das ist klar.
- I Was sagst du?
- A2 Ja auch so.
- I Ähm, wärst du bereit ähm (..) so ein Produkt zu kaufen? Würdest du das kaufen? Das alle Aspekte positiv erfüllt?
- A1 (...) Mhm joa. Ich finde da ist der Preis dann schon ein bisschen ausschlaggebend. Nicht immer. Ich würde mir das vielleicht als Luxusgut vielleicht auch mal kaufen, aber ich würd's dann vielleicht auch nicht kaufen. Und wenn ich's brauch, dann kauf ich halt auch ne Banane im, also, wenn ich irgendwie- also, das

ist irgendwie schwierig, ich steh dann nicht jetzt lange da und überleg so: soll ich's jetzt kaufen oder kaufe ich jetzt lieber (..) was anderes. (..)

I Ja.

A1 Aber (...) nicht immer. Nicht alltäglich.

I Mhm. Ok. Und du?

A2 Ja, also eigentlich bin ich so ein bisschen der gleichen Meinung. Ähm, an sich würd' ich schon mehr zahlen, wenn die Qualität dann dementsprechend auch stimmt. Vielleicht würde ich mich aber dann auch dazu entscheiden den Großteil selber zu machen. Das was ich selber machen kann. Und ähm, ja dann so wie sie sagte halt, bei besonderen Produkte, die man jetzt selber auch nicht so herstellen kann. Da wär's dann wahrscheinlich, also da würde ich wahrscheinlich dann auch sagen, da würde ich dann vielleicht sogar schon mehr ausgeben dafür. Aber dann würde ich halt komplett alles umstellen. Also mein Ganzes Kaufverhalten.

I Ok. Angenommen wir haben jetzt so einen Smoothie, der alle Kategorien beinhaltet. Im Moment ist der eine bei 1,79 und der andere bei 2,49. Wenn jetzt z.B. einer der beiden Smoothies alle Kategorien erfüllt. Angenommen Company A. Wieviel wärdst du bereit mehr zu zahlen als die 2,49?

A2 (...) Nichts.

I Ok. Warum nicht?

A2 Weil das wäre einfach trotzdem günstiger wenn ich's selber machen würde. Und äh es wäre wesentlich günstiger und ich hätte mehr davon und ähm, also gerade bei so einem Smoothie muss ich sagen, das ist eigentlich eh (..) schwachsinnig im Supermarkt zu kaufen.

I Ok.

A2 Und äh wer garantiert mir eigentlich, das würde ich mich jetzt einfach fragen- wer garantiert mir, dass wirklich alles eingehalten wurde? Ich bin da immer ein bisschen skeptisch. Bei Innocent ist auch immer so fraglich hab' ich schon mal gehört ob da wirklich alle Inhaltsstoffe so richtig, also mehr zahlen würd ich – mhm also ich find 2,50 für so einen Smoothie der wieviel //

I 250

A1 Ja, 250ml hat. Find ich halt echt irgendwie. Wenn ich mir mal überleg ich würd da 40 Cent für dieselbe Menge die ich daheim hab kriegen.

I Mhm (...)

A1 Also ich würd' vielleicht 2,40 find ich jetzt schon- oder 2,49 find ich jetzt schon angemessen.

A2 Vor allem, wenn man auch mal bedenkt, dass es auch viele Menschen gibt, die nicht so viel Geld haben. Und 2,50€ sind da schon enorm viel für so ein kleines //

- A1 // Wenn so ein Hartz-IV-Empfänger von 4,04€ im Monat lebt, dann kann der sich nicht mal so einen Smoothie für zwei oder drei Euro kaufen.
- I Ja, das stimmt. Ok, dann hab' ich eine letzte Frage für euch. Und zwar: das gehört so ein bisschen zu der anderen Frage vorhin dazu. Glaubt ihr, dass solche ganzheitlichen Produkte ähm, bei uns im Supermarkt fehlen?
- A1 Sind zumindest selten. Ähm, also ich würd'- ich könnte im Supermarkt jetzt nicht direkt auf ein Regal zusteuern und sagen, das hat alles an Kategorien. Wüsste ich jetzt nichts.
- I Mhm, und du?
- A2 Auch. Selbe Meinung.
- I Würdet ihr euch wünschen, dass sowas mehr angeboten wird? Auf mehrere Produkte angewandt? Wenn wir jetzt ein bisschen weitergehen?
- A2 Also ich denke entweder man ändert es komplett. Das komplette Sortiment im, im Supermarkt. D.h., dass wirklich jedes Unternehmen darauf achten muss, dass es die ähm diese Vorgaben erfüllt. Weil sonst wird sich trotzdem der Großteil der Konsumenten für das günstigere Produkt und damit auch umwelt- äh umweltschädlicheres Produkt entscheiden.
- A1 Oder man kauft halt dann bei Alnatura oder Vitalia oder wie es heißt. Also das sind so die Möglichkeiten die man hat, also die sind oft so dementsprechend teuer.
- I Mhm ok. Gut. Dann sind wir jetzt schon am Ende. Ich drücke mal hier kurz auf Pause.

Interview 2

- I Also, danke, dass ihr heute daran teilnehmt an meinem Interview. Ich zeichne das auf, es wird aber nicht veröffentlicht, also es ist komplett anonym und wäre das in Ordnung für euch?
- B1 Ja.
- B2 Ja.
- B3 Natürlich.
- I Also. Dann fangen wir gleich mal an. Stellt euch vor ihr seid im Supermarkt und ihr würdet gerne einen Smoothie kaufen. Und ihr habt diese zwei Smoothies hier zur Auswahl. Welchen würdet ihr kaufen? Jule fang du mal an.
- B1 Also ich würde den Smoothie der Firma Company A kaufen, den kaufe ich ab und zu wenn ich schnell mir mal einen Snack holen will oder einen kleinen Hunger habe (lachen). Und der schmeckt sehr gut und der hat auch gute Inhaltsstoffe und der ist gesund.
- I Okay also //

- B1 // Also ich habe den anderen auch noch gar nicht probiert muss ich auch dazu sagen.
- I Und warum hast du den anderen noch nie, warum bist du jetzt immer auf Company A?
- B1 Naja also ich benutze die Flaschen dann meistens für irgendwelche Sachen dann weiter. Die kleinen die benutze ich um irgendwelchen Sachen halt reinzufüllen zur Aufbewahrung, die großen die nehme ich immer mit als Wasserflasche dann.
- I Ah ja ok. Gut //
- B1 // Dann muss ich nichts wegwerfen.
- I Ja. Ok. Anna wie sieht es bei dir aus, welchen würdest du nehmen?
- B2 Ich würde auch den nehmen wo Jule sagt. Weil ich auch die Flaschen schöner finde und weil ich die auch immer wieder benutze.
- I Ok. Wie sieht es bei dir aus Josef? Welchen würdest du jetzt nehmen, wenn du angenommen jetzt im Supermarkt wärst?
- B3 Das Optische von dem Company A spricht mich am meisten an. Erstmal das Glas.
- I Ok.
- B3 Und (.) ja sieht halt einfach aus, als ob mehr Vitamine in der Glasflasche stecken als in dem Plastik.
- I Ok. Also auch auf den Inhalt also, irgendwie auch Optik und Inhalt.
- B3 Ja.
- I Ok. Gut //
- B3 // Sieht halt irgendwie bisschen heller, kräftiger aus nach Saft. Die linke Flasche hat so ein bisschen matten Touch.
- I Ok. Alles klar. Dann kommen wir zur nächsten Frage. Und zwar jetzt wisst ihr den Preis von den Smoothies und zwar Company A hat 2,49€ und Innocent hat 1,49€. Wie sieht jetzt eure Entscheidung aus, welchen Smoothie ihr kaufen würdet? Willst du anfangen?
- B2 Können wir jetzt durcheinander machen?
- I Ja ihr könnt.
- B2 Ich würde trotzdem die kaufen, weil ich denk, wenn ich mir schon sowas kaufe, dann kauf ich was richtig Gesundes //
- I // also Company A?
- B2 Ja, weil es auch gesünder ist als Plastik.
- I Okay, also die Verpackung jetzt.
- B2 Mhm.
- I Jule?
- B1 Ähm ja also ich kaufe, ich würde das auch machen weil wie gesagt ich benutze die Flaschen ja weiter und damit habe ich ja dann Müll quasi (*mit Innocent, Anm. d. I.*).

Bei Company A habe ich ja dann quasi noch einen Behälter mit dabei den ich nicht wegwerfe und bei Innocent würde ich ja wegwerfen dann.

I Ok. Und bei dir?

B3 Mhm wenn ich jetzt nur nach dem Preis gehen würde, würde ich natürlich das billigere nehmen.

I Ok also jetzt mal nur auf //

B3 // Nur auf den Preis gesehen.

I Mhm. Aber wenn du im Supermarkt wärst und jetzt beide hast (..).

B3 Ja wie gesagt, wenn ich das Optische mit hinein mitbeziehe dann natürlich den mit der Glasflasche

I Ok. Alles klar. Und ähm, welche Verpackung von beiden bevorzugt ihr? Jule? Also du (..)

B1 Ja also ich bevorzuge die Glasverpackung. Ähm ja weil heutzutage muss man ja schon auch bisschen ähm drauf achten, dass man es (..) wenn man die Möglichkeit hat auszuwählen, dann kann man ja ich mein jetzt ok //

B2 // Ist auf dem Pfand drauf? (auf *Innocent, Anm. d. I.*)

B1 Nee. Deswegen wenn man, ich, wenn man die Möglichkeit hat, dann gehe ich schon auf sowas zurück.

I Anna?

B2 Ich auch.

I Ok. (..) Und Josef?

B3 Mhm (...) Bei den Glasflaschen finde ich die (..) das Negative dabei, dass man diese Sachen dann auch immer extra zum Glasabfall bringen soll. Oder muss. Und das nicht einfach entsorgen kann. Wenn ich mir mehrere Flaschen davon holen würde, dann würde ich irgendwann wahrscheinlich zu der Plastikflasche greifen, weil es einfach einfacher ist zu entsorgen.

I Ok.

B3 Und billiger ist. Man muss immer sehen man muss da auch Zeit mit einberechnen zum Müll zu fahren, das sind alles solche Sachen //

B2 // Ja aber ich verstehe nicht warum da dann kein Pfand drauf ist //

B3 // Die machen das ganze Produkt noch teurer wird.

I (..) Ja. Ja gut, da könnte man ja noch Geld reinholen wieder und die Konsumenten motivieren, aber ja das stimmt auch was du sagst.

B3 Das ist alles Zeit.

I Ja. Guter Aspekt. Ok. Ähm habt ihr jetzt alle die Flaschen mal angefasst? Du auch? Fass mal Glas an und fass mal Plastik an. Ähm jetzt würde ich gerne von euch wissen: welches Material fühlt sich besser an für euch? Josef fang du mal an.

B3 (...) Glas. (..)

I Und warum?

B3 Ist stabiler.

B2 Fühlt sich frischer an irgendwie auch.

I Ok.

B3 Aber Manko ist halt auch, was ich auch noch denke ist, wenn man z.B. die Sachen mitführt im Gepäckstück oder solche Sachen dann kann das Teil natürlich viel schneller zerplatzen. Das muss man auch wieder abwägen. Wenn man wahrscheinlich in Urlaub oder sowas fliegt und die Flasche mit im Gepäck hat dann ist so eine Plastikflasche wahrscheinlich auch besser.

I Ja.

B1 Ja wobei ich habe das ja auch immer dabei in meiner Tasche, die Glasflasche mit Wasser drin. Und //

B3 // Und da oben ja //

B1 // Also die sind, die ist auch echt dicht.

I Also wenn //

B3 // Also wenn sie dir runterfällt ist sie kaputt. Das passiert beim Plastik nicht //

B1 // Ja klar.

I Was fühlt sich für dich besser an Anna?

B2 Auch das Glas. (..) Kann aber nicht sagen warum.

I Ok. (..) Du meintest ja vorhin frischer.

B2 Mhm.

I Ok //

B1 // Ja irgendwie auch ein bisschen hochwertiger find ich einfach. So ja //

B2 // Ja und irgendwie gesünder.

I Ok. Ja. Gut ähm (...) ihr habt ja jetzt ganz viel genannt was ihr mit Glas verbindet, gibt es auch irgendwas was ihr mit Plastik verbindet? Wenn ihr Plastik anfasst? (..) Also du hast gesagt, dass es stabiler ist.

B3 Ja so.

I Noch irgendwas?

B2 (...) Also ich finde auch Wasser aus Plastikflaschen schmeckt einfach auch nicht so gut wie aus Glasflaschen, deswegen würde ich, wenn ich mir sowas hole einfach lieber das, weil ich finde da schmeckt man schon auch den Unterschied.

I Mhm, ok. Bei dir noch irgendwas?

B1 Ne, ist alles gesagt.

I Ok. Alles klar. Dann habe ich jetzt hier für euch Bilder. Und zwar könnt ihr euch die mal angucken. (...) Und mir dann mal sagen, was euch spontan dazu einfällt.

- B1 (..) Schrecklich. (..) Also (..) ich finde das absolut schrecklich wie (..) die Welt quasi vermüllt wird. Und (..) da ist halt das, es wird ja nicht besser es wird ja auch immer mehr und (...) so wird das auch nicht lange weitergehen.
- I Mhm. (..) Anna? Oder Josef, sorry.
- B3 Was mir dazu einfällt, man sollte (..) unbedingt Standards auf der Welt einführen, dass man mit dem Plastikmüll wie es heutzutage in Deutschland immer gemacht wird oder meistens halt verbrannt wird, solche Sachen halt, dass man das nicht ins Meer wirft, sondern irgendwie eine andere Möglichkeit findet das Zeug halt zu entsorgen. Aber nicht ins Meer zu schmeißen. Dass man sich da international einigt wie man solche Sachen halt, wie soll ich sagen (..) wenn es so, dass jeder nicht sein eigenes Süppchen kocht.
- I Also was sieht man auf dem Bild? Nur damit wir's festhalten hier für die Aufnahme.
- B3 Man sieht einen Schwan oder eine Gans oder was das ist //
- B2 // Ein Vogel oder?
- I Ja ein Vogel.
- B3 Mit Plastik im Bauch.
- I Ja (...) ok. Anna?
- B2 (...)
- I Was sind deine Assoziationen mit dem Bild? (...) Was fällt dir ein? (...) Nichts? Ok, das macht nichts. Ähm, könnt ihr das irgendwie benennen was da alles auf den Bildern gezeigt wird?
- B1 Ja bei mir //
- B2 // Ganz viele Flaschen halt.
- B1 Ja einfach Plastikmüll der im Meer angeschwemmt wird.
- B3 Vor allem kleine Sachen und kleine Plastikteile. Irgendwie große //
- B1 // Ja viele //
- B3 // die ins Beuteschema der Tiere passen.
- I Ja.
- B1 Ja, bei uns sieht mal glaube ich viele Flaschen und Plastikbecher einfach. Ähm, ja (..)
- I Ok. Seht ihr eine Verbindung zwischen euch und den Bildern?
- B1 (...) Naja ich denk ähm (..) heutzutage wird ja schon viel Plastik verkauft, wenn du jetzt, wenn man jetzt einkaufen geht dann ist das ja alles irgendwie nochmal in Plastik eingepackt oder da noch ne Plastiktüte oder so und ähm, wenn man das dann kauft und dann, ja ok ich werfe jetzt dieses Plastik nicht weg aber ja (..) ich denk da muss sich manchmal schon jeder an die eigene Nase fassen.
- I Ok. Ähm was sagst du dazu Anna?

- B2 Also ich bin damit nicht so konfrontiert, deswegen ist das für mich eigentlich eher fremd. Bei uns sieht es ja nicht so aus wie da und ähm ich selber handle ja auch nicht so und werfe meine Sachen dann einfach irgendwo hin oder hier in den Wald.
- I Mhm. Also für dich ist es eher abstrakt?
- B2 Ja.
- I Ok. Ähm, Josef?
- B3 Ja?
- I Siehst du einen Zusammenhang zwischen dir und den gezeigten Bildern hier?
- B3 Also direkt nicht, aber natürlich wirft man auch mal Sachen weg aber so direkt würde ich mich da jetzt nicht sehen. Ja.
- I Mhm, ok. Gut, dann kommen wir zum nächsten Punkt und zwar: was ist, würde ich gerne von euch wissen was für euch umweltfreundlich bedeutet? (...) Anna?
- B2 Mhm (...)
- I Deine persönliche Definition von umweltfreundlich.
- B2 Also dass man halt bewusst einfach mit der Umwelt umgeht und nicht nicht einfach, wenn ich entscheiden kann werfe ich was weg oder werfe ich es einfach nur so auf die Straße, dass man sich einfach selber entscheiden kann mache ich das jetzt oder mache ich das nicht. Einfach Rücksichtsvoller Umgang mit der Umwelt, dass ich die nicht willentlich verschmutze.
- I Ok, mhm. Jule?
- B1 Naja also umweltfreundlich ich glaub man muss auch einfach mal drandenken, dass sein eigene, also, dass man selber auch Einfluss auf die Umwelt hat und gerade auch mit dem Müll oder auch Strom z.B. Klar denkt man, das ist irgendwie so weit entfernt, die ganzen Bilder, aber jeder einzelne kann da schon auch einen Beitrag dazu leisten, also ich weiß gar nicht. Einfach auch ein bisschen drauf achten, dass man gerade die ganzen Sachen runterschraubt.
- I Und Josef?
- B3 Ähm umweltfreundlich ist für mich auch effiziente Nutzung von Ressourcen und ähm, genormte Standards international, dass alle sich an Regeln halten. Nicht jeder seine eigene Suppe kocht, ähm. Dass es ähm, ja recycle bar ist, solche Sachen. Wiederverwendbar. Auch irgendwelche Sachen, die man dann ablagert und Endlagern muss. Ja, dass alles wiederverwertbar sein kann.
- I Ok. Mhm. Und jetzt, wenn wir da mal ein bisschen spezifischer auf Produktverpackungen gehen. Wenn ihr euch die zwei anguckt. Was bedeutet dann Umweltfreundlichkeit für euch?
- B1 Also auf jeden Fall Glas (..) Flaschen. Ähm (..)
- I Und warum Glas?

- B1 Naja Glas ist ja recycle bar und ich glaub auch einfacher wiederverwertbar, so gut kenne ich mich da auch nicht aus. Ich mein Plastikmüll man sieht es ja auf den ganzen Bildern, das sind Sachen, man muss ja auch neues Plastik wieder produzieren und das hört ja gar nicht auf.
- I Mhm, okay. Sonst noch irgendwie? (..) Okay. Anna?
- B2 Ja nicht nur auf die Flaschen jetzt bezogen, allgemein sind ja viele Verpackungen immer aus Plastik, die eigentlich sinnlos sind, weil ich benutze es einmal und schmeiße es dann weg.
- I Ja. Also, was deine Aussage ist praktisch?
- B2 Dass es nachhaltiger ist einfach als das.
- I Mhm. Warum ist es nachhaltiger?
- B2 Weil ich es wiederverwenden kann oder auch für andere Sachen verwenden kann oder ja (..).
- I Mhm okay gut. Ähm, könnt ihr mir sagen inwiefern sich Umweltfreundlichkeit in eurem Alltag wiederfinden lässt? (..) Oder ja genau, erstmal wie es sich wiederfinden lässt.
- B3 Ja ich versuche so wenig wie möglich Produkte die ich eingekauft habe wegzuschmeißen an Nahrungsmitteln. Dass ich versuche effizient alles zu brauchen und nicht mir was weiß ich 500g Tomaten hole ein paar esse und den Rest dann am Wochenende wegschmeiße. Ähm ja solche Sachen.
- I Mhm ok. Anna?
- B2 Ja und wir versuchen auch ähm Glasflaschen zu kaufen, dass wir auch weniger Plastikmüll haben. Oder auch z.B., wenn wir einkaufen gehen, dass wir Papiertüten kaufen und nicht Plastiktüten. Solche Sachen. Halt den Plastikmüll so klein wie möglich zu halten.
- I Mhm. Bei dir?
- B1 Ja ich mein das fängt ja auch schon bei den ganzen Läden an, dass die für Plastiktüten jetzt Geld verlangen. Ja und ich versuche auch drauf zu achten, dass ich einfach nicht, nicht so viele Sachen kaufe die unsinnig nochmal in Plastik eingepackt sind. Weil ja braucht's einfach nicht und man hat im Endeffekt nur mehr Müll.
- I Mhm, ja ok. (...) Gut. Ähm. Ja, die folgenden Fragen hatten wir auch schon. Wie sieht das aus vom Preis her. Wärt ihr bereit, was wir festhalten können ist ja, dass ihr praktisch sagt, dass die Company A Flasche in Glas umweltfreundlicher ist als die Plastikflasche. Ihr habt ja vorhin auch schon gesagt, dass ihr mehr zahlt für Company A weil das kostet ja auch mehr. Wie viel wärt ihr generell bereit mehr zu zahlen für eine umweltfreundliche Verpackung?
- B2 Bei was jetzt?

- B1 Für ein Produkt? Oder //
- I // Ja genau. Sagen wir jetzt mal bei denen, wie, wie hoch dürfte der Preis maximal sein, z.B. von Company A? (...) Dass ihr das noch kauft?
- B2 Ja so reicht's ja eigentlich schon oder?
- I 2,49€.
- B1 Also für 250ml find ich, also find ich 2,50€ schon viel muss man natürlich auch sagen. Aber ich kauf mir das schon, aber das ist jetzt nicht so, dass es ein Grundnahrungsmittel für mich ist. Also weil, weil dann würde das wirklich schon extrem teuer werden. Aber, also ich weiß jetzt gar nicht, ich glaub, wenn man das in Maßen dann auch macht alles. Also es ist jetzt nicht so, dass ich es gar nicht kaufe ich kaufe das ja schon auch relativ regelmäßig und da ist man dann schon ich mein wieviel ist das Unterschied? Nicht mal ein Euro.
- I Ja.
- B2 Ja und dann denk ich halt lieber manchmal was bewusster zu kaufen anstatt so sinnlos wieder viel zu viel zu kaufen.
- I Ok. Bei dir?
- B3 Ne ich würde auch so bei den 2,50€ bleiben.
- I Ok. Das ist so euer Limit. Dann würde ich sonst wirklich selbst überlegen, dass du es selber machst.
- B1 Ja das ist wirklich so. Also für so eine Größe finde ich das auch in Ordnung.
- I Ok gut. Dann kommen wir jetzt zum nächsten Thema. Und zwar würde ich von euch gerne wissen ob ihr schon mal von Weichmachern gehört habt?
- B2 Ja.
- B3 Ja.
- I Was ist das?
- B2 Die sind in Plastik drin und ich weiß nicht ob die auch so in die Flüssigkeit reingehen aber auf jeden Fall, wenn halt Sonne //
- B3 // UV-Strahlung dann werden die von Plastik gelöst.
- I Noch ein bisschen lauter.
- B3 Bei UV-Strahlung werden die aus dem Plastik gelöst.
- I Ok. Und dann, was passiert dann?
- B2 Dann gehen sie in die Flüssigkeit rein.
- I Ok. Also ins Produkt.
- B2 Ja.
- I Ok und dann?
- B2 Ja das ist ja auch nicht gesund. Dann trinken wir es mit.
- I Ok. Ähm habt ihr, hast du davon gehört?

- B1 Weichmachern? Ja. Deswegen kaufe ich auch keine Plastikflaschen oder Wasserflaschen vor allem jetzt.
- I Ja. Ja ok. Gut ähm, also BPA kennt ihr das? Das ist so dieser chemische Ausdruck, dieses chemische (..) diese chemische Definition wie es in der Wissenschaft heißt. Bis Phenol A das ist der Weichmacher, also der wird hier reingepackt ins Plastik damit die Flasche biegsam ist und die dann formen kann. Genau. Und in welchem Zusammenhang habt ihr davon gehört? Also wo seid ihr damit konfrontiert worden?
- B3 Chemieunterricht an der Uni.
- B2 Ich privat. Hab halt mal, also eine hat's mal erzählt und hat gesagt, das äh öder keine Ahnung ich habe früher immer aus Plastikflaschen getrunken und die hat mich dann mal da drauf hingewiesen, dass es nicht gesund ist mit den Weichmachern.
- I Mhm ok. Fühlt ihr euch in irgendeiner Weise davon betroffen? (...)
- B1 Gesundheitlich //
- I // Von den Weichmachern? Allgemein, ob das irgendwie für euch (...)
- B3 Ne. Weil ich ja keinen Vergleich hab. Wie es war vorher und wie es jetzt ist, wenn ich die Weichmacher trinke.
- B2 Mhm ja. Ich trink eigentlich auch kaum aus Plastikflaschen.
- I Ok. (...) Alles klar. Dann sind wir jetzt bald durch. Ich habe noch ein letztes Thema. Und zwar: ähm (..) würde ich von euch gerne wissen was Corporate Social Responsibility bedeutet? (..) Wenn ihr wisst, was es ist.
- B1 Ja, also da geht's ja drum, dass auch Unternehmen nachhaltig handeln und denken und ja ich (...) (lachen). Ja ich mein das ist ein großes Thema, es kommt immer mehr //
- I // Ja da gibt's //
- B1 // Und viele Unternehmen werden ja da auch so ein bisschen Mitläufer sage ich jetzt mal und wenn dann einer anfängt dann müssen die ja auch so ein bisschen nachziehen. Das fängt bei kleinen Sachen an. Und ja ich find's auf jeden Fall auch wichtig, dass da ein bisschen Umdenken stattfindet.
- I Ok. Gut. Wisst ihr was es ist?
- B3 Nein.
- I Weißt du was es ist?
- B2 Ja also ich hab's schon mal gehört aber ich weiß jetzt nicht was es ist.
- I Ok, macht nichts. Alles gut. Ähm, nächste Frage: was bedeutet für euch Fair Trade? Josef?
- B3 (...) Dass beide Parteien, was weiß ich also, wenn ich mal das Beispiel Kaffee heranziehe, dass halt die Bauern nicht für irgendeinen billigen Preis arbeiten

müssen und nichts davon abbekommen, sondern dass auch die die es herstellen und erzeugen halt auch daran verdienen können und nicht nur ausgepresst und nichts daran verdienen.

I Ok. Wenn wir das auf diese zwei Produkte mal anwenden würden. Was würde da Fair Trade bedeuten?

B3 Was ist das hier? Orange?

I Ne das ist Mango Maracuja, das sind beides Mango Maracuja.

B3 Ja die Leute die das wahrscheinlich anbauen dort wo am meisten Preis-Dumping betrieben wird. Das muss ja wahrscheinlich angebaut werden bei den Leuten und ich denke mal, dass man da versucht so wenig wie möglich halt die Leute zu bezahlen und so schlecht wie möglich halt die Leute wohnen zu lassen. Dass man da am meisten Geld herausholen will. Das bedeutet halt, dass diese Leute ordentlich bezahlt werden müssten und (..).

I Ok, mhm. Anna?

B2 Ja und vielleicht jetzt auch noch mal auf die Verpackung bezogen, dass man nicht so negative Folgen für die Umwelt also für die Umwelt hat, also das Plastik.

I Bei Fair Trade?

B2 Ja.

I Für dich?

B1 Naja so wie Josef schon gesagt hat ich stelle mir das auch so vor, dass dass die Händler, dass beide Parteien einfach, dass keine Partei vernachlässigt wird.

I Mhm ok. Gut. Ähm, nächste Frage: was bedeutet für euch Bio bei Produkten? (...)

B3 Bio. Ja nachhaltig, also, dass man dem Ganzen Zeit gibt zu wachsen. Jetzt bei Fleischproduktion meinetwegen äh (..) als Beispiel genommen keine Medikamente benutzt, genügend Freiraum für Tiere nutzt //

B2 // Keine Gentechnik.

B1 Keine Pestizide, kein Spritzen von //

B2 // Vielleicht auch eher so regionalere Produkte.

I Ja, ok.

B3 Und vielleicht auch das Maß halten, dass man nicht so eine Überproduktion fährt wie man es heute macht mit der Fleischproduktion, sondern, dass man das Ganze, wieviel man ja wegschmeißt das ist ja echt extrem. Unnormal. Dass man da halt ein gesundes Maß findet, da sollte man halt analysieren und nicht jede Woche was weiß ich so und so viel Tonnen Fleisch wegwirft. Dass man das, ja (..) was weiß ich berechnet, analysiert. So viel wird gebraucht und dann nicht extrem im Übermaß so viel wegschmeißt, weil es so billig ist.

I Ok. Alles klar. Gut. Ok ja umweltfreundliche Verpackung haben wir ja vorher genannt. Das ist auch noch ein Thema was hier dazugehört. Ähm, jetzt würde ich

gerne von euch wissen, ob ihr ein Produkt kennt, dass alle gerade genannten Kategorien, also CSR, Fair Trade, Bio und umweltfreundliche Verpackung ähm positiv erfüllt. Also kennt ihr ein Produkt? (...)

B2 Mhm.

B1 Also wenn ich so jetzt drüber nachdenke //

B3 Ich denke mal der Kaffee aus dem Alnatura (*Bio-Supermarkt Anm. d. I.*) da steht das drauf. Aber ob das //

B2 // Ich denke aus dem Alnatura vielleicht schon aber ich weiß jetzt nicht welches.

B3 Da würde ich mich jetzt auch nicht festlegen.

I Ok.

B2 Vielleicht auch Gemüse, verschiedene.

I Ok. Ähm (...) glaubt ihr, dass solche Produkte im Supermarkt fehlen?

B2 Ja (..) Schon.

I Ja, mhm. Warum?

B2 Ich denke so bei Aldi oder bei Lidl so findet man sowas gar nicht.

I Ne.

B1 Also ich finde es kommt schon immer mehr, aber es könnte natürlich schon viel mehr sein

B2 Ich glaube aber da müsste sich dann auch die Einstellung von den Menschen ändern. Also ich glaube zu viele kaufen noch etwas Billiges oder ist egal ob da jetzt Müll dabei ist oder nicht.

B1 Ja klar aber //

B3 // Das kaufen sich Leute die sich das leisten können. Also die Gruppe die sowas sich leisten können sind Besserverdienende. Und ich denke mal die, die so wenig Geld verdienen haben überhaupt kein Interesse dafür jetzt Produkte zu kaufen die nachhaltig sind und jetzt fünfzig Prozent oder neunzig Prozent Mehrkosten haben.

B1 Klar, aber jetzt mal für die Leute die dafür bereit sind aber dann keine Auswahl haben, die können's dann, ich mein das ist jetzt auch das Ding ob du da jetzt drei vier fünf verschiedenen Läden fahren willst. Das ist ja dann auch nicht mehr so gut mit dem Auto. Statt durch die Gegend zu fahren und das dann so zu machen. Also ich find die Auswahl fehlt schon.

I Ok. Also du sagst (..) es ist wichtig solche Produkte anzubieten?

B1 Ja. Weil wenn's nicht angeboten wird, kann man's auch nicht kaufen.

I Ja. Ok.

B3 Aber das wichtige, was ich noch finde. Wer kontrolliert das dann? Ob das wirklich so ist? Weil es gibt heutzutage viele Gütesiegel, die sind gar nicht geprüft. Es muss dann irgendwo auf der Welt eine Institution geben, die das Ganze prüft halt nach Standards dann wieder.

- B3 Ja, ich glaub die Verbraucher werden auch oft getäuscht oder verarscht. Also da weiß man halt nicht was man glauben kann.
- I Ja, ok. Ähm, gut. Also wir haben ja vorhin gerade schon ein bisschen von dem Preis, also du meintest, dass es ein Mehrpreis ist.
- B3 Was Mehrpreis?
- I Wenn man solche Produkte, äh also ich sag jetzt mal ganzheitliche, ganzheitlich nachhaltige Produkte anbietet in allen Kategorien, also z.B. nicht nur auf die Inhaltsstoffe oder die Inhaltssachen eines Produktes, sondern auch, dass die Firma sich sozial engagiert, dass solche Produkte eben (..) mehr kosten.
- B3 Ja?
- I Du sagst praktisch, dass sich das auf den Preis auswirken wird.
- B3 Definitiv.
- I Ok und warum?
- B3 Weil man viel mehr Zeit reinstecken muss. Zeit ist nun mal Geld.
- I Mhm, ok.
- B3 Ja, brauchst viel mehr Angestellte. Ja. (..) Musst die ganzen Standards dann einhalten.
- I Ja, ok.
- B3 Sind alles Richtlinien wo du viel Geld dafür bezahlen musst. Das wird definitiv teurer werden.
- I Ja. Und ähm, wärt ihr bereit dafür dann auch mehr zu zahlen für so ein Produkt?
- B1 Ja.
- B3 Ja.
- I Ja?
- B2 Ja.
- I Ok. Angenommen Company A wäre so ein Produkt. Im Moment ist der Preis bei 2,50€. Wie viel wärt ihr bereit hochzugehen, wenn alle Standards oder alle Kategorien positiv erfüllt werden? Falls ihr das sagen könnt.
- B1 Naja also das Ding ist ja. Ich würde glaube ich, wenn jetzt das Innocent 1,90 kostet dann würde ich vielleicht – wäre ich schon bereit, sagen wir mal 1,80 sorry, schon bereit 2,80 dann zu zahlen, also einen Euro mehr. Aber man muss natürlich auch sehen, wie groß die Preisspanne ist und wieviel da dann auch wirklich für solche Sachen halt auch abgeht. Das ist dann ein Euro, klar ist es Plastik und dann Glas, aber irgendwie irgendwann hört's halt auch auf finde ich. Dann gibt's halt auch Leute, also ich kann mir nicht vorstellen, dass das dann auch viele Leute kaufen würden, wenn es unglaublich teuer wird.
- I Mhm. Was ist für dich unglaublich teuer, bei einem Produkt?
- B1 Also 3€ plus fände ich schon hart für so einen kleinen Smoothie.

- I Ok und du?
- B2 Ja bis zu drei Euro würde ich's auch machen aber jetzt bei anderen Lebensmitteln z.B. bei Eiern oder so da bin ich schon bereit mehr Geld auszugeben.
- I Ok. Warum bei Eiern, gerade?
- B2 Das oder bei Milch oder so. Weil ich das halt öfter brauche.
- I Ok. Ja. Grundnahrungsmittel. (..) Und du?
- B3 Ja ich wäre auch mehr, bereit mehr Geld auszugeben. Es sollte halt immer noch im Rahmen bleiben, dass es nicht teurer wird als ein Mittagessen z.B.
- I Ja.
- B3 Ein Mittagessen hat eine höhere Priorität wie ein Saft und wenn ein Saft mehr kostet wie ein Mittagessen, dann denk ich mal ist es eine falsche Richtung wo es hingeht. Bei einem Mittagessen ist ja viel mehr Kalorien. Wahrscheinlich nicht mehr Vitamine, aber man ist halt satt. Von dem Saft bist du nicht satt.
- I Mhm ja. Ok. Dann sind wir jetzt am Ende.

Interview 3

- I So, also vielen Dank, dass ihr heute da seid und an meinem Interview teilnehmt. Ähm, das wird aufgezeichnet, ist das für euch in Ordnung?
- C1 Ja.
- C2 Ja.
- I Also es wird komplett anonymisiert behandelt, keine Namen werden veröffentlicht, keine Bilder – natürlich nicht – nur aus wissenschaftlichen Zwecken, damit es aufgenommen wird. Gut dann würde ich sagen, wir starten gleich. Und zwar würde ich von euch gerne wissen- also das Szenario ist folgendes: ihr stellt euch vor ihr seid im Supermarkt. Ihr möchtet gerne einen Smoothie kaufen und ihr habt diese beiden Smoothies einmal von Company A und einmal von Innocent zur Auswahl. Welchen würdet ihr kaufen, erstmal ohne Preisangabe?
- C1 Ich würde den von Company A kaufen.
- I Ok. Und wieso?
- C1 Ähm, er sieht frischer aus, weiß jetzt nicht genau ob das so dicht ist oder nicht aber- und man kann die Flasche auch wiederverwenden bzw. die ist ja aus Glas, also (...)
- I Mhm. Und du?
- C2 Ich würde auch Company A kaufen, weil das Produktdesign auch schöner aussieht, also von der optischen Gestaltung her und ähm (..) keine Ahnung, auch äh, die, die, genau hier gleich vorne sieht man auch gleich aus welchen Früchten

- das besteht, wie viel Inhalt da drin ist und das erkennt man jetzt bei dem Innocent gar nicht so deutlich. Und ähm ja genau, die Flasche ist wiederverwendbar.
- I Ok. Gut. Dann stellt ihr euch bitte jetzt die gleiche Situation vor. Ihr seid in einem Supermarkt, wollt einen Smoothie kaufen und habt diese zwei zur Auswahl. Diesmal mit Preisangabe. Wir haben hier in beiden Smoothies genau gleich viel Inhalt. Das ist genau der gleiche Orange Maracuja- äh Entschuldigung, Mango Maracuja und ähm ihr wisst, dass Innocent 1,79€ kostet und Company A 2,49€. Für welchen entscheidet ihr euch jetzt? (...) Puny?
- C2 Ich würde mich trotzdem jetzt für Company A entscheiden, weil der Preisunterschied ist zwar nicht so groß ist und weiß nicht trotzdem, wenn man sich jetzt das gleiche Produkt anschaut, dann fällt der schon jetzt mehr auf.
- C1 Ich würde auch den Company A nehmen. Wie gesagt, wenn- er sieht für mich frischer aus und kann man die Flasche dann auch wiederverwenden. Auf jeden Fall.
- I Alles klar ok. Dann bitte ich euch jetzt mal die beiden Flaschen anzufassen. (...) (Gelächter). Und ähm, beide mal- und mir dann zu sagen, welches Material sich für euch besser anfühlt.
- C2 Auf jeden Fall der von Company A, weil es auch viel hochwertiger ist. Hier oben hat man so ein metall-glänzendes Teil und ähm, ja (..) auf jeden Fall der von Company A.
- I Und für dich?
- C1 Er fühlt sich besser an, also er liegt besser in der Hand finde ich (..) als die Plastikflasche.
- I Mhm ok. Alles klar. Könnt ihr mir sagen, was für Assoziationen ihr mit den jeweiligen Materialien habt? Also du meinst ja, das ist hochwertiger Glas. Kannst du mir sagen, was du mit Plastik assoziiert?
- C2 Wie ne' Wasserflasche eigentlich.
- I Ok.
- C2 (...) So ne. (...) Weiß nicht. Lass mich kurz überlegen. (...) Ne eigentlich so wie ne Wasserflasche und nicht so hochwertig.
- I Mhm ok. Und du?
- C1 Weiß nicht, bei Inno- ne bei Company A hab' ich eher das Gefühl, dass (..) die wiederverwendbar ist. Also ich hab' ein besseres Gefühl für die Umwelt dann vielleicht auch so ein kleines Stück.
- I Ja das stimmt. Gut //
- C2 // Genau und der hat kein Pfand gell?
- I Ne.
- C2 Genau.

- I Alles klar. Gut. Dann kommen wir zum nächsten Thema. Und zwar zeig ich euch jetzt mal ein paar Bilder. (...) Schaut euch die am besten mal an.
- C2 Sind alles die gleichen?
- I Mhm ja ungefähr. So. Habt ihr euch die ganzen Bilder angeguckt? Ähm ich würde jetzt von euch gerne wissen, was für Assoziationen ihr mit den ganzen Bildern habt. (...)
- C1 Umweltverschmutzung.
- I Mhm (...)
- C1 Das sieht eher nach Tod aus.
- C2 Mhm ja.
- I Was wird denn hier gezeigt?
- C1 (..) Hauptsächlich Plastikflaschen am Wasser, Meer. Rausgespült vermutlich. Irgendwie im Meer gelandet und (...) ein (..) toter Vogel, dessen Mageninhalt oder wie auch immer (..) gezeigt wird.
- I Ähm, könnt ihr das benennen, was hier gezeigt wird?
- C2 Wie meinst du?
- I Also ich sag jetzt mal, du hast schon gesagt Umweltverschmutzung. Das ist so das allgemeine Thema. Erkennt ihr, oder?
- C1 Ja.
- C2 Ja.
- I Ok. Ähm, (...) seht ihr eine Verbindung zwischen euch und den Bildern?
- C2 Ja eigentlich schon. Also zum Beispiel kaufen wir Produkte, die jetzt eigentlich nicht wiederverwendbar oder wiederverwertbar sind. Jetzt z.B. hier bezogen auf Innocent. Das würde man jetzt auch gleich wegschmeißen, weil man das nicht so gut wiederverwenden kann. Und ja (..) und deshalb würde es, oder dieses Produkt auch am Ende, wenn man es nicht richtig recycelt auch so wieder landen wie auf den Bildern.
- C1 Also dadurch, dass ich mich ja schon für den Company A entschieden hab, würde ich schon sagen, dass ähm (..) grundsätzlich ich auch Plastik vermeide. Weiß ich ja auch aus meinem Alltag. Ich hoff doch sehr, dass ich einen relativ kleinen Beitrag zu diesen doch grauenhaften Bildern beitrage.
- I Mhm. Ok. (...) Gut. (..) Dann kommen wir zum nächsten Thema. Und zwar könnt ihr mir bitte beschreiben, was für euch umweltfreundlich im Allgemeinen bedeutet? (...) (Gelächter).
- C1 Ähm umweltfreundlich. Man achtet drauf, dass man nicht, hier einfach wahllos irgendwelche Sachen einkauft. Vor allem auch Plastikverpackungen oder auch beim Autofahren oder beim ähm, bei Klamotten. Also eigentlich in allen Lebensbereichen. Dass man eigentlich, wie gesagt nicht wahllos einkauft.

- C2 Das finde ich auch, der Meinung bin ich auch. Dass man auf die Natur achtet, wenn man Sachen, Produkte einkauft. Mit dem Auto ist vor allem wichtig, dass wenn man kurze Strecken fährt, äh, sollte man halt auf öffentliche Verkehrsmittel umsteigen, mit dem Fahrrad oder zu Fuß. Ja (..) ja.
- I Ok. Wenn wir jetzt ein bisschen mehr spezifischer gehen: was bedeutet Umweltfreundlichkeit in Bezug auf Produktverpackungen für euch?
- C2 (..) Dass die Unternehmen, ich sag jetzt mal hauptsächlich ähm Materialien für ihre Produkte verwenden, die wiederverwertbar sind. Ich sag jetzt mal Wasserflaschen, dass man diese wieder recyceln kann. Oder bei Joghurt wie Landliebe (*Anm. d. I: Die Marke Landliebe nutzt Glasbehälter für ihre Joghurtprodukte*) oder anderen Produkte, dass man das als Pfand wieder zurückgeben kann, dass man dieses wiederverwerten kann. Und jetzt z.B. auch bei Company A gibt es nicht die Möglichkeit, dass man es jetzt wieder zurückgeben kann, aber dass man selber mit diesem Produkt für ganz andere Zwecke benutzen kann wie z.B. halt als Wasserflasche oder Tee. Weil ich glaub ich kann das ja auch als- also Company A Produkte gibt es ja auch noch viel größer, ja genau.
- I Ok. Und bei dir?
- C1 Ähnlich. (...) Vor allem Wasserfalschen finde ich ganz schlimm oder Tragetüten die es in den Supermärkten gibt. Oder vor allem auch Obst und Gemüse die sind ja relativ oft in ganz viele Kleinteile nochmal eingepackt und da fände ich es dann schon wichtiger, also auch das was Puny schon alles gesagt hat.
- C2 Mhm ich find z.B. jetzt in Supermärkten, ähm sieht man auch jetzt häufiger, dass sie Papiertragetaschen verwenden anstatt Plastiktaschen. Dass man selber auch die Möglichkeit hat, selber was für die Umwelt zu tun.
- I Ok. Ähm also ihr benennt jetzt praktisch das Material sozusagen von der Produktverpackung.
- C1 Ja.
- C2 Ja.
- I Fällt euch noch was Anderes ein?
- C1 In Bezug auf was?
- I Auf Umweltfreundlichkeit bei Produktverpackungen?
- C2 Z.B. Transport. Wäre auch wichtig, dass die LKWs z.B. auch vollbeladen sind anstatt Leerfahrten zu machen. (...) Das ist z.B. auch was für die Umwelt. Oder (...) ja.
- I Mhm. Alles klar. Ok gut. Dann (..) das habe ich schon mal so halb gefragt. Wenn ihr euch nochmal die Verpackung der beiden Produkte anschaut. Welche der beiden ist für euch umweltfreundlicher?
- C1 Glasflasche.

C2 Ja, auch Glasflasche. Deutlich.

I Mhm ok. Und wieso ist die umweltfreundlicher für euch?

C2 (..) Weil man es wiederverwenden kann.

C1 Wiederverwendbarkeit. Also Glas (.) finde ich leichter wiederzuverwenden.

I Alles klar. Super. Gut. Ähm, ich hab' euch ja vorher die Preise genannt. Nochmal Company A 2,49€, Innocent 1,79€. Ähm, jetzt haben wir gerade gesagt, dass Company A die umweltfreundlichere Verpackung ist. Jetzt würde ich gerne von euch wissen. Wie viel wärt ihr bereit mehr zu zahlen als die 2,49€? Dafür, dass diese Verpackung umweltfreundlicher ist als diese?

C2 (.....) Also ich würde sagen bei diesem Inhalt. Maximal drei Euro. Glaub außer den zwei Produkten gibt's ja noch anderen Produkte, die ja äh so ähnliche Verpackungen wie das Company A anbieten- oder?

I Mhm. Du sagst maximal drei Euro?

C2 Ja also Inhalt jetzt.

I Mhm. (..) Und du?

C1 Auf den Inhalt gesehen ja. Maximal drei Euro rum. Weil halt doch relativ viel wenig drin ist //

I // 250ml.

C1 250ml ist halt schon wenig dafür. Aber der Umwelt zuliebe.

I Der Umwelt zuliebe ja. Also das wäre der Aspekt wo du drauf achten würdest? Ja also ja stimmt das habe ich ja gerade //

C1 // Ja also bei Innocent wäre ich nicht bereit drei Euro zu zahlen.

I Ok.

C2 Ich auch nicht. Und auch nicht mal, wie viel war's 1,79?

I 1,79. Du denkst also das ist zu teuer? Jetzt schon der Preis?

C2 Ja (..) Find ich schon.

I Warum?

C2 Es sieht nicht so frisch aus. Und die Verpackung ist nicht so gut. Und dieser hundertprozentige Fruchtinhalt kommt hier auch nicht zur Geltung irgendwie. Und auch von den Farben her ist es schon ich sag mal (...)

I Ansprechender?

C2 Ja genau.

I Ja ok. Gut.

C2 Und irgendwie sieht es vom Inhalt her auch //

C1 // Es sieht weniger aus (*Anm. d. I: der Inhalt des Innocent Smoothies*)

C2 Ja finde ich auch. Ja (..) ja.

I Ok. Gut. Dann kommen wir jetzt zum nächsten Thema. Und zwar würde ich gerne von euch wissen, ob ihr schon mal von Weichmachern gehört habt?

C1 Ja.

I Und du?

C2 Nein.

I Ok. Was- kannst du definieren, was Weichmacher sind?

C1 Ungefähr, glaub ich, dass die die Elasti-Elastizität in den Plastikprodukten fördert und aber die auch an die Lebensmittel die da drin enthalten sind weitergeben werden und möglicherweise Krankheiten fördern bei Menschen.

I Mhm ok. Kommt dir das jetzt bekannt vor? Hast du davon schon mal gehört?

C2 Mhm ja. Ja so ähnlich.

I So ähnlich? Inwiefern?

C2 (...) Dass das jetzt bezogen auf Material usw. (..)

I Mhm ok. Ähm (...) könnt ihr mir sagen in welchem Zusammenhang ihr davon gehört habt?

C2 Lebensmittel meistens //

C1 // Lebensmittel aber auch ähm Plastikdosen, Vesperdosen, Brotdosen, Flaschen zum, zum Trinken.

I Ok, mhm. Fühlt ihr euch in irgendeiner Weise davon betroffen? (...)

C1 Ne eher nicht. Ich vermeide generell eher Plastikprodukte und hab auch keine Plastikflaschen/dosen.

I Ok. Alles klar. Gut. Dann kommen wir zum nächsten Thema (...) Gut, dann kommen wir jetzt zum letzten Punkt. Und zwar hab' ich eine Reihe von Fragen für euch. Und zwar hm (..) ich würde gerne von euch wissen, ob ihr wisst was Corporate Social Responsibility bedeutet?

C1 (...) Nein.

C2 Ja, dass das Unternehmen praktisch was tut für seine Umwelt.

I Mhm. Nur für seine Umwelt?

C2 Für seine Mitmenschen in der Gesellschaft praktisch.

I Dann: was bedeutet Fair Trade?

C1 (...) Dass die Produkte, Lebensmittel, wie auch immer unter fairen Bedingungen //

C2 // Gehandelt werden.

C1 Gehandelt werden. Also sowohl der Anbau als auch der spätere Transportweg.

I Mhm. Was bedeutet- ach so Fair Trade?

C2 Ja der Meinung bin ich auch.

I Kannst du noch etwas dazu ergänzen?

C2 (...) Mhm oft findet man das ja ganz oft in asiatischen bzw. third world country. Fair Trade also jetzt z.B. was mir gerade so einfällt. Kaffee aus Afrika. Sowas.

I Ok. Was bedeutet Bio für dich bei Produkten?

C2 (...) Keine Chemikalien (...) biologische Düngermittel.

- C1 Ja.
- I Ok. Umweltfreundliche Verpackung hatten wir ja vorhin schon genannt. Das ist auch noch ein Aspekt. Ähm, der jetzt gleich mit reinkommt. Und zwar habe ich die nächste Frage: kennt ihr ein Produkt, das alle Kategorien (Corporate Social Responsibility vom Unternehmen das da Produkt herstellt, Fair Trade, Bio und umweltfreundliche Verpackung positiv erfüllt? Also alle Kategorien positiv erfüllt? (.....) Fällt euch was ein? (.....)
- C2 Ähm (..) ich weiß gerade nicht. Aber meistens sind es ja eher die regionalen Produkte, also jetzt Obst, Gemüse. Z.B. wenn man zu Edeka geht, sieht man ja ganz oft so regionale Produkte. Ich weiß jetzt nicht die Marke, aber da steht ja auch viel Biologischen, irgendwie sowas.
- I Mhm ok. Gut. Ähm (...) Glaubst ihr, dass solche Produkte bei uns im Supermarkt fehlen?
- C1 Ja also es ist definitiv zu wenig Angebot da. Ja (..)
- I Also hättest du gerne die Auswahl? (...) Zwischen angenommen ich sag jetzt mal zwischen dem holistisch ist ganzheitlich, ganzheitlichen Produkt?
- C2 Aber ich mein heutzutage gibt es ja auch gewisse, bestimmte Supermärkte, wo du hingehen kannst und da werden nur solche Produkte angeboten. Aber ich sag mal in anderen Lebensmittelläden sind halt solche Produkte noch nicht vorhanden, weil nicht alle halt irgendwie das Bedürfnis danach haben. Oder noch nicht. Oder?
- C1 Also wenn dann musst du ja eigentlich in ein Reformhaus, wenn du sowas einkaufen willst //
- I // Genau sowas.
- C2 // Genau.
- C1 Und zu konventionellen Einkaufsläden.
- I Ok. Gut ähm jetzt eine Frage zum Preis. Und zwar glaubt ihr, dass sich so ein Mehraufwand für alle Kategorien, also diese positive Kategorienerfüllung (Corporate Social Responsibility, dass man darauf achtet, dass es fairer Handel ist, dass es Bio ist und eine umweltfreundliche Verpackung) – glaubt ihr, dass sich das auf den Preis niederschlägt von so einem Produkt?
- C1 (...) Ja. Auch.
- I Und wieso auch?
- C1 Weil Fair Trade an sich ja schon (..) also nur Fair Trade schon relativ viel Geld kosten müsste, bzw. wir es einfach nur schon gewohnt sind, dass die Sachen so günstig sind. Ähm, weil die äh unter katastrophalen Bedingungen erzeugt werden.
- I Ok. Ja. Und ähm was sagst du dazu?
- C2 Ich würde sagen auch auf jeden Fall. Weil am Ende es ja nicht nur das Unternehmen, sondern auch die Gesellschaft kann ja davon dann mitprofitieren.

- I Mhm. Wärt ihr dann bereit diesen Preis zu zahlen? (*unverständlich zwischen 19:00-19:05*) Ok noch mal zum Preis. Ähm, du hast gesagt, du wärst du dafür bereit den Preis zu zahlen?
- C1 Ja, wäre ich schon.
- C2 Ich auch.
- I Und wieso?
- C1 (...) Also mir wäre es einfach wichtig- oder mir ist es wichtig, dass alle Bereiche abgedeckt sind für unsere eigene Gesund und da wäre ja der biologische Anbau allein schon sehr wichtig.
- I Mhm.
- C2 Ja also ich bin auch Pedi's Meinung. Für unsere Gesundheit und dass auch alle davon profitieren können.
- I Mhm ok. Gut, dann sind wir jetzt am Ende des Interviews. Vielen Dank.

Appendix 5: Detailed Coding Table

Coding Table (adapted from Mayring 2010)

Category (and association to IQ's)	Definition	Examples
Consumer definition of "sustainability" (IQ1)	Text passages that lead towards the understanding of sustainability from consumer perspective	<ul style="list-style-type: none"> - B2: "I mean that you are generally paying attention to the environment." - B1: "Well I mean environmental friendly I think one has to think about the own impact one has on the environment especially with the waste and the electricity. Of course, one thinks that this is so far away, all those pictures but each individual can contribute to it, I don't know." - B3: "Environmentally friendliness represents for me also efficient usage of resources and ähm, normed standards internationally, so that everybody has to stick to the rules. Reusability. Also some kind of things that one must deposit and store. Yes, that everything can be reused." - A1: "Ähm, environmentally friendly, that nature and animals and plants don't suffer any damage." - A2: "Recycling. Renewable energies. Short transportation routes. Seasonal and regional products. Yes." - C1: "Making sure that one does not buy randomly stuff. Especially plastic packages or also when driving cars or ähm, regarding clothes. Actually, in all areas of life." - C2: "That one pays attention to nature, when buying stuff, products. With the car, it is especially important that when one is driving short distances, that one should switch to public transportation, by bike or by walking."
Consumer preference for a product (package) and argumentation for their preference (without price indication) (IQ2)	Text passages that show the preference for a product over the other (by not knowing the price)	<ul style="list-style-type: none"> - B1: "So, I would buy the smoothie from the company Company A, I sometimes buy it when I want to buy a snack or when I am a little bit hungry. And it tastes really good and it has good ingredients and it's healthy." - B1: "Well, I mean I usually use the bottle for other things again." - B2: "I would also take the one B1 is taking. Because I find the bottle nicer and because I also always reuse it." - B3: "The visual from the True Fruit appeals most to me. First of all, the glass."

		<ul style="list-style-type: none"> - B3: "And yes (.) it simply looks as if there were more vitamins in the glass bottle than in the plastic." - B3: "Somehow it looks a bit lighter and more strong like juice. The left bottle has a slight matte touch." - A1: "So the one in the glass bottle, the one from Company A looks more premium." - A1: "Yes, then one looks at the visual things and I find it more environmentally friendly taking the glass bottle." - A2: "Yes, simply because it looks more high-quality. Mhm but I guess, I guess as well that glass is more sustainable than plastic." - C1: "I would buy the one from Company A." - C1: "Because it looks fresher, I am not sure if it is really sealed or not but- and you can also reuse the bottle, I mean it is made from glass, so (...)." - C2: "I would also buy Company A because the product design looks nicer and from the visual design and ähm, yes here in front one can see how many fruits are in there, how much content is in there and this is not really recognizable with the Innocent one. And ähm, yes exactly, the bottle is reusable."
<p>Consumer preference for a product (package) and argumentation for their preference (with price indication) (IQ2)</p>	<p>Text passages that show the preference for a product over the other (by knowing the price)</p>	<ul style="list-style-type: none"> - A1: "The cheaper one." - A2: "I think I would nevertheless decide to buy the Company A, because I know the brand better. (...) I mean because I am thinking, it, it also looks as if there were fresher fruit in there." - B2: "I would nevertheless buy this one (Company A), because I think, I mean when I buy something then I buy something healthy." - B2: "Yes because it is also healthier than plastic." - B1: "Ähm yes, so I buy, I would also do this (Company A) because as I already mentioned, I reuse the bottle afterwards and with the other one I have waste after usage." - B3: "Mhm, if I'd only go after the price then of course I'd take the cheaper one." - B3: "Yes, how I said if I consider the visual, then of course I'd buy the one in the glass bottle." - C2: "I would nevertheless go for the Company A, because the price difference is not that huge, but looking at

		<p>the same product then this one more attracting.”</p> <ul style="list-style-type: none"> - C1: “I would also take the Company A. Like I said, it looks fresher to me and one can also reuse the bottle afterwards.”
Consumer definition of a sustainable product package (IQ2)	Text passages that show the consumer definition of a sustainable product package	<ul style="list-style-type: none"> - A2: “Paper bags.” - A2: “As already mentioned, that it is made from paper and maybe also the production, how it is produced under not so much environmental friendly conditions. I don’t exactly know here, (...)” - A2: “What probably also play a role is that the products are not taken from far away, but from the region. Then the transportation routes are not so long. This means that one could theoretically package them in another way than plastic.” - A1: “Not using so much fuel.” - C1: “That the companies are using materials for their products that can be recyclable.” - C2: “And also for example looking at Company A one cannot bring back the bottles (<i>for a money refund</i>) but that oneself can use the product for other purposes such as for example as water bottle or for tea.” - C1: “Especially I find water bottles really bad or carrier bags, that exist in a lot of supermarkets. Or especially with fruits and vegetables, they are often packed in small parts.”
Which package consumer consider as more sustainable	Text passages that show which product package consumer see as more sustainable	<ul style="list-style-type: none"> - A1: “Glass.” - A1: “There is a reusability. And I can also put other things in there.” - A2: “Glass.” - B1: “In any case glass.” - B1: “I mean glass is recyclable and I think also reusable.” - B2: “Yes and not only applied to bottles, in general there are a lot of packages that are made of plastic, which is senseless actually because I use it once and then I throw it away.” - C1: “The glass bottle.” - C1: “Because of its reusability. I feel that glass is easier to reuse.” - C2: “The glass bottle as well. Definitely.” - C2: “Because it is reusable.”
Consumer knowledge about plastic additives (IQ3)	Text passages that show consumer have (or do not have) knowledge about	<ul style="list-style-type: none"> - A2: “This is contained in plastic.” - A1: “They are not allowed to be in plastic nowadays, I thought?”

	plastic additives in product packages	<ul style="list-style-type: none"> - A2: "Even though there is no BPA in there, one still grabs the plastic particles through the food?" - B1: "I think that it improves the elasticity in the plastic products but also transfers it into food products, probably causing diseases in humans."
Consumer concerns about plastic additives contaminating the product (IQ3)	Text passages proving consumers are concerned about additives contaminating the product	<ul style="list-style-type: none"> - A1: I think this is cancer-causing. And softeners, I think they can make infertile. And they can cause serious diseases." - B1: "I think that it improves the elasticity in the plastic products but also transfers it into food products, probably causing diseases in humans." - B1: "I usually avoid plastic products and I also do not have any plastic bottles."
Consumer reaction to plastic pollution (IQ4)	Text passages covering consumer reaction to the plastic pollution problem	<ul style="list-style-type: none"> - A1: "Simply horrifying." - A2: "Especially that we humans produce it [...] that animals are suffering under our dirt and under our apparently better product package option." - A2: "Which could be prevented. In the past, there was not necessarily plastic and not in that huge amounts and there one can bring its own box or reuse it." - B1: "Horrible. I find it absolutely horrible how the world is being messed up. And it is getting more and more. This is not going to last long anymore." - C2: "It looks more like death to me."
Consumer connection of own behavior to plastic pollution (IQ4)	Text passages showing that consumer can connect behavior with effects	<ul style="list-style-type: none"> - A1: "I mean I think that one gets confronted with a lot of things, what does not necessarily mean that one is aware of it. I think a lot of people go shopping and do not know what the plastic can cause." - A2: "Yes and also the plastic wrappings for the textile stuff for instance. Only that it does not get dirty." A1: "And I do not see myself that much in connection to it because I think I throw it away in the rubbish. I mean maybe a little bit, but I also started bringing my own bag to H&M for example and not by using the plastic bags." - B1: "Well I mean nowadays there is a lot of plastic being sold, I mean when you are going shopping everything is wrapped again in plastic and then again a plastic bag, but yes I mean ok I don't throw the plastic away but I think everybody should look at ones' behavior." - B2: "Well I don't feel confronted with it so for me it is rather strange. Here, it does not look like in those pictures and ähm, I

		<p>also do not act like this and throw away my stuff somewhere in the nature.”</p> <ul style="list-style-type: none"> - C2: “Yes actually I do. I mean for instance we buy products that are not reusable or recyclable. Here for instance looking at Innocent. This one you would also immediately throw away because it is rather hard to reuse it. And therefore, the product would also land in the ocean in case it is not recycled properly.” - C1: “I mean I went for the Company A smoothie and therefore I hope that I contribute relatively little to the horrible pollution showed here.”
<p>Consumer willingness to pay more for sustainable product package (IQ 5)</p>	<p>Text passages covering whether consumers are willing to pay more for a sustainable product package</p>	<ul style="list-style-type: none"> - A2: “Not necessarily. [...] Because I think there are other options, like for instance bringing your own box and fill up the smoothie from a bigger tank in the supermarket.” - A2: “But per se I would not necessarily be willing to pay much more. But I would be willing to bring my own tank.” - A1: “Mhm, yes that’s a good idea. Let’s say I also did it once, so I would buy it once and then I’d like to fill it up. So, that literally, in the supermarket there is something where I can- sure I would pay more for it but not much more. Then I’d not buy it at all. I would do it on my own.” - A1: “So I mean the price I think, should not- I mean only if I’d calculate it how much fruit is in there and how much I’d pay for it if I’d do it on my own. This is completely overpriced.” - B2: “I mean the price is already enough, isn’t it?” - B1: “Well, I think for 250ml, one has to say that 2,50€ is a lot. [...] But I mean it’s not like as I would not buy it at all, I buy it quite regularly and then it’s not like as if there is- I mean how much different is it to the other? Not even 1€. [...] And then I think sometimes it is better to buy more conscious instead of buying senselessly a lot.” - B3: “No I would also stay with 3,50€.” - B3: “Otherwise I’d think about doing it on my own.” - C2: “I’d say regarding this product, maximum 3€ with regard to the amount of content in there.” - C1: “Looking at the content, yes. Maximum 3€. Because there is relatively little in there. But for the sake of the environment.”

		<ul style="list-style-type: none"> - C1: "I would not be willing to pay this price for the Innocent smoothie."
Consumer knowledge about CSR (IQ6)	Text passages proving consumer knowledge about CSR	<ul style="list-style-type: none"> - A1: "Well I think that it is about taking responsibility for the society, who is consuming the product." - B1: "Well yes, that's about that companies also act and think sustainable. (...) Well I mean this is a huge topic and it's increasing." - B1: "I think it's important in any case that a rethinking is happening here." - B3: "No." (<i>Does not know what it is</i>) - B2: "Yes I mean I have heard about it, but I don't know what it is." - C1: "No." (<i>Does not know what it is</i>) - C2: "Yes, it means that the company basically does something for its environment." - C2: "For its fellow human beings basically."
Consumer knowledge about Fair Trade (IQ6)	Text passages proving consumer knowledge about Fair Trade	<ul style="list-style-type: none"> - A1: "Fair trading. But this is nowadays a fashionable term that everybody uses. Like 'organic'. And that has lost in its meaning. I mean fair trade; nobody really knows what it really means. From which point on one can put "fair trade" on its package?" - A1: "Well the production under fair circumstances for the employees." - B3: "That both parties, I mean whatever, when I apply it to the example of coffee, that the farmers do not have to work for a cheap price and do not get any of the money. But instead that also the ones who are producing and generating it can earn money and are not only exploited and do not earn any money." - B1: "I imagine it being like this that the traders, both parties I mean, that no party is being neglected." - C1: "That the products, food, however are traded under fair conditions."
Consumer knowledge about organic products (IQ6)	Text passages proving consumer knowledge about organic products	<ul style="list-style-type: none"> - A2: "Organic always meant that it was relatively unwaxed and ähm, as natural as possible." - B3: "Organic. Well, sustainable, I mean that you give everything time to grow." - B2: "No genetic technology." - B1: "No pesticides." - B2: "Probably also more regional products." - "B3: "And probably also keeping everything in modest amounts, meaning that you are not focusing on overproduction like it is done nowadays with the meat production [...]."

<p>Consumer knowledge about existing holistic product (IQ6)</p>	<p>Text passages proving consumer knowledge about existing holistic products</p>	<ul style="list-style-type: none"> - C2: "No chemicals, natural fertilizers." - A2: "Well, I don't know one. I also can't imagine that this should exist, and if it should exist, I'm not even sure, that it's like this to a 100%." - A1: "I would say the apple from my garden. Or the one from the organic farmer next to me. The seasonal one." - B3: "I think the coffee from the Alnatura supermarket (<i>Organic supermarket in Germany</i>) there it is written." - B3: "In this case I would not commit myself to it." - B2: "Probably also vegetables, different ones." - C2: "Ähm, I'm not sure right now. But often it's more the regional products, I mean fruits and vegetables, like for instance when you go to Edeka (<i>German supermarket</i>) one often sees regional products."
<p>Consumer demand for a holistic product (IQ6)</p>	<p>Text passages showing consumer demand for a holistic product</p>	<ul style="list-style-type: none"> - A2: "I think that you have to change it completely. The complete range in the supermarket. This means that relay each and every company has to consider it. Because otherwise a big part of the consumers will go for the cheap product and the one that causes more harm to the environment." - A1: "Or you buy at Alnatura or Vitalia or how it is called." (<i>Organic supermarket chains in Germany</i>) - B2: "Yes (..) I think so." - B1: "I think it's getting more but it still could be even more." - B2: "I think that the attitude of the persons has to change. I mean I think that too many are buying the cheap or they don't care if there comes waste with it or not." - B1: "I think that the selection is missing." - B1: "Because if nobody offers it, nobody is going to but it." - B3: "People who can afford it buy it. Those are the people who are earning more. And I think those who do not have a lot of money, have no interest in buying those products that are sustainable, having fifty or ninety percent extra costs." - B3: "But what's also important. Who is controlling it? If it is really like this? Because nowadays there are a lot of quality labels, that are not controlled. There has to be an institution in the world who verifies it according to standards."

		<ul style="list-style-type: none">- B2: "I also think that the consumers are being fooled or taken on a ride regarding this. Then you don't know what you can believe."- C1: "There is definitely too little selection."- C2: "I mean nowadays there are also certain supermarkets where you can go and there are only such products to buy. But I'd say in the other supermarkets such products do not exist, because not everybody has the need for it, right?"
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