



Consumer Behaviour and Social Movements

Consumer Activism in Brazil and Finland

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| <p>Abstract:</p> <p>The aim of this study was to compare consumer behaviour, engagement in social causes and consumer activism between Brazil and Finland. The study investigated the influence of social engagement on consumers activism in Brazil and Finland.</p> <p>Brazil, a developing country carrying its history as a post-colonial society. The society is stratified into social layers, generating a lot of inequalities and inner conflicts, provoking the need to fight for basic rights. Whereas Finland has a considerably more equal and developed society with a well-established welfare state, allowing every citizen to have basic rights, access to education and social security. Consumer Behaviour may vary and be affected by people's needs. In order to understand the consumer behaviour in both countries a quantitative research was conducted. This study evaluated customers preferences, values, purchase-decision factors and engagement in social causes and how those aspects affect consumer behaviour.</p> <p>The study indicated differences in consumer behaviour and in social engagement between Brazil and Finland. Consumer activism is present in both societies, although there was a suggestion that among those engaged in social movements there is a higher percentage of consumer activism.</p> | |
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1 INTRODUCTION

In the past years, with the advent of technologies, globalization and social media, there has been an awaking of people towards what they consume. Simultaneously, social movements have been gaining strength and became popularly discussed in the media.

1.1 Background

According to Della Porta & Diani (1998), in the late 1960s, social movements started to become more relevant as a field of study among Social Sciences and Sociology. A social movement is a collective organised by people who share the same values and ideas, with the purpose of making a change. Nowadays, the most recent and popular movements fight for equality, human rights and environmental sustainability.

Brazil, a developing country carrying its history as a post-colonial society, offers a stage to fight for basic human rights. The society is stratified into social layers, generating a lot of inequalities and inner conflicts. Social movements started to gained relevance in the late 1970s after the military regime was over (Paiva 2019). Minorities such as native indigenous, people of colour, women, LGBTQIA+ and disabled people claimed their rights and are still aiming for equality.

Whereas Finland has a considerably more equal and developed society with a well-established welfare state, allowing every citizen to have the same rights, access to education and social security. The society works based on universalism, meaning that every individual is equal to one another (Askeland & Strauss 2014). The existing movements intent to construct step-by-step a better society, but yet being a several step further than a developing country such as Brazil.

Consumer Behaviour, by the definition of Khan (2006 p. 4), is “the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services”. Meaning that what is considered as consumer behaviour integrates the whole process in which the consumer goes through, before, during and after the purchase.

Having that said, this study will analyse and compare the reflection of social movements in consumer behaviour, both in Brazil and in Finland. It will also observe the perception of consumer activism in both countries. Consumer behaviour might vary and be affected by people's needs, which can be different in distinct societies.

1.2 Previous research

Some previous researches have shown the association between consumer behaviour and social movements, put together in a term known as consumption activism. Consumers buy products which reflect their identities, both consciously and unconsciously. "Consumer activism is practised, among others, through protesting, adbusting and boycotting, whereby both the bottom-line of individual companies and politico-economic systems are pronounced targets." (Wahlen & Laamanen 2015 p. 2)

Consumption activism can be also recognised as the term consumer movement. It has the objective of changing consumerism practices, principles, culture and ideology, and it is accompanied by the changes in social movements and social behaviour (Kozinets & Handelman 2004).

1.3 Relevancy and Motivation

The study is motivated by recent topics which gained relevance in the media such as Black Lives Matter, making an impact throughout the world. Relevant magazines such as Forbes have mentioned in the past years the term Social Movement multiple times and suggested on how companies should embrace those movements, in order to pursue loyal consumers. The intention is to understand decision-making purchase process at times where movements as LGBTQIA+, feminism, sustainability, black movements and others have been receiving greater attention.

1.4 Research Question

- Research Question 1 (RQ1): How does consumer behaviour differs between Brazil and Finland?
- Research Question 2 (RQ2): How is the engagement in social causes in Brazil and Finland?
- Research Question 3 (RQ3): How does the engagement in social causes affects consumer activism in Brazil and Finland?

1.5 Aims

The aims of this research are to evaluate whether consumer behaviour and engagement in social causes differ between Brazil and Finland and identify how consumer activism is affected by those behaviours. In addition to evaluate perception and comprehension of consumer activism in both countries and analyse the differences and similarities regarding the participation in social movements.

1.6 Limitations

The study is limited to adults residing in Finland and Brazil, analysing consumer behaviour and activism in both countries. One important limitation in this study is the convenience sample which may have some bias and therefore should have a cautious interpretation of the results.

1.7 Expected Results

The expected results in this thesis are to identify differences in consumer behaviour, differences in engagement in social movements and differences in consumer activism between Brazil and Finland.

1.8 Definitions of terminology

LGBTQIA+ Movements – social movements that aim for equal rights and diversity regarding sexuality and genders that are not within the standard. The initials stand for Lesbian, Gay, Bisexual, Transsexual, Queer, Intersex, Asexual and the plus sign, as an inclusive symbol to other variants of sexuality and gender (Britannica 2019).

Feminist Movements – social movements that promote equality among the sexes and fight for women's rights (Brunell & Burkett 2021).

Black Movements – movements which fight for equal rights to black people, who throughout the history were exploited and treated inferiorly (Salvatti Fahs 2019).

Environmental Movements – movements which aim to protect nature from harmful human activities. It seeks to improve human activities through implementing policies in order to save the environment (Elliott 2020).

1.9 Structure of the Thesis

This thesis is divided into 6 chapters. The first chapter is the introduction, and it provides background information about Consumer Behavior, Social Movements and Consumer Activism. Besides, it presents the aims and research questions. The second chapter is the Theoretical framework, and it contains Marketing and Consumer Behaviour concepts and theories to base the research on Activism Consumption. The Methodology composes the third chapter of the thesis and presents detailed information on how the quantitative research proceeds. After, the results are presented in the fourth chapter. The fifth chapter includes the discussion and the sixth and last chapter shows the conclusion of the thesis.

2 THEORETICAL FRAMEWORK

The second chapter of the present thesis gives support and explains essential concepts and definitions needed to better comprehend the research field and to be able to analyse and

answer the research questions and aims of this study. This section provides an interpretation of previous theoretical frameworks such as principles of marketing, social marketing, the hierarchy of needs, consumer behaviour, social movements: LGBTQIA+ Movements, Feminist Movements, Black Movements and Environmental Movements, and other concepts concerning the main subject of this study, which is Consumer Activism, such as boycotting and buycotting.

2.1 Marketing

The perception of marketing by the consumer can affect the profile of the consumer, and it has been an important aspect evaluated by researchers for a long period (Cui *et al.* 2012). Thus, an important part of this study is to understand the definition and theories of Marketing and its purpose. Marketing can be defined as “[...] the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.” (Kotler and Armstrong 2018 p. 28)

Even though Marketing seems like an objective activity, it is composed of a group of activities that cover the most diversified aspects such as psychological, social, cultural, and economic factors. It is a combination of actions, which have the aim of creating value for consumers in the format of a product or a service. The term value, it is meant the benefits buyers receive from acquiring a product or service. The marketer tries to create value, but it is only the consumer who determines it (Ibid).

According to Kotler & Armstrong (2018), there are 4 main steps in order to create value, which are:

1. Creating – to satisfy consumer needs.
2. Communicating – to make the target consumers aware of the existence of the product.
3. Delivering – to make the product available to the customer to buy.
4. Exchange – to sell the product.

Those activities are known in Marketing studies as the Marketing Mix: the 4 Ps and are used for creating strategies. The 4 Ps are described below:

- Product – Creating the product or service
- Promotion – Communicating, promoting, and advertising the product
- Place – Delivering to a place where the customer can reach the product
- Price – Exchanging the goods for a monetary price (McCarthy & Perreault 1991)

2.2 Social Marketing

Another concept relevant to be understood in this research is the meaning of what is Social Marketing. It was recognised as a discipline in the 1970s, by Philip Kotler and Gerald Zaltman, when they noticed that the same principles used in marketing to sell a product or a service could be applied to bring people awareness, consciousness, ideas and attitudes. Consequently, the concepts could be applied with the objective of achieving social change. Social marketing can be conceptualized as the design and dissemination of social ideas, utilising the same resources as it is used in marketing, such as planning and creating, communicating, distributing, and doing marketing research. The efficacy of it will depend on the social compatibility, how it would be addressed and where it would be presented, in the same way as a campaign for a product (Kotler & Zaltman 1971).

Opposing to a business ad, social marketing uses the 4 Ps not to persuade the buyer and make them pay, but as a tool for provoking awareness and social changes, such as reducing waste of water or protecting the environment (Mwangi 2017).

2.3 Consumer Behaviour

Consumer behaviour and marketing have always been connected. Consumer behaviour, according to Solomon (2017 p. 28), can be defined as “the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires”.

Consumer behaviour is a very important area of knowledge that should be thought about and examined within the field of marketing, as a better understanding of consumer behaviour can bring important information for the improvement of marketing strategies. The importance of this area has grown considerably in the past years and it appears to grow even more in the future (Peighambari *et al.* 2016). The study of consumer behaviour is an embracing field, gathering social sciences, business, psychology, sociology, culture and thousands of other perspectives and areas of study. Hence, a challenge in the marketing area is to study consumer behaviour and evaluate how to influence consumers' purchasing decisions in favour of their products or services.

Thus, knowledge of consumer behaviour involves the psychological aspect of how consumers think, feel, argue, and select from the existing alternatives and also how the environment is inserted. This understanding will contribute to strategies on how to reach the consumer more effectively (Stankevich 2017). This is a multidisciplinary and multidimensional combination of ideas concerning the way consumption acts, evaluating both individuals and groups of people when it comes to buying, using, or not buying or not using a product or a service. It also evaluates what is needed to satisfy needs and desires (Solomon 2017).

Studies on the consumer behaviour, in general, study groups of people and their behaviours which are being studied can be grouped into many categories such as age, gender, nationality, social class and income, race and ethnicity, geographical location, family structure, level of education, to better understand those behaviours. These studies show that people are demanding more personalization and then there are differences between the consumers' behaviour of different generations, culture, countries etc. Therefore, it means that not all marketing instruments and strategies will have the same success in different groups (Stankevich 2017).

2.4 The Purchase Decision-Making Process

Purchase decision-making is a process that explains the steps the consumer goes through while doing a purchase. This process may seem obvious and invisible for people, it is something the consumer probably do not think about, but it has greater importance for

the marketer. The marketer wants and needs to understand what consumers think, how they act, what they need with the intention of fulfilling their wishes.

The decision-making process is based on 6 steps, as shown in Figure 1. First, the consumer identifies the needs or wants for a product. Then, the second step is to look for information about the product. The consumer will, afterwards, look for reviews and evaluations of the product or service in question. Finally, the product will be chosen and purchased. Later, the product will be disposed of and eventually replaced.

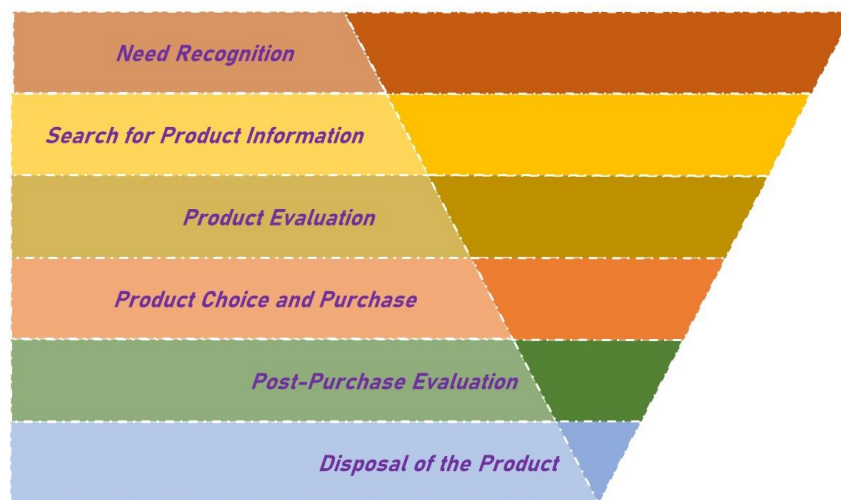


Figure 1. The Purchase Decision-Making Process (Kotler & Armstrong 2018)

Often marketers create external stimulus by using external influences through advertising and sales promotions. This can make consumers recognize a need believing that a certain product will satisfy them, and thus a desire is created (Stankevich 2017). A stimulus is what arouses a desire or what induces a response. In consumer behaviour there are some stimulus-response theories which explain certain attitudes taken by consumers. External stimuli can be marketing related, i.e., the product itself or any other aspect of the environment in which the consumer is exposed, such as political, cultural, social, economic, technological, etc. The consumer processes external stimuli together with their internal stimuli, which are their own values, resulting in a response: purchasing or not purchasing a product (Kotler & Armstrong 2018).

2.5 Hierarchy of Needs

Firstly, to better understand the Hierarchy of Needs created by Abraham Maslow, it is important to understand the concepts of need and want. Solomon (2017) mentioned in his book the difference between needing and wanting. The need is what is necessary for achieving something, whereas a want is not a necessity, but a desire. For example, there is a need for food, but there is a want for a particular food such as pizza or burgers.

Maslow's Hierarchy of Needs is a scheme in the shape of a pyramid, which explains the priority order of human needs, starting from the bottom, the most essential needs, to the top, the ones which can be considered more superfluous. See Figure 2 below:

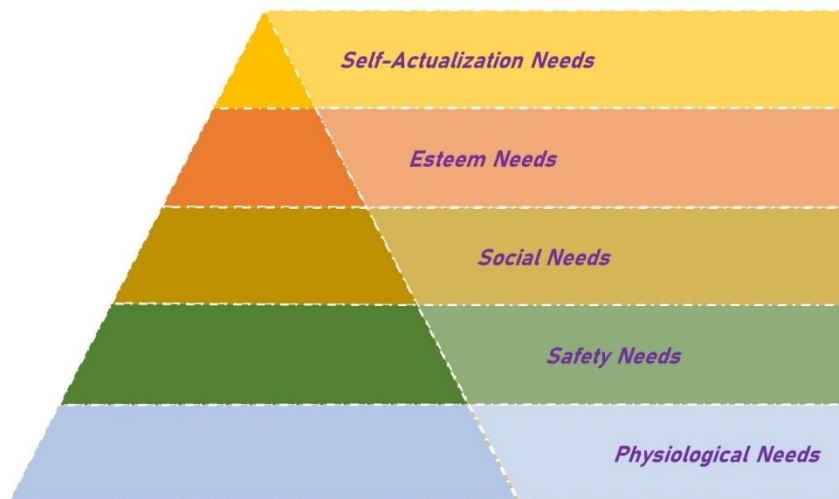


Figure 2. Maslow's Hierarchy of Needs (Maslow 1943)

The first needs and most important ones for every human being are called Physiological needs. It includes necessities such as food, water, and hygiene. Once the person achieves those, the next level of needs is called Safety Needs, which are not as relevant as the first ones, but it involves financial stability, feeling secure, healthy, and protected. The third place in the hierarchy of needs is the Social Needs, which are the sense of belonging, friendships, relationships, and other related to the emotional side of the person. The fourth and second-highest level of needs is called Esteem Needs. Those include the needs of self-respect and self-esteem, which in the case of consumer behaviour, it is seen as the need of purchasing in order to feel good about themselves. The last need on the top of the pyramid is called Self-Actualization Needs. Those type of needs are the least important

necessities for humans, but they represent the need of fulfilling one's potential, regardless of what people already have achieved or acquired, they want to be even better, at the peak, such as in the pyramid (Maslow 1943).

2.6 Socioeconomic Population Structures

The Hierarchy of Needs can be applied to consumer needs or human needs. The pyramid can resemble social structures. For example, as it can be seen in Figure 3, the social structure of Brazil or other post-colonial countries, just like the pyramid is stratified into social layers, the base of the pyramid represents the big majority of the population, those who sometimes may not even have achieved the Physiological Needs. The country is considered to be an emerging market, but yet, about 70% of the population is classified to receive low incomes (Barki & Parente 2007).

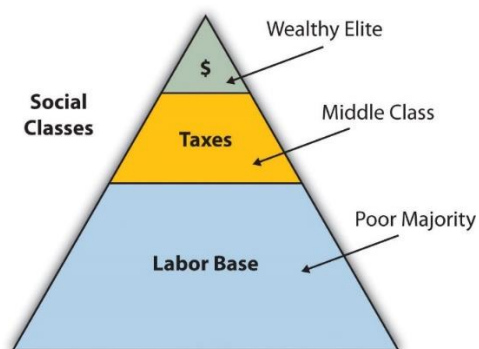


Figure 3. Socioeconomic Classes in Brazil (Landry et al. 2010)

Whereas Finland, where it is considered to have the best societal system in the world and has a very well-established Welfare State, does not have a society shaped in a pyramid when talking about income and social class (Kettunen 2020). The country offers to its society the basic necessities, such as minimum income and education, and the majority of the population can be considered belonging to the middle class, therefore, deconstructing the gap between the 'bottom' of the society and the 'peak' which are non-existent (Wright 2003). It is important to observe that needs are adaptable to the context where they were imputed.

2.7 Social Movements

Consumer behaviour can be extremely affected by social movements. A social movement is a collective manifestation of ideology and it generally starts from an objection to something. It can be defined as a group of people who share common values and fight for a common goal. They are usually related to political and cultural conflicts and it always starts from identifying a common opponent. Social movements claim for social change. Those movements are considered social when they start from informal networks, instead of starting from an organization. It is generally more than actions and protests, but also it represents a collective identity and identification (Della Porta & Diani 1998).

Social movements have an important characteristic in common with marketing: social change happens at a fast pace, which means the society evolves quickly, and there is no possibility to avoid it or any other option rather than to accept and adapt to the circumstances. They are both mutable and mouldable according to their surroundings since marketing and social movements are extremely dependable on the society to be structured. One example could be if the marriage between people of the same sex become valid in a country. It would impact the LGBTQIA+ Movement, which then would be able to develop to other subjects within the movement, while a marketing campaign would perhaps adapt to be more inclusive. Social change happens due to changes in the population, the environment, in social institutions and due advances in technologies, for instance (Little & McGivern 2014).

Participating in social movements can happen in different manners. It can be from participating in a demonstration to boycotting a product or paying a membership fee for an organization. Klandermans (2007), proposes a comparison between the social participation and the demand and supply theory. The term Demand is associated with the need for social protesting, and the term Supply is associated with the possibilities and organizations for protesting. In other words, the Demand is recognition of need for social and the Supply is what allows this need to be satisfied. Both Demand and Supply are different depending on the context where they are given i.e., a country or society (Klandermans 2007).

Social movements can have a local reach to a global reach. Many factors are impacting social movements around the world. The same movements can be shaped differently around the globe because societies are different and each region has its context and its background (Little & McGivern 2014). The focus of this study will be on four global movements: LGBTQIA+ Movements, Feminist Movements, Black Movements (and Black Lives Matter) and Environmental Movements.

2.7.1 LGBTQIA+ Movements

The LGBTQIA+ Movement struggles for equal rights among people belonging to the LGBTQIA+ community. The initials stand for Lesbian, Gay, Bisexual, Transexual, Queer, Intersex, Asexual and the plus sign, as a symbol of other variants of sexuality and gender that do not belong to the standardized heterosexuality. It is a movement aiming for marriage equality and the rights to exist. The community, which is considered to be a minority, has been marginalized and discriminated from society ever since. In the past years, the community has grown and gained power, but that does not mean yet a worldwide recognition of human rights. (Britannica 2019)

Just since the 1990's the researchers are paying attention to the existence of non-heterosexual consumers, their behaviours, and the possibility of business toward the LGBTQIA+ community, although the movement itself comes from the 1970s. Nevertheless, same-sex or homosexual activity is proven to be as old as the human being, as well the discrimination against such group of individuals (Coffin 2019).

The LGBTQIA+ activism could be highly effective, especially when it concerns pop art and cultural events, where boycotts could have great visibility, like the one conducted by 130 activists boycotting an "LGBT+" film festival in Tel Aviv, Israel, and aimed to support LGBTQIA+ Palestinian groups. The act was supported by other artists (Savage 2020).

2.7.2 Feminist Movements

Feminism is a movement that appeared aiming for gender equality. The world has had a tradition of patriarchal societies, where women are taught to be inferior to men. Even though a lot has evolved, women and men are still not treated equally. Women were, for ages, educated to be mothers and therefore to take care of the family, while men should be financial providers. Men had priority in getting their education, voting and they became privileged. Women did not have rights, and they were treated as they were made for men. The movements started in Ancient Greece and it has happened in three main waves. In the first wave, women claimed the right to vote; in the second, women claimed for equality and for ending with discrimination; the third wave and most recent one started in the 1990s and giving privileges to white and heterosexual women, which germinated other segmentation of the movement. Women's rights are still not the same as men's rights, especially in some parts of the world (History.com Editors 2019).

2.7.3 Black Movements

To comprehend the need for social change, it is necessary to understand the context and background of Black People and People of Colour who have been exploited, suffered violence, and other kinds of oppression (Nummi *et al.* 2019).

Throughout the history of Black People and People of Colour, there were many kinds of manifestations. Around the world, the struggle of black people assumes different shapes, according to their different genealogies. The slavery of black people, conducted by colonialist nations for about 500 years, especially in the Americas, is at the root of the so-called Black Movements (Stern 1985).

Black Lives Matter is an international movement formed in 2013 that earned worldwide notoriety in 2020 after the assassination of George Floyd by the police, a fact that is not an isolated case in the United States, and also affects the Black communities in Brazil. Brazilian movements have a considerable list of black people - men, women, and children - assassinated by consequence of police violence. Black Lives Matter also was present in Brazil on many occasions (BLM 2021).

More than claiming for justice, the way the movement uses ideas of boycott or cancellation as weapons are easily found among their declarations in the media. Black Lives Matter made perfectly clear the established relation between their major claims and actions corroborating or condemning companies and putting their incomes at risk (BBC Worklife 2020).

2.7.4 Environmental Movements

For a very long time, human beings have been concerned with nature. The environmental movement, which has a huge grown in this industrialized world, is part of the social movement, being considered one of the most important because it covers is far reaching and supported by a large part of the population. Although public support does not exactly mean activism, it contributes to the support of important social changes (Mertig & Dunlap 2001).

The environmental movement has many faces around the globe, and it can also be known as the ecology movement. It is a social and political movement, and it aims for conserving nature. The environmentalism has a series of ramification, but with the same goal of saving the planet. It claims for avoiding air and water pollution and cleaning both, reducing waste, protecting the ozone layer, reducing consumption of meat, veganism, reduce consumption in general, conserving biodiversity and rainforests, etc. It asks for a junction of governance and indivial collaboration to stop the depreciation of the planet's natural resources. It is important to understand these aspects of social movements in order to understand the consumption behaviour of individuals, since it has shown that a consumer who is concerned with the ecological aspect and the environment also worries about their lifestyle and this affects their profile of consumption and plays an important role in influencing people around you such as family and friends (Baquer 2012).

2.8 Consumer Activism

Consumer Activism or Consumer Movements are the terms used for describing when a collective of people shops accordingly to their values. It can be seen also as the opposite, people stop buying a product or decide to not buy because the product in question may be against their values, or sometimes not the product per se, but the brand or company do not support the same values as the consumer (Kozinets & Handelman 2004).

Consumer activism is known to be the second most common political behaviour after voting in the United States (Lightfoot 2019). It is a powerful method of defending and demanding social change.

2.8.1 Boycotting and Buycotting

The expressions Boycotting and Buycotting are typical behaviours of consumer activists. It is related to moral purchasing, meaning that the consumer is aware of products, brands or services they are acquiring or avoiding acquiring.

The term Boycotting is attributed to the action of intentionally not buying a product, as a manner of protesting against a brand or a product, believing that it is unethical or in some way against the consumer values. The act itself is considered a non-impulsive and conscious behaviour of consumers, in which those have already made up their minds before arriving at the shops (Delistavrou *et al.* 2020). However, Buycotting, which can be also known as Adbusting, is a contrary behaviour to Boycotting. The expression is attributed to the act of support a brand or product, trusting their products to be good and agreeing to their values and ethics (Hoffmann *et al.* 2018).

Both Boycotting and Buycotting are collective actions, they are not individual initiatives, but they are motivated by self-interests. So, it is meant that the act of participating in the activism starts mutually with other people, but the reason why the person decides to join the activity has to do only with their beliefs. For example, if a brand did a racist ad and suddenly lots of people stop to buy their products, the action is collective, but the reason why each person stopped to buy the product is individual since each person could decide

what is right and wrong for them. Those actions are driven by the desire of a change in the consumer behaviour pattern (Hoffmann *et al.* 2018).

3 METHODOLOGY

In this chapter, the methodology used is presented and discussed, together with the Setting, the Sample Selection and Motivation, the Tools used, the Procedure, the Data Analysis, and the Trustworthiness of the research.

3.1 Introduction

This study intends to understand consumer behaviour and engagement to social movements while doing purchase decision-making, in two distinct nations: Finland and Brazil. Consumer Activism, the intersection between consumer behaviour and social movements, was evaluated through a questionnaire containing demographic information, questions about habits of consumers, their perceptions related to consumer activism and opinion questions. A survey, according to Kotler & Armstrong (2018) is the most common and appropriate manner of gathering descriptive primary data.

The methodology utilised in this study is mainly quantitative. Using the quantitative method allows to analyse more data at once, which is commonly used for testing test hypotheses, generalizing results to a target population and evaluating possible trends (Chrysochou 2017). A quantitative research method usually starts by elaborating a theory. Some hypotheses should be created, in order to do research and to get conclusions if those hypotheses are valid or no. Following, a research design should be created to decide how the study will be done. It is commonly classified into three categories: exploratory, descriptive, and causal. Once the research design is defined, the measure of concepts utilised in the study should be decided. A location and the respondents are chosen for the study, also known as the target group. Data is collected, processed, and organised to be analysed. Once the data analysis is ready, usually done with a help of statistical software, the results should be reported and interpreted to draw up conclusions (Byrman & Bell 2011).

With the intention of strengthening and supporting the quantitative analysis, this study uses mixed methods to better capture and analyse open questions regarding the perception and understanding of Consumer Activism. According to Byrman & Bell (2011), there has been an increase in the use of mixed methods since the combination can provide thorough and more reliable results.

3.2 Setting

The research was conducted using primary data through an online questionnaire. It was published on social media such as Facebook, Instagram, and LinkedIn. The author divulged the questionnaire in social media and social network since the author is Brazilian but lives in Finland and directed the questionnaire for the target groups i.e., those residing in Finland and Brazil. The questions within the questionnaire were designed to investigate demographic characteristics, habits, opinions and preferences of consumers. The focus of the questionnaire is to understand the perception of the participants concerning the main topic of this thesis: consumer activism. The survey was available in two languages, Portuguese and English, for 10 days in February 2021.

3.3 Sample Selection and Motivation

The population of interest in the study adults residing both in Brazil and in Finland. The research was carried out with an online survey and the sample will not be randomly selected. Convenience sampling, a type of nonprobability sampling method, is often used at the convenience of the researcher due to lack of time and resource (Burns & Bush 2010). Utilising this type of sampling may not bring conclusive results, since it is not possible to assume a generalization of the population through the sample, but it may indicate tendencies which give room for future research (Byrman & Bell 2011). Participating in the study was voluntary through social media. The motivation for the choice of this population and methods are given by the fact that the public are adults who have acquisition power and are active consumers. The intention is to analyse the behaviour of people who live in the two distinct societies in relation to social causes, which are relevant topics

nowadays, and moreover, by the facility of reaching people in the two countries in question.

The sample size was expected to be around 200 respondents, in which 100 would live in Brazil and 100 would live in Finland. There was a total of 632 survey respondents, and, from those, 611 participants are valid to the study since participants who do not reside in Finland or Brazil do not qualify to the research proposal. Those who did not attend the requirements of country of residence were excluded from the analysis. Among the valid responses, 394 people live in Brazil and 217 people live in Finland.

3.4 Instruments/ Tools

The data was collected through online questionnaires using Google Forms. The questionnaire had questions regarding the demography of the participants, which included Age, Gender, Sexual Orientation, Occupation, Educational level, Nationality, Country of residence, Religion and Ethnicity/ Race.

Furthermore, the questions were grouped into four sections (Appendix 1). The first section contained questions regarding consumer behaviour and the participants preferences. Those questions aimed to find what factors are or are not important while consumers go through their buying decision process in different types of purchase. The second section consists of questions regarding engagement in social causes. The participants were asked about the importance of brands supporting social causes such as environmental causes, feminist causes, anti-racist causes and LGBTQIA+ causes. Moreover, they were asked if they participate in those particular causes, in order to investigate if the participation in those international movements is different between Brazil and Finland. The third section involves questions related to consumer activism. These questions had the objective of comprehend if the participants were consumer activists, regardless of if their familiarity with the term Consumer Activism. It was asked about their habits of boycotting and buy-cotting. At last, the fourth section includes an open question about the participants perceptions of what consumer activism is.

There were two versions available for the respondents, one in English and the other in Portuguese. The author used Portuguese in order to reach a wider range of people in Brazil and in Finland the English version was used since the author does not speak Finnish well enough to translate into Finnish. The statistical software SPSS was used for the data consolidation, data analysis and comparison of the data collected.

3.5 Procedure

The questionnaire was prepared in January 2021. The data collection started at the beginning of February 2021 and was available for 10 days. The questionnaire was published on social media, focusing on Facebook, Instagram, and LinkedIn. After the data was collected, the questionnaires and data were combined, and everything was translated into English (the Portuguese responses, in this case). The data was analysed on SPSS in March and reported in April 2021.

3.6 Data analysis

In this study there are two type of questions: categorical and open questions. For the categorical variables the results were presented using the absolute frequencies (n) and percentages. In some parts only percentages were presented in chart formats. Multiple correspondence analysis is used in the study to present a graphic display of how variables and their categories relate to each other, meaning that if the association is higher, the categories are displayed closer to each other.

The data was analysed on SPSS and used to describe the study participants and to compare whether there are differences in engagement and consumer activism in Finland and Brazil. The main association was done through comparison among the categories in the variable Country of Residence (Brazil and Finland).

Although the main research method is quantitative, the qualitative open question was analysed utilising a Word Cloud, as utilising mixed methods can strengthen and expand the comprehension of Consumer Activism, since it can be such a subjective topic.

3.7 Trustworthiness

Validity in quantitative research means how much the study is accurate and it concerns the integrity of the results. Whereas reliability in quantitative research means how accurate and consistent an instrument of measure is (Byrman & Bell 2011). Therefore, intending to make the study valid and reliable, this research aims to achieve a large number of responses, being able to analyse a considerable sample size both from Finland and Brazil.

4 RESULTS

In this chapter, the results of the survey regarding consumer activism in Brazil and Finland are presented in charts or tables. All detailed results in tables are presented in the Appendices section. The chapter is divided into the following sections: Demographics of Participants, Purchase Decisions, Map of Correspondence.

4.1 Participants in Brazil and Finland

Figure 4 indicates that the majority of participants who answered the questionnaire live in Brazil, which equals 64,5% of the total (394 people) and the other 35,5% reside in Finland (217 people). Among the people who live in Brazil, 390 are Brazilians and 4 are foreigners. However, in Finland, among the 217 respondents, 127 are Finnish and 90 are foreigners.

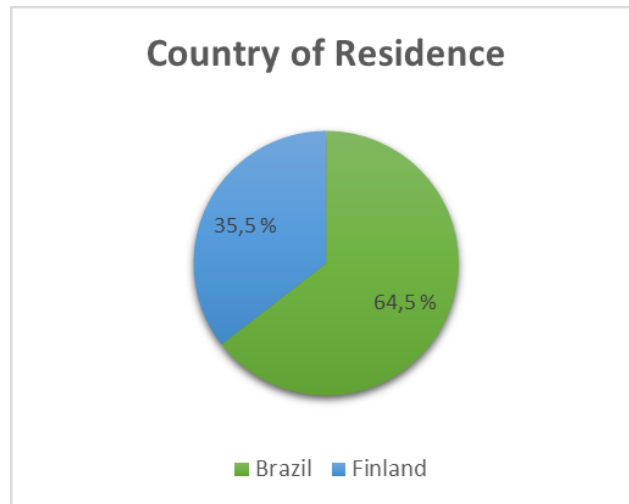


Figure 4. Country of Residence

4.2 Sociodemographic characteristics of participants

As it can be seen in Figure 5 below, the distribution of age differs between Brazil and Finland. In Brazil, there is a higher percentage of people aged over 40 years old, whereas in Finland the highest percentage is among people below 40 years old. However, only 9,4% of people in Brazil are among the age group 18-29 (n=37) while in Finland the majority belongs to this age group, corresponding to 32,3% (n=70). In Brazil, the groups with higher percentage are those aged 40-49 and 50+ (the percentage of participants is 32% (n=126) and 35,2% (132), respectively), whereas in Finland those groups have the smaller percentages (21,7% (n=47) and 19,4% (n=42), respectively).

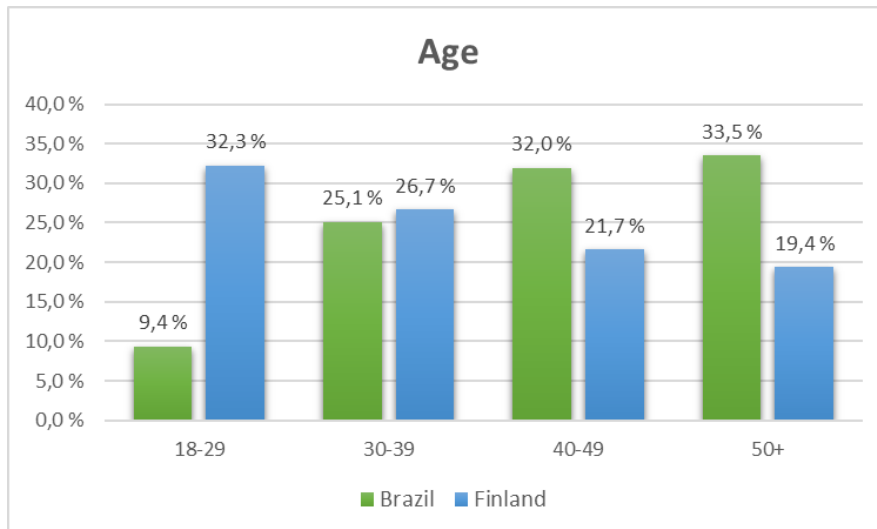


Figure 5. Age

Regarding the gender distribution in percentage in both countries are very similar, both composed mainly by people who identify as female. This percentage in Brazil is represented by 79,7% (n=314) and in Finland, it is represented by 78,8% (n=171). The percentage of people who identify as males are similar in Brazil and Finland. In addition, in Finland there were 2 participants who identified as non-binary, representing 0,9% of the Finnish residents (Figure 6).

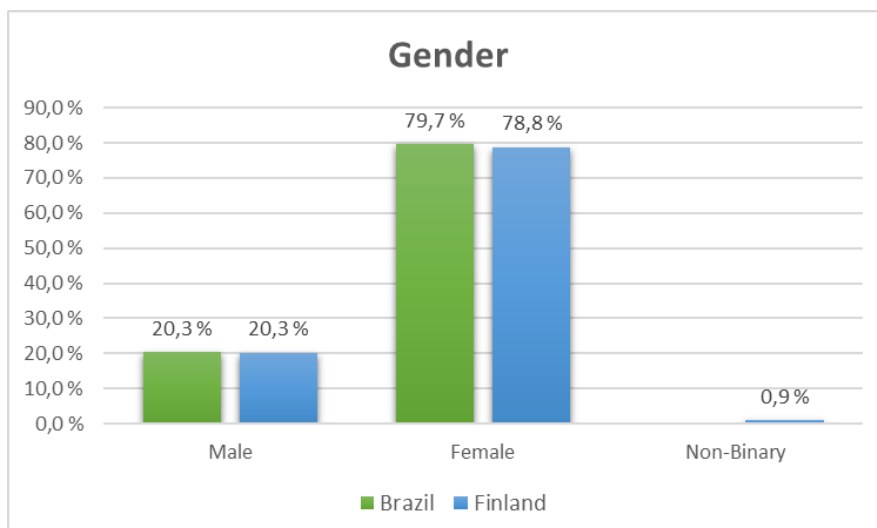


Figure 6. Gender

The question regarding Sexual Orientation was an open question and not obligatory for the respondents to answer since it can be a delicate topic. However, 313 of 611 people answered the question. Among those, the percentage distribution of people who consider themselves heterosexual is the majority and similar in both countries. In Brazil, 88,2% of those answered consider themselves heterosexual and 11,8% consider themselves not heterosexual and belonging to the LGBTQIA+ community. In Finland, the percentage of heterosexual people is slightly smaller than in Brazil, with an amount of 85,2% (n=109), while the number of people who consider themselves LGBTQIA+ is slightly bigger, composing 14,8% (n=19) (Figure 7).

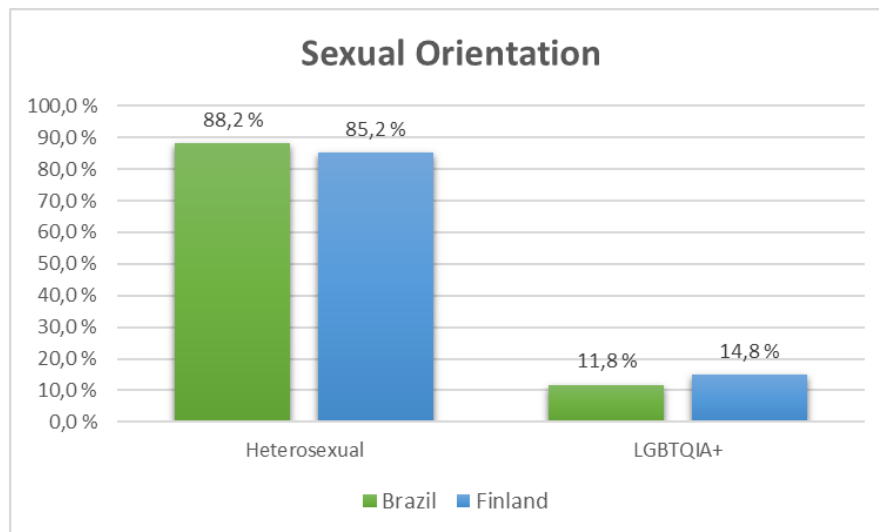


Figure 7. Sexual Orientation

Most of the participants in both countries are workers, as it can be seen in the Figure 8. In Brazil, 64,7% (n=255) are workers, followed by 13,7% (n=54) who are students and full-time workers, 8,1% (n=32) are retired, 4,8% (n=19) are just students, 2,5% (n=10) are students and work part-time and 6,1% (n=24) have other occupations. In Finland, 55,3% (n=120) of the participants are workers, followed by 16,1% (n=35) who are just students, 11,5% (n=25) are students and work full-time, 8,8% (n=19) study and work part-time, 7,4% (n=16) have other occupations and just 0,9% (n=2) are retired.

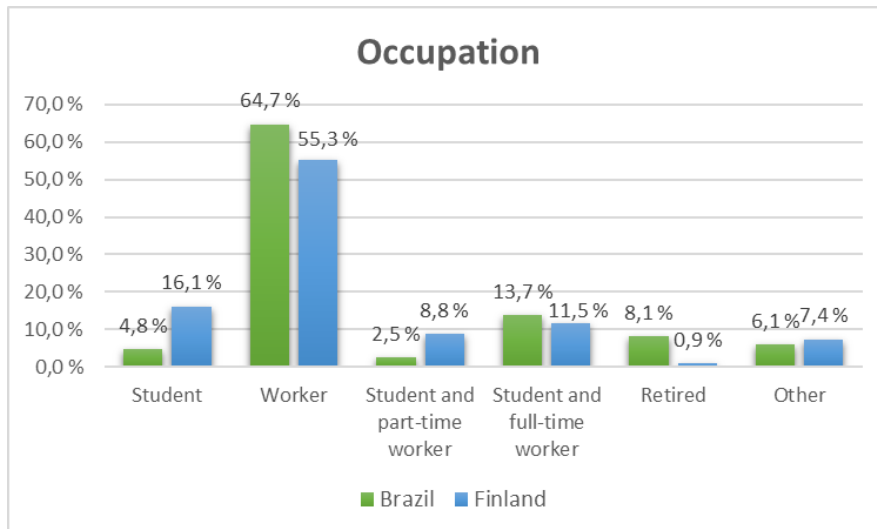


Figure 8. Occupation

As Figure 9 shows below, the biggest percentage of respondents in Brazil have concluded bachelor's degree, representing 66,8% (n=263), whereas in Finland the distribution of the Educational Level is mostly and equally represented by people who have concluded a bachelor's degree and a master's degree. Each of those categories has had 34,6% of the respondents in Finland, therefore 75 people in each group. The second place among the Brazilian respondents is composed of the ones who have completed a Doctoral or higher, which equals 12,4% (n=49). In Finland, the third and fourth place are respectively those who have completed High School, which compose 20,7% (n=45) of the residents, and those who have completed a Doctoral or more compose 10,1% (n=22). In Brazil, those who completed up to High School are 10,9% (n=43) of the respondents and at last 9,9% (n=39) have completed their education up to a master's degree.

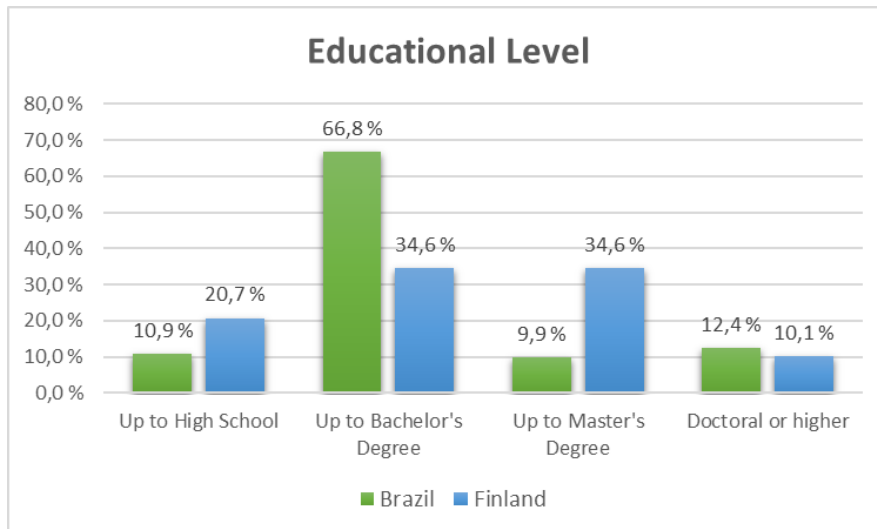


Figure 9. Educational Level

Figure 10 shows the distribution of the religion percentage among the two countries. The vast majority of people residing in Brazil are Catholics (39,3%, n=155) and 21,1% (n=85) don't have a religion, whereas in Finland the vast majority does not have a religion (34,1%, n=74) and Catholics represent 7,4% (n=16) of the participants.

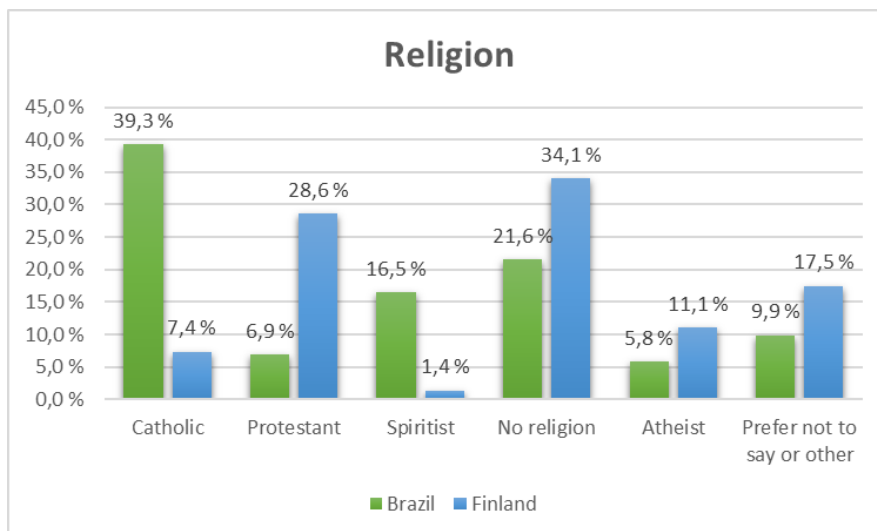


Figure 10. Religion

The question regarding Ethnicity and Race is another sensitive topic, which was not required to answer. Both in Finland and Brazil, the vast majority of respondents are white and represent 79,3% (n=172) and 72,6% (n=286), respectively. All other races and ethnicities were grouped into the non-white category. Among the participants in the research

in Brazil 25,6% (n=101) are non-white, while in Finland 14,3% (n=31) are non-white. In Finland, 6,5% (n=14) of the participants preferred not to declare their race or ethnicity whereas only 1,8%, (n=7) not declared in Brazil (Figure 11).

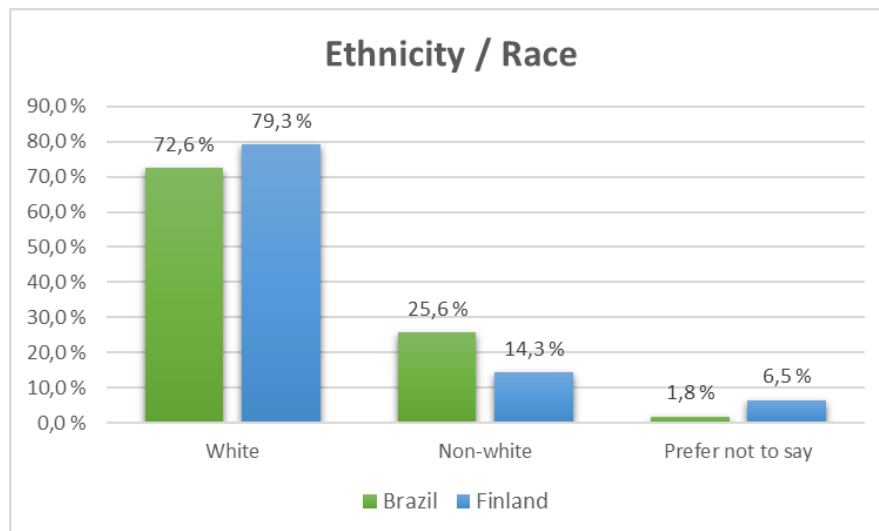


Figure 11. Ethnicity/ Race

4.3 Results regarding consumer behaviour and the participants' preferences

4.3.1 Local of Purchase

Figure 12 below shows that most people buy frequently from big market chains, especially in Finland (84,3%, n=183). In Brazil, although the majority of people buy frequently from big market chains (66,5%, n=262), most of them also buy frequently from small local businesses (45,4%, n=179), while in Finland the biggest percentage of people buy occasionally or rarely from local businesses.

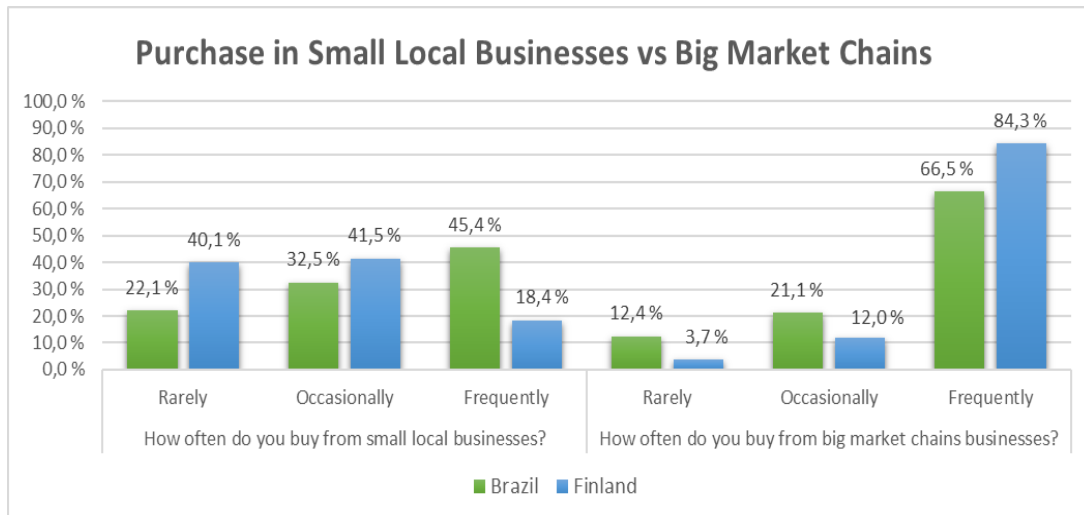


Figure 12. Local of Purchase

4.3.2 Purchase-Decision Factors

In this section, the results of several factors which impact the consumer purchase decision are presented. Those are considered in three different scenarios: Daily shopping (food and hygiene products), Sporadic shopping (clothes, mobiles and small electronic devices, small home appliances, etc.) and Specific Shopping (computer, laptop, home appliances, etc.).

For most of the respondents both in Brazil and Finland, the price is an important decision-making factor (Figure 13). The price is more important for Daily Shopping, and the more expensive and specific is the purchase, the less important the price. It is relevant to highlight that the price is slightly more relevant to people who live in Finland, rather than in Brazil regardless of the type of purchase.

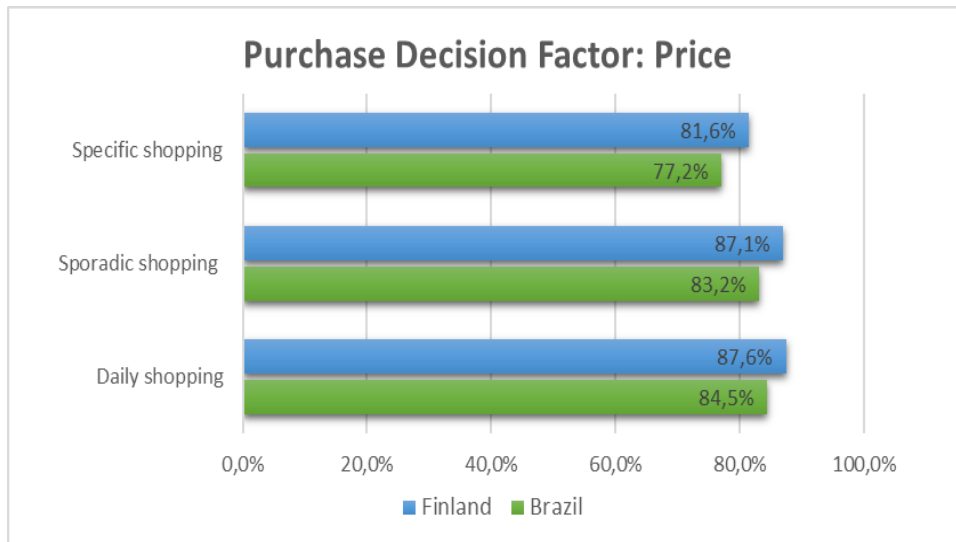


Figure 13. Purchase Decision Factor: Price

Quality is another crucial factor for purchase decision-making in both countries in all kinds of shopping for more than 85% of the participants (Figure 14). Controversially to the Price, the more specific the purchase the more important is the quality. For Specific shopping, quality is slightly more relevant in Finland than in Brazil.

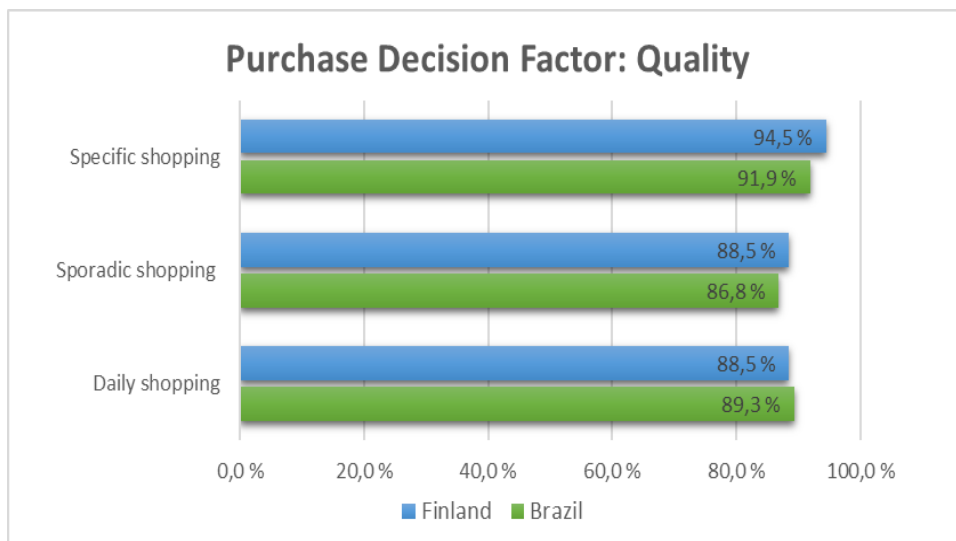


Figure 14. Purchase Decision Factor: Quality

A Well-Known brand is a factor that impacts a higher percentage of people in Brazil than in Finland for the three categories (Figure 15). The importance of a well-known brand in

bigger in both countries for Specific shopping and decreases towards the more usual and probably cheaper the purchase is. Among people who prefer to buy from a well-known brand for Specific Shopping are 59,4% (n=129) of those who live in Finland and 64% (n=252) of those who live in Brazil.

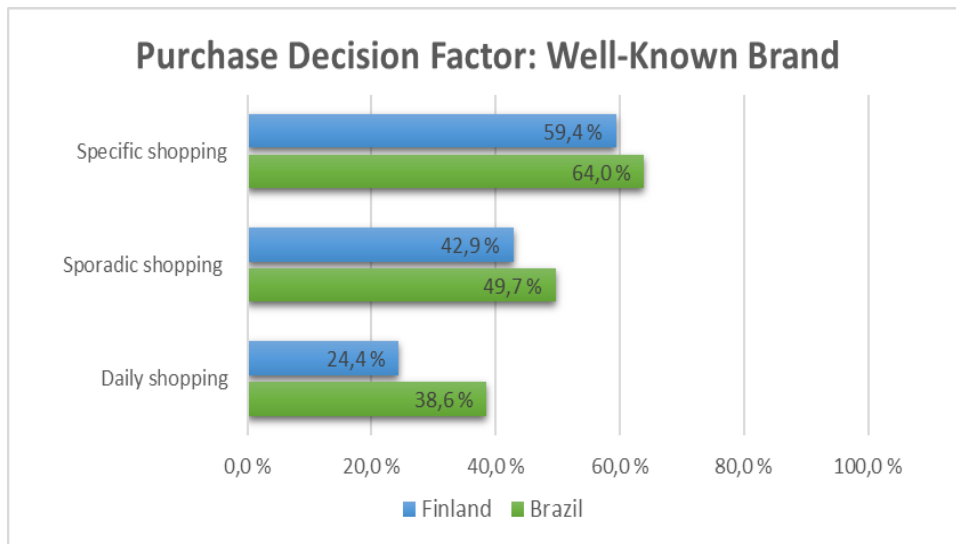


Figure 15. Purchase Decision Factor: Well-Known Brand

The Ethics and Values of the Brand can cause a bigger impact on the decision-making process of people in Finland, rather than in Brazil, as can be seen in Figure 16. The importance increases for Daily Shopping and decreases according to the specificity and probably also to the price. At least 38,7% (n=84) of the respondents in Finland pay attention to the Ethics and Values in at least one of the types of shopping, while in Brazil this percentage is at least 32,5% (n=128).

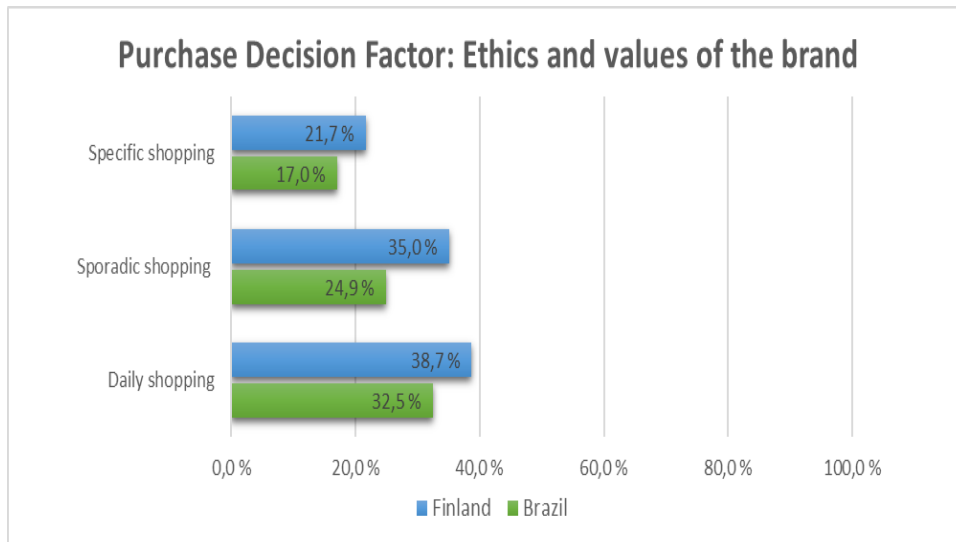


Figure 16. Purchase Decision Factor: Ethics and values of the brand

Sustainability, in general, is a bigger concern among people living in Finland, regardless of the type of purchase. However, the behaviour is similar in the two countries and sustainability has greater importance during daily shopping, mild importance during sporadic shopping and less importance during specific shopping. The more expensive or bigger is the purchase, the less is the worry regarding sustainability (Figure 17).

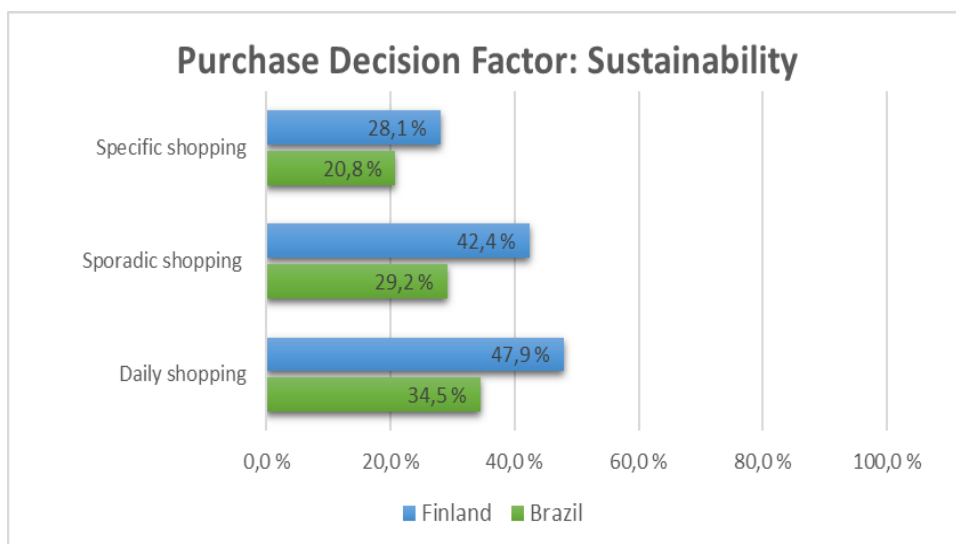


Figure 17. Purchase Decision Factor: Sustainability

Figure 18 indicates that Shopping Facility is a more popular impact factor among people in Brazil and considered relevant for over 50% of the participants during their Daily Shopping. In Finland, the percentage is smaller in all categories, but the behaviour is similar within the categories. The more specific and expensive the purchase, the less the Shopping Facility matters. In Brazil, the percentages variate between 50,8% (n=200) and 29,9% (n=118), while in Finland it variates from 39,6% (n=86) to 13,4% (n=29).

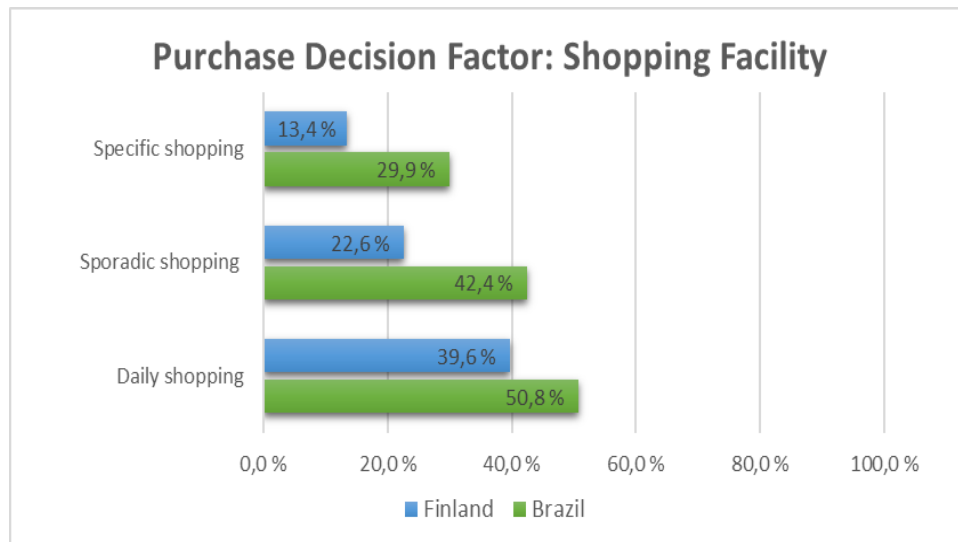


Figure 18. Purchase Decision Factor: Shopping Facility

Figure 19 shows that, even though it is not crucial for any of the countries, people in Brazil pay more attention to the engagement of the brand in social causes, although people in Finland are the ones most concerned with the ethics and values of the brand (as shown in Figure 16). In Finland, the engagement of the brand in social causes is the most relevant, for 11,1% (n=24) of the participants while making Sporadic Shopping, but in Brazil, it is more important while making Daily Shopping (18,8%, n=74).

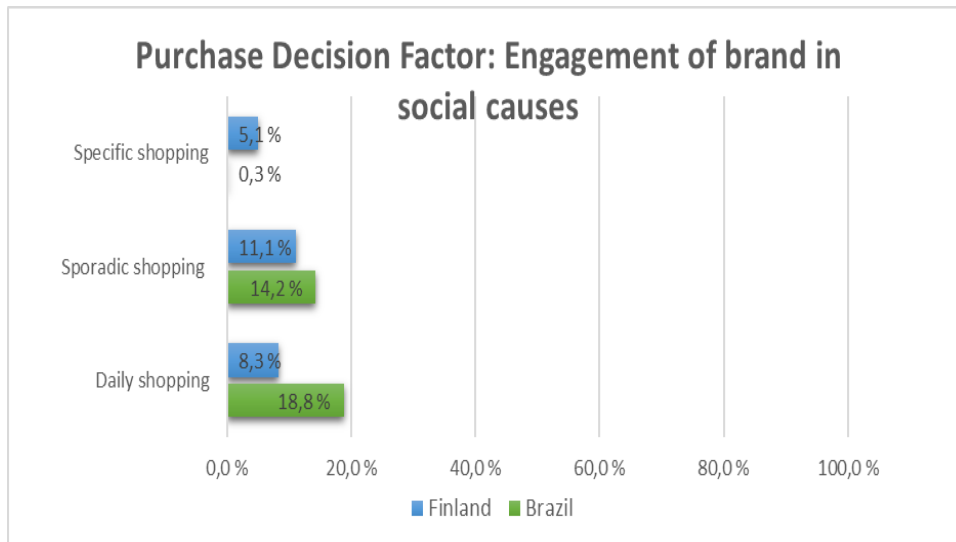


Figure 19. Purchase Decision Factor: Engagement of brand in social causes

Furthermore, another item asked was if religious beliefs were a factor that would impact the buying process, but it is not relevant to most people in both countries.

4.4 Results regarding engagement in social causes

4.4.1 General results for engagement in social causes

Table 1 confirms that the numbers are higher in Finland for those participating or fighting for social causes in comparison to the numbers in Brazil. However, in Brazil people seem to be more concerned about the engagement of brands in social causes. Furthermore, the table shows that a considerably higher percentage of people in Finland are aware and familiar with the term Consumer Activism.

Table 1. Engagement in Social Causes

| Engagement in Social Causes | | | | |
|-----------------------------|--------|------|---------|------|
| | Brazil | | Finland | |
| | n | % | n | % |
| Not important | 54 | 13,7 | 37 | 17,1 |

| Engagement in Social Causes | | | | | |
|--|---------------|--------|------|---------|------|
| | | Brazil | | Finland | |
| | | n | % | n | % |
| How important is it for you that a brand supports environmental movements? | Neutral | 74 | 18,8 | 70 | 32,3 |
| | Important | 266 | 67,5 | 110 | 50,7 |
| Do you participate in movements and/or fight for environmental causes? | No | 300 | 76,1 | 130 | 59,9 |
| | Yes | 94 | 23,9 | 87 | 40,1 |
| How important is it for you that a brand supports feminist movements? | Not important | 106 | 26,9 | 70 | 32,3 |
| | Neutral | 70 | 17,8 | 60 | 27,6 |
| | Important | 218 | 55,3 | 87 | 40,1 |
| Do you participate in movements and/or fight for feminist causes? | No | 274 | 69,5 | 137 | 63,1 |
| | Yes | 120 | 30,5 | 80 | 36,9 |
| How important is it for you that a brand supports anti-racist movements? | Not important | 38 | 9,6 | 30 | 13,8 |
| | Neutral | 53 | 13,5 | 61 | 28,1 |
| | Important | 303 | 76,9 | 126 | 58,1 |
| Do you participate in movements and/or fight for anti-racist causes? | No | 279 | 70,8 | 134 | 61,8 |
| | Yes | 115 | 29,2 | 83 | 38,2 |
| How important is it for you that a brand supports LGBTQIA+ movements? | Not important | 96 | 24,4 | 63 | 29,0 |
| | Neutral | 71 | 18,0 | 71 | 32,7 |
| | Important | 227 | 57,6 | 83 | 38,2 |
| Do you participate in movements and/or fight for LGBTQIA+ causes? | No | 315 | 79,9 | 156 | 71,9 |
| | Yes | 79 | 20,1 | 61 | 28,1 |
| Are you familiar with the term Consumer Activism? | No | 289 | 73,4 | 89 | 41,0 |
| | Yes | 105 | 26,6 | 128 | 59,0 |

4.4.2 Multiple correspondence analysis for engagement in social causes

Figures 21 and 20 present the multiple correspondence analysis, which evaluates the importance of brand supporting social movements and the participation in social causes by the respondents. In Figure 21 can be seen that people in Brazil tend to give greater importance to brands supporting social movements, while people in Finland tend to be more neutral towards all the social causes, yet in Finland people sympathise more with the environmental cause. On the other hand, those who reside in the Nordic country declare themselves activists in favour of the social movements. None of the countries has a high rate of participants in the causes, but there is a smaller number of activists in Brazil rather than in Finland.

How important is it for you that a brand supports social movements?

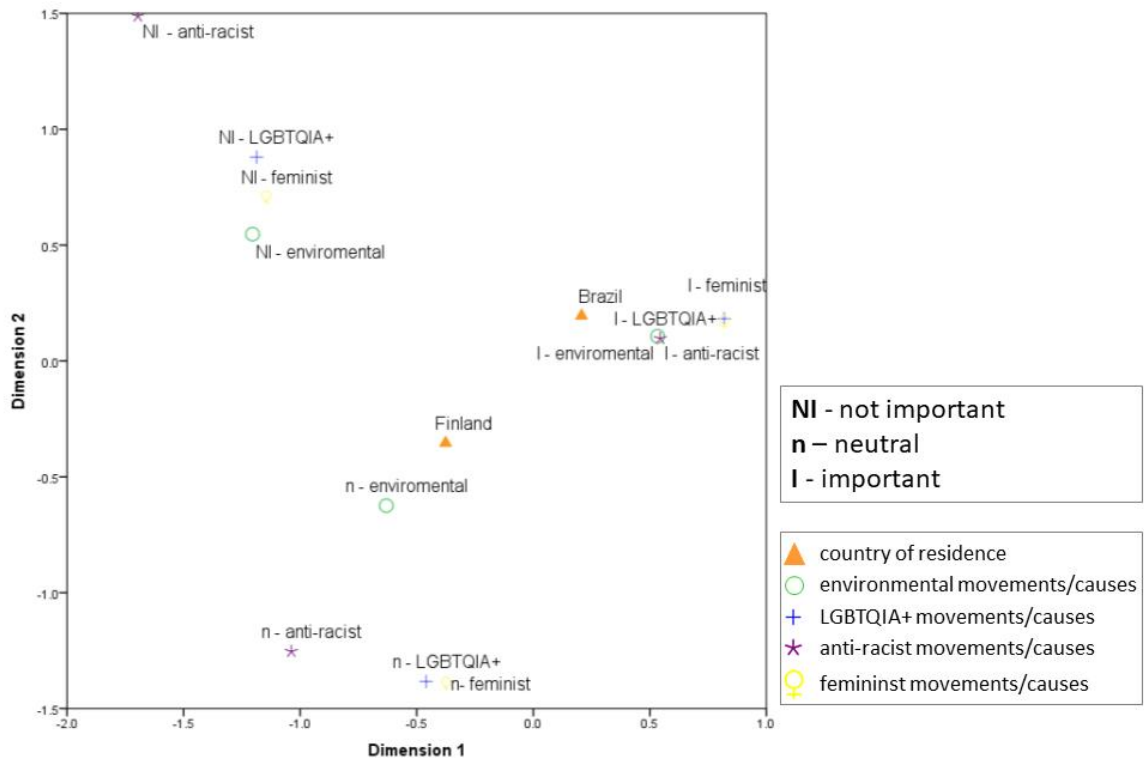


Figure 20. Multiple Correspondence Analysis – How important is it for you that a brand supports social movements?

Do you participate in movements and/or fight for social causes?

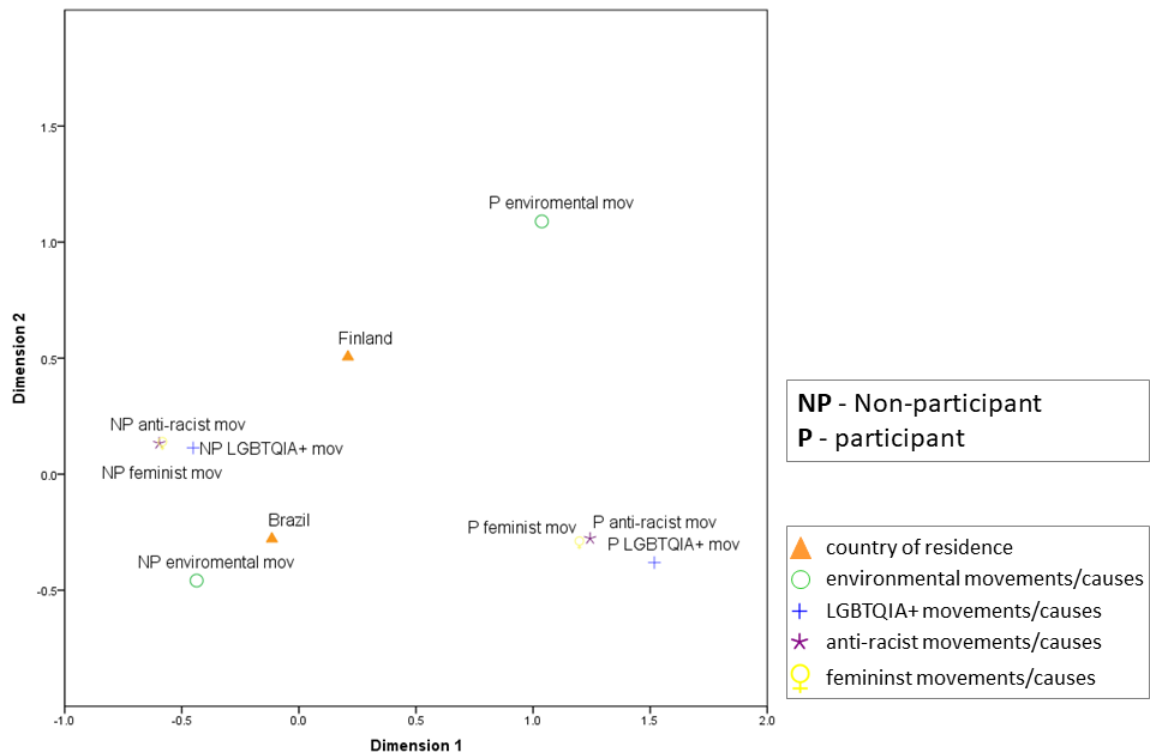


Figure 21. Multiple Correspondence Analysis – Do you participate in movements and/or fight for social causes?

4.5 Results related to Consumer Activism

Table 2 indicates that the vast majority of people in both countries have boycotted a brand or product at some point. The percentage of those is higher in Finland than in Brazil, in the same way as the rate of people who are willing to pay more in order to defend a cause. Even though the amount of Consumer activists seems to be slightly higher in Finland, the behaviour is similar in both countries since most people declared they pay more frequently to defend causes.

Table 2. Consumer Activism

| | | Consumer Activism | | | |
|----|--|-------------------|------|---------|------|
| | | Brazil | | Finland | |
| | | n | % | n | % |
| No | | 115 | 29,2 | 56 | 25,8 |

4.7 Results of the association between engagement in social causes and consumer activism

The association between Boycotting or paying more to defend a cause and participation and recognition of the importance of social is shown in Tables 3 and 4 below, proving that people who either are concerned about brand supporting social movements or consider themselves activist are more likely to have boycotted a brand or product and are willing to pay more to defend a cause.

Although in Finland the participation in social movements is higher, in both countries, there is a higher percentage of participation in movements and social causes among those who frequently pay more in order to defend a cause. There is a similar behaviour in relation to boycotting. Most people who have boycotted a brand seem to participate in one of the movements mentioned in this thesis, which are environmental movements, feminist movements, anti-racist movements and LGBTQIA+ movements.

When it comes to familiarity with the term Consumer Activism, in Brazil the higher the frequency of paying more to defend a cause, the higher is the percentage of people who are familiar with the term. However, the behaviour in Finland does not follow the same logic. Nonetheless, the behaviour is similar in both countries for the association between boycotting and being familiar with the term. People who know what Consumer Activism is are more likely to boycott a brand or product.

Table 3. Boycott vs Engagement in social causes

| | | Have you ever boycotted a brand or product? | | | | | | | |
|---|---------------|---|------|-----|------|---------|------|-----|------|
| | | Brazil | | | | Finland | | | |
| | | No | | Yes | | No | | Yes | |
| | | n | % | n | % | n | % | n | % |
| Importance of brands supporting environmental movements | Not important | 25 | 21,7 | 29 | 10,4 | 17 | 30,4 | 20 | 12,4 |
| | Neutral | 28 | 24,3 | 46 | 16,5 | 20 | 35,7 | 50 | 31,1 |
| | Important | 62 | 53,9 | 204 | 73,1 | 19 | 33,9 | 91 | 56,5 |
| Participation in environmental movements | No | 101 | 87,8 | 199 | 71,3 | 43 | 76,8 | 87 | 54,0 |
| | Yes | 14 | 12,2 | 80 | 28,7 | 13 | 23,2 | 74 | 46,0 |
| Importance of brands supporting feminist movements | Not important | 53 | 46,1 | 53 | 19,0 | 33 | 58,9 | 37 | 23,0 |
| | Neutral | 27 | 23,5 | 43 | 15,4 | 15 | 26,8 | 45 | 28,0 |
| | Important | 35 | 30,4 | 183 | 65,6 | 8 | 14,3 | 79 | 49,1 |
| Participation in feminist movements | No | 97 | 84,3 | 177 | 63,4 | 46 | 82,1 | 91 | 56,5 |
| | Yes | 18 | 15,7 | 102 | 36,6 | 10 | 17,9 | 70 | 43,5 |
| Importance of brands supporting anti-racist movements | Not important | 19 | 16,5 | 19 | 6,8 | 17 | 30,4 | 13 | 8,1 |
| | Neutral | 28 | 24,3 | 25 | 9,0 | 17 | 30,4 | 44 | 27,3 |
| | Important | 68 | 59,1 | 235 | 84,2 | 22 | 39,3 | 104 | 64,6 |
| Participation in anti-racist movements | No | 104 | 90,4 | 175 | 62,7 | 47 | 83,9 | 87 | 54,0 |
| | Yes | 11 | 9,6 | 104 | 37,3 | 9 | 16,1 | 74 | 46,0 |
| Importance of brands supporting LGBTQIA+ movements | Not important | 47 | 40,9 | 49 | 17,6 | 27 | 48,2 | 36 | 22,4 |
| | Neutral | 26 | 22,6 | 45 | 16,1 | 19 | 33,9 | 52 | 32,3 |
| | Important | 42 | 36,5 | 185 | 66,3 | 10 | 17,9 | 73 | 45,3 |
| Participation in LGBTQIA+ movements | No | 106 | 92,2 | 209 | 74,9 | 49 | 87,5 | 107 | 66,5 |
| | Yes | 9 | 7,8 | 70 | 25,1 | 7 | 12,5 | 54 | 33,5 |
| Familiarity with the term Consumer Activism | No | 102 | 88,7 | 187 | 67,0 | 28 | 50,0 | 61 | 37,9 |
| | Yes | 13 | 11,3 | 92 | 33,0 | 28 | 50,0 | 100 | 62,1 |

Table 4. *Boycott vs Engagement in social causes*

| | | How often do you pay more for a product in order to defend a cause? | | | | | | | | | | | |
|---|---------------|---|------|--------------|------|------------|------|---------|------|--------------|------|------------|------|
| | | Brazil | | | | | | Finland | | | | | |
| | | Rarely | | Occasionally | | Frequently | | Rarely | | Occasionally | | Frequently | |
| | | n | % | n | % | n | % | n | % | n | % | n | % |
| Importance of brands supporting environmental movements | Not important | 36 | 30,3 | 11 | 8,9 | 7 | 4,6 | 20 | 37,7 | 13 | 21,0 | 4 | 3,9 |
| | Neutral | 25 | 21,0 | 34 | 27,4 | 15 | 9,9 | 23 | 43,4 | 26 | 41,9 | 21 | 20,6 |
| | Important | 58 | 48,7 | 79 | 63,7 | 129 | 85,4 | 10 | 18,9 | 23 | 37,1 | 77 | 75,5 |
| Participation in environmental movements | No | 106 | 89,1 | 96 | 77,4 | 98 | 64,9 | 44 | 83,0 | 39 | 62,9 | 47 | 46,1 |
| | Yes | 13 | 10,9 | 28 | 22,6 | 53 | 35,1 | 9 | 17,0 | 23 | 37,1 | 55 | 53,9 |
| Importance of brands supporting feminist movements | Not important | 63 | 52,9 | 30 | 24,2 | 13 | 8,6 | 31 | 58,5 | 19 | 30,6 | 20 | 19,6 |
| | Neutral | 19 | 16,0 | 32 | 25,8 | 19 | 12,6 | 15 | 28,3 | 18 | 29,0 | 27 | 26,5 |
| | Important | 37 | 31,1 | 62 | 50,0 | 119 | 78,8 | 7 | 13,2 | 25 | 40,3 | 55 | 53,9 |
| Participation in feminist movements | No | 101 | 84,9 | 88 | 71,0 | 85 | 56,3 | 41 | 77,4 | 39 | 62,9 | 57 | 55,9 |
| | Yes | 18 | 15,1 | 36 | 29,0 | 66 | 43,7 | 12 | 22,6 | 23 | 37,1 | 45 | 44,1 |
| Importance of brands supporting anti-racist movements | Not important | 27 | 22,7 | 8 | 6,5 | 3 | 2,0 | 20 | 37,7 | 6 | 9,7 | 4 | 3,9 |
| | Neutral | 29 | 24,4 | 17 | 13,7 | 7 | 4,6 | 18 | 34,0 | 20 | 32,3 | 23 | 22,5 |
| | Important | 63 | 52,9 | 99 | 79,8 | 141 | 93,4 | 15 | 28,3 | 36 | 58,1 | 75 | 73,5 |
| Participation in anti-racist movements | No | 102 | 85,7 | 90 | 72,6 | 87 | 57,6 | 43 | 81,1 | 37 | 59,7 | 54 | 52,9 |
| | Yes | 17 | 14,3 | 34 | 27,4 | 64 | 42,4 | 10 | 18,9 | 25 | 40,3 | 48 | 47,1 |
| Importance of brands supporting LGBTQIA+ movements | Not important | 57 | 47,9 | 28 | 22,6 | 11 | 7,3 | 28 | 52,8 | 19 | 30,6 | 16 | 15,7 |
| | Neutral | 24 | 20,2 | 27 | 21,8 | 20 | 13,2 | 17 | 32,1 | 21 | 33,9 | 33 | 32,4 |
| | Important | 38 | 31,9 | 69 | 55,6 | 120 | 79,5 | 8 | 15,1 | 22 | 35,5 | 53 | 52,0 |
| Participation in LGBTQIA+ movements | No | 110 | 92,4 | 100 | 80,6 | 105 | 69,5 | 44 | 83,0 | 47 | 75,8 | 65 | 63,7 |
| | Yes | 9 | 7,6 | 24 | 19,4 | 46 | 30,5 | 9 | 17,0 | 15 | 24,2 | 37 | 36,3 |
| Familiarity with the term Consumer Activism | No | 101 | 84,9 | 88 | 71,0 | 100 | 66,2 | 21 | 39,6 | 31 | 50,0 | 37 | 36,3 |
| | Yes | 18 | 15,1 | 36 | 29,0 | 51 | 33,8 | 32 | 60,4 | 31 | 50,0 | 65 | 63,7 |

5 DISCUSSION

This study intended to understand differences in consumer behaviour and in engagement in social causes among people living in Brazil and Finland. Furthermore, it intended to investigate the association between engagement in social causes and consumer behaviour, which when they are associated is referred to as consumer activism, in Brazil and Finland.

The studied showed that in some purchase-decision factors are different when compared between Brazil and Finland. A well-known brand is a factor that impacts more the purchase decision for those residing in Brazil rather than those in Finland, but this factor is

more important for specific purchases (such as computer, laptops, home appliances and other), than cheaper items to purchase. On the other hand, Ethics and Values of the brand and sustainability are factors more important among those in Finland rather than in Brazil.

An important finding is that even though in Brazil people seem to give more importance for brands engagement in social causes, those people who live in Finland participate the most in any social movement. Another relevant finding was that people who live in Finland are more likely to boycott and pay more for a product rather than people who live in Brazil. Moreover, there is a difference on consumer behaviour and in participation in social movements between those who live in Brazil and Finland. It is important to mention that, in both countries, those who participate in on type of movement tend to participate in other social movements. Similarly, those who consider one social movement important, tend to consider all movements as important.

Furthermore, concerning the association between consumer behaviour and engagement in social causes, the study showed that those who participate in social movements or declare important the engagement of brands in social causes are more likely to buycott and boycott products, independently of the country of residence.

5.1 Research Questions

5.1.1 RQ1 – How consumer behaviour differs between Brazil and Finland?

Consumer behaviour was evaluated in this study through consumer preferences regarding the local of purchase and items which interfere in the purchase decision-making such as price, quality, well-known brand, ethics and values of the brand, sustainability, shopping facility, engagement of the brand in social causes and religious beliefs. Several factors influence and impact consumer behaviour and the purchase decision process. Cultural, social, personal, and psychological factors are what shape buyers' decision (Shah 2010).

As can be seen in the Results section, there are some differences in consumer behaviour between people living in Brazil and Finland. People in Brazil are more likely to buy from small local businesses rather than those in Finland. Nonetheless, the majority of people

in both places buy from big market chains. The reason why people buy more frequently from small local businesses in Brazil may be given by the fact that there are several small businesses and many micro-entrepreneurs in the country. In addition, the lack of presence of the state and the lack of regulations in Brazil, proportionate the existence of an informal sector and an informal market, which has emerged as a manner to deal with unemployment and low income (Theodoro 2000). In comparison to Finland, where the presence of the state in the economy is more noticeable and the taxation of products from small and local businesses is higher (Sjögrén & Syrjä 2015).

The importance to buy products from well-known brands is considerably more relevant in Brazil, which could be explained by cultural factors, such as the fact that the country has a more collectivist culture in comparison to Finland, which is considered to have a more individualistic culture. Lam, Lee and Mizerski (2009) have presented a study relating cultural values and the use of word-of-mouth (WOM) communication. It shows some hypothesis of cultures which are more collectivists tend to rely more on the WOM.

When talking about price and quality, the behaviour resembles both factors are relevant in both countries. In Finland, people slightly concern more about price and quality than people living in Brazil. It is important to highlight that those differences may have occurred due to the predominance of younger people in Finland since usually, younger people are not necessarily financially stable (Chatterjee & Kim 2014).

Regarding the ethics and values of the brand and sustainability, these factors seem to be more relevant in Finland. Some previous studies have shown that in the early 2000s Finnish people already tended to be more conscious consumers regarding ethics and sustainability rather than Brazilians (Wilska 2007).

Overall, external stimuli such as economic, cultural, political, technological, demographic and situational factors can have huge impacts on what consumer thinks and consequently on what they are willing to purchase (Kotler & Armstrong 2018).

5.1.2 RQ2 - How is the engagement in social causes in Brazil and Finland?

Engagement in social causes has different shapes throughout the world. In this study was shown that people who live in Brazil tend to participate less in social causes, but still, recognise the importance of brands supporting those. Whereas in Finland, people tend to participate more in social causes rather than to concern about the support of brands on those movements.

Participation in social movements, according to Bert Klandermans (2007), can be compared to the demand and supply theory. Klandermans refers to demand as the need for social protesting and supply is referred to as the possibilities and organizations for protesting. Tracing a parallel with this comparison and the results of the study, probably in Brazil there is demand for participation since people do recognise the importance of brands supporting movements, however, there is no supply for participation. Meanwhile in Finland, the concern regarding brands supporting social causes has a smaller rate and the participation rate is higher because there might be a better equilibrium of the demand and supply. The demand for the engagement of brands in social movements may be given by the lack of a government that embraces social wellbeing, as it happens in Brazil. Those are hypothesis which requires further research.

5.1.3 RQ3 - How the engagement in social causes affects consumer activism in Brazil and Finland?

As it was mentioned previously, a higher number of people in Finland are willing to pay more to defend a cause and to boycott a product or brand compared to people in Brazil. However, the evaluation of how the engagement in social causes affects consumer activism in Brazil and Finland indicated the trend is similar in both countries i.e., the consumer behaviour in relation to engagement in social causes is similar in both countries. In other words, consumer activism is affected by engagement in social movements in both countries.

People who somehow participate or declare that brands supporting social causes are important are more likely to boycott and boycott. People can boycott for several other rea-

sons rather than The movement encourages lifestyle changes and also changes in consumption habits at an individual level and can have a cumulative effect on society as a result of the individual actions of the participants in the movements (Christiansen 2009).

5.2 Method Critique

There are several studies evaluating consumer behaviour and activism, but very few compare the differences in behaviour between developed and developing countries. Therefore, the main idea of this study was to evaluate and quantify the difference in behaviour in Finland and Brazil, which on the bright side, can analyse a larger amount of data, generalize facts and identify trends. On the other hand, the choice of sampling method in this study was by convenience, which can cause bias in the research.

However, consumer behaviour is a subjective area, which requires a more careful and deeper individual analysis. For this reason, another approach such as interviews and focus groups could give a detailed perspective of how consumers actually think and behave. A qualitative approach is commonly used to comprehend perceptions, experiences and insights, in a deeper level.

Besides that, the study could have been evaluated in more details if the research were segmented and focused on specific types of markets or investigated specific social movements, allowing the research to gather in-depth knowledge of certain areas.

5.3 Future Research

This study provokes diverse possibilities for further investigation, and among those, one option could be a segmentation by types of markets and a segmentation by social causes, allowing the research to have more in-depth knowledge in specific fields. For example, studying the relationship between activism in black movements and the fashion industry. Another possibility would be analysing marketers and companies' perspective on the topic of consumption and activism, which could bring interesting findings to complement

this study. Besides, in section 5.1.2 of this research, the subject of demand and supply of participation in social movements is brought up and could be further developed.

6 CONCLUSION

To summarise, this study intended to compare consumer behaviour and engagement in social causes between Brazil and Finland and to investigate the association between engagement in social causes and consumer behaviour, which is referred to as consumer activism, in both countries. This study has shown that it is possible to see differences in behaviour between the two countries, which can be explained by cultural, social and political settings.

The participation and engagement in social causes, similarly to the consumer behaviour, also differs between the two societies, mostly because of the different needs of social mobilisation and due to the different political situation of the two countries.

The thesis indicates that consumer activism is present both in Brazil and Finland, regardless if the participants recognise their action as activism or as participation in social movements. Even though it was showed a higher percentage of boycotting and boycotting among those engaged in social movements, i.e., those who acknowledge themselves as activists, are also more likely to be consumer activists.

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APPENDICES

Appendix 1. Questionnaire

1. Questions regarding consumer behaviour and the participants preferences:
 - How often do you buy from small local businesses?
 - How often do you buy from big market chains businesses?
 - Which of the items below interfere in your purchase decision for daily shopping (food and hygiene products)?
 - Which of the items below interfere in your purchase decision for sporadic shopping (clothes, mobiles and small electronic devices, small home appliances, etc.)?
 - Which of the items below interfere in your purchase decision for specific shopping (computer, laptop, home appliances, etc.)?

2. Questions regarding engagement in social causes:
 - How important is for you that a brand supports environmental movements?
 - Do you participate in movements and/or fight for environmental causes?
 - How important is it for you that a brand supports feminist movements?
 - Do you participate in movements and/or fight for feminist causes?
 - How important is it for you that a brand supports anti-racist movements?
 - Do you participate in movements and/or fight for anti-racist causes?
 - How important is for you that a brand supports LGBTQIA+ movements?
 - Do you participate in movements and/or fight for LGBTQIA+ causes?
 - Are you familiar with the term Consumer Activism?

3. Questions directly related to Consumer Activism:
 - Have you ever boycotted a brand or product?
 - How often do you pay more for a product in order to defend a cause?

4. Open question about the perception and understanding of Consumer Activism:
 - What comes to your mind when you think about the term "Consumer Activism"?

Appendix 2. Consumer Behaviour - Local of Purchase

| Consumer Behaviour – Local of Purchase | | | | | |
|---|--------------|--------|---------|---------|---------|
| | | Brazil | | Finland | |
| | | n | % | n | % |
| How often do you buy from small local businesses? | Rarely | 87 | 22,08 % | 87 | 40,09 % |
| | Occasionally | 128 | 32,49 % | 90 | 41,47 % |
| | Frequently | 179 | 45,43 % | 40 | 18,43 % |
| How often do you buy from big market chains businesses? | Rarely | 49 | 12,44 % | 8 | 3,69 % |
| | Occasionally | 83 | 21,07 % | 26 | 11,98 % |
| | Frequently | 262 | 66,50 % | 183 | 84,33 % |

Appendix 3. Consumer Behaviour: Daily Shopping

| Consumer Behaviour: Daily Shopping | | | | | |
|--------------------------------------|-----|--------|---------|---------|---------|
| | | Brazil | | Finland | |
| | | n | % | n | % |
| Price | No | 61 | 15,48 % | 27 | 12,44 % |
| | Yes | 333 | 84,52 % | 190 | 87,56 % |
| Quality | No | 42 | 10,66 % | 25 | 11,52 % |
| | Yes | 352 | 89,34 % | 192 | 88,48 % |
| Well-known brand | No | 242 | 61,42 % | 164 | 75,58 % |
| | Yes | 152 | 38,58 % | 53 | 24,42 % |
| Ethics and values of the brand | No | 266 | 67,51 % | 133 | 61,29 % |
| | Yes | 128 | 32,49 % | 84 | 38,71 % |
| Sustainability | No | 258 | 65,48 % | 113 | 52,07 % |
| | Yes | 136 | 34,52 % | 104 | 47,93 % |
| (religious) Beliefs | No | 391 | 99,24 % | 211 | 97,24 % |
| | Yes | 3 | 0,76 % | 6 | 2,76 % |
| Shopping facility | No | 194 | 49,24 % | 131 | 60,37 % |
| | Yes | 200 | 50,76 % | 86 | 39,63 % |
| Engagement of brand in social causes | No | 320 | 81,22 % | 199 | 91,71 % |
| | Yes | 74 | 18,78 % | 18 | 8,29 % |

Appendix 4. Consumer Behaviour: Sporadic Shopping

| Consumer Behaviour: Sporadic Shopping | | | | | |
|---------------------------------------|-----|--------|----------|---------|---------|
| | | Brazil | | Finland | |
| | | n | % | n | % |
| Price | No | 66 | 16,75 % | 28 | 12,90 % |
| | Yes | 328 | 83,25 % | 189 | 87,10 % |
| Quality | No | 52 | 13,20 % | 25 | 11,52 % |
| | Yes | 342 | 86,80 % | 192 | 88,48 % |
| Well-known brand | No | 198 | 50,25 % | 124 | 57,14 % |
| | Yes | 196 | 49,75 % | 93 | 42,86 % |
| Ethics and values of the brand | No | 296 | 75,13 % | 141 | 64,98 % |
| | Yes | 98 | 24,87 % | 76 | 35,02 % |
| Sustainability | No | 279 | 70,81 % | 125 | 57,60 % |
| | Yes | 115 | 29,19 % | 92 | 42,40 % |
| (religious) Beliefs | No | 394 | 100,00 % | 214 | 98,62 % |
| | Yes | 0 | 0,00 % | 3 | 1,38 % |
| Shopping facility | No | 227 | 57,61 % | 168 | 77,42 % |
| | Yes | 167 | 42,39 % | 49 | 22,58 % |
| Engagement of brand in social causes | No | 338 | 85,79 % | 193 | 88,94 % |
| | Yes | 56 | 14,21 % | 24 | 11,06 % |

Appendix 5. Consumer Behaviour: Specific Shopping

| Consumer Behaviour: Specific Shopping | | | | | |
|---------------------------------------|-----|--------|---------|---------|---------|
| | | Brazil | | Finland | |
| | | n | % | n | % |
| Price | No | 90 | 22,84 % | 40 | 18,43 % |
| | Yes | 304 | 77,16 % | 177 | 81,57 % |
| Quality | No | 32 | 8,12 % | 12 | 5,53 % |
| | Yes | 362 | 91,88 % | 205 | 94,47 % |
| Well-known brand | No | 142 | 36,04 % | 88 | 40,55 % |
| | Yes | 252 | 63,96 % | 129 | 59,45 % |
| Ethics and values of the brand | No | 327 | 82,99 % | 170 | 78,34 % |
| | Yes | 67 | 17,01 % | 47 | 21,66 % |
| Sustainability | No | 312 | 79,19 % | 156 | 71,89 % |
| | Yes | 82 | 20,81 % | 61 | 28,11 % |
| (religious) Beliefs | No | 392 | 99,49 % | 216 | 99,54 % |
| | Yes | 2 | 0,51 % | 1 | 0,46 % |
| Shopping facility | No | 276 | 70,05 % | 188 | 86,64 % |
| | Yes | 118 | 29,95 % | 29 | 13,36 % |
| Engagement of brand in social causes | No | 393 | 99,75 % | 206 | 94,93 % |
| | Yes | 1 | 0,25 % | 11 | 5,07 % |