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Pro-ecological consumer behaviour Empirical evidence from Poland

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Ústí nad Labem



Research Procedure

- The research was conducted in the Czech Republic, Poland, and Slovakia during March and April 2024 as part of the project "Sustainable Population Consumption in a Post-Pandemic Economy: The Perspective of Three Countries" (Visegrad Fund grant ID 22320074).



Research Objective

- The research consisted of three parts aimed at identifying pro-environmental attitudes and behaviors of consumers:
 1. Study of attitudes towards the environment
 2. Identification of sources of information about the environment
 3. Study of pro-environmental behaviors



Research Methodology

- The study was conducted using a survey method, specifically an online survey technique.
- The research instrument—a questionnaire—consisted of five substantive questions and eight metric questions.
- The tool was developed by the project team members.
- The research instrument was translated into national languages in accordance with the principles of measurement equivalence. Respondents accessed the questionnaire via a link or QR code. The questionnaire was hosted on the Google platform. Upon request, respondents were allowed to complete a paper version of the questionnaire.



Research Sample: Poland

- As a result of the study, **700** correctly and fully completed questionnaires were obtained.
- The respondents were adults from across Poland.
- A non-random sampling method was used.
- The sample consisted of typical individuals who make everyday consumption decisions.



Sample Characteristics (N = 700)

Characteristic		Number	Percentage (%)
Gender	Male	266	38.0
	Female	434	62.0
	Other	0	-
Marital Status	Single	294	42.0
	Married	321	45.9
	Divorced / Widowed	64	9.1
	Other	21	3.0



Sample Characteristics (N = 700)

Characteristic		Number	Percentage (%)
Age	18-24 years (Generation Z)	205	29.3
	25-39 years (Generation Y)	176	25.1
	40-49 years (Generation X)	206	29.1
	60-80 years (Baby Boomers)	113	16.1
Education (Completed)	Primary	18	2.6
	Secondary without matriculation	95	13.6
	Secondary with matriculation	238	34.0
	Higher vocational	85	12.1
	University degree	264	37.7



Sample Characteristics (N = 700)

Characteristic		Number	Percentage (%)
Economic Status (Main Activity)	Employed	394	56.3
	Student	144	20.6
	On special leave	8	1.1
	Self-employed	38	5.4
	Unemployed	5	0.7
	Retired/Pensioner	104	14.9
	Homemaker	7	1.0
Number of Household Members	1 person	76	10.9
	2-3 persons	342	48.9
	4-5 persons	252	36.0
	More than 5 persons	30	4.3



Sample Characteristics (N = 700)

Characteristic		Number	Percentage (%)
Household Financial Situation	Very good	256	36.6
	Good	339	48.4
	Adequate	72	10.3
	Difficult	23	3.3
	Very difficult	10	1.4
Size of Place of Residence	Up to 1,999 inhabitants	76	10.9
	2,000 – 4,999 inhabitants	70	10.0
	5,000 – 24,999 inhabitants	100	14.3
	25,000 – 49,999 inhabitants	76	10.9
	50,000 – 99,999 inhabitants	93	13.3
	100,000 – 299,999 inhabitants	192	27.4
	300,000 and more inhabitants	93	13.3





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Study of attitudes towards the environment





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Attitudes Towards the Purchase of Organic Products

"I have a positive attitude towards purchasing organic products"

Specification *	Frequencies	Percentage (%)	Type of Attitude (%)
-3	20	2.9	Negative: 11.6
-2	26	3.7	
-1	35	5.0	
0	88	12.6	Neutral: 12.6
1	148	21.1	Positive: 75.8
2	184	26.3	
3	199	28.4	
Statistics	Me	Mo	M**
	2	3	1.38

* The respondents marked their answers on a seven-point scale, where: - 3 meant "totally disagree" and +3 meant "completely agree".

** Me — median, Mo — modal value, M — arithmetic mean. Due to the fact that the variables are measured on the ordinal scale, only the median can be interpreted. The arithmetic average value is given for illustrative purposes only.



"When purchasing products, I pay attention to those that are reusable, recyclable, or at least energy-efficient"

Specification *	Frequencies	Percentage (%)	Type of Attitude (%)
-3	39	5.6	Negative: 16.5
-2	30	4.3	
-1	46	6.6	
0	82	11.7	Neutral: 11.7
1	154	22.0	Positive: 71.9
2	184	26.3	
3	165	23.6	
Statistics	Me	Mo	M**
	1	2	1.13



"Eco-friendly products are widely available in the stores where I usually shop"

Specification *	Frequencies	Percentage (%)	Type of Attitude (%)
-3	13	1.9	Negative: 12.6
-2	24	3.4	
-1	51	7.3	
0	82	11.7	Neutral: 11.7
1	168	24.0	Positive: 75.7
2	220	31.4	
3	142	20.3	
Statistics	Me	Mo	M**
	2	2	1.28



"I buy eco-friendly products because my friends and acquaintances also purchase them"

Specification *	Frequencies	Percentage (%)	Type of Attitude (%)
-3	176	25.1	Negative: 49.4
-2	88	12.6	
-1	82	11,7	
0	143	20.4	Neutral: 20.4
1	122	17.4	Positive: 30.2
2	57	8.1	
3	32	4.6	
Statistics	Me	Mo	M**
	0	-3	-0.65



"I buy eco-friendly products because I care about the environment"

Specification *	Frequencies	Percentage (%)	Type of Attitude (%)
-3	60	8.6	Negative: 22.6
-2	33	4.7	
-1	65	9.3	
0	79	11.3	Neutral: 11.3
1	173	24.7	Positive: 66.1
2	140	20.0	
3	150	21.4	
Statistics	Me	Mo	M**
	1	-1	0.85



"I buy eco-friendly products because I am a supporter of natural products"

Specification *	Frequencies	Percentage (%)	Type of Attitude (%)
-3	55	7.9	Negative: 20.7
-2	33	4.7	
-1	57	8.1	
0	91	13.0	Neutral: 13.0
1	134	19.1	Positive: 66.3
2	165	23.6	
3	165	23.6	
Statistics	Me	Mo	M**
	1	2	0.96



"I am willing to pay a higher price for an eco-friendly product compared to conventional products"

Specification *	Frequencies	Percentage (%)	Type of Attitude (%)
-3	89	12.7	Negative: 31.9
-2	53	7.6	
-1	81	11.6	
0	96	13.7	Neutral: 13.7
1	157	22.4	Positive: 54.4
2	129	18.4	
3	95	13.6	
Statistics	Me	Mo	M**
	1	1	0.35



"I avoid purchasing certain products due to environmental concerns"

Specification *	Frequencies	Percentage (%)	Type of Attitude (%)
-3	77	11.0	Negative: 34.6
-2	61	8.7	
-1	104	14.9	
0	107	15.3	Neutral: 15.3
1	138	19.7	Positive: 50.1
2	102	14.6	
3	111	15.9	
Statistics	Me	Mo	M**
	1	1	0.31



Attitudes Towards the Purchase of Organic Products - résumé

The most positive attitudes (in %)		The most negative attitudes (in %)	
I have a positive attitude towards purchasing organic products	75.8	I buy eco-friendly products because my friends and acquaintances also purchase them	49.4
Eco-friendly products are widely available in the stores where I usually shop	75.7	I avoid purchasing certain products due to environmental concerns	34.6
When purchasing products, I pay attention to those that are reusable, recyclable, or at least energy-efficient	71.9	I am willing to pay a higher price for an eco-friendly product compared to conventional products	31.9
I buy eco-friendly products because I am a supporter of natural products	66.3	I buy eco-friendly products because I care about the environment	22.6

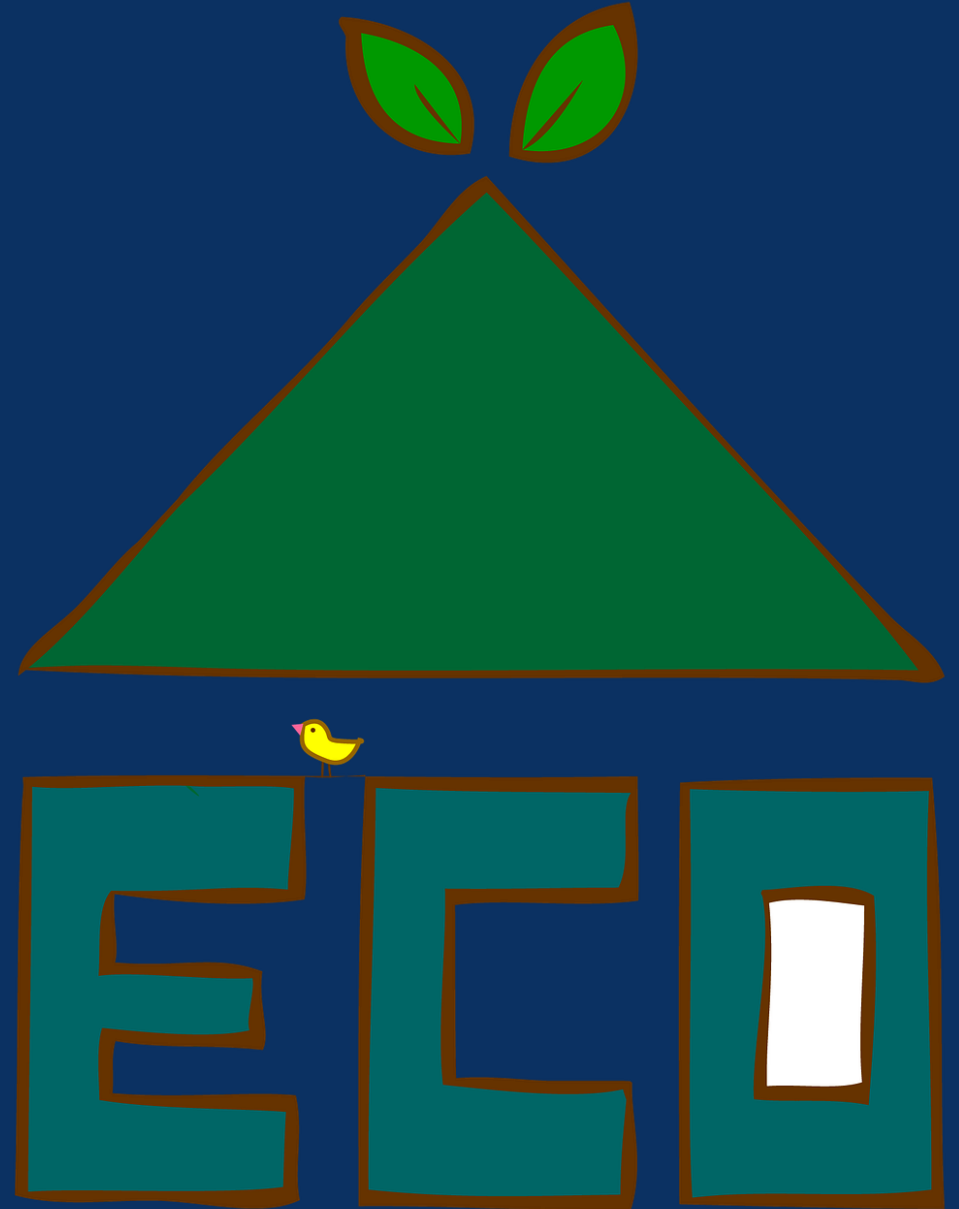




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**Persons who have
the greatest influence
on pro-environmental
behaviors within the
household**



Persons with the greatest influence on the choice of organic products

Specification	Frequencies	Percentage (%)
Household manager (wife, mother, partner, girlfriend)	498	71.1
Household manager (husband, father, partner, boyfriend)	113	16.1
Other household members (grandmother, grandfather, children, relatives)	84	12.0
All members of the household to the same extent	5	0.7



Persons who most frequently purchase organic products

Specification	Frequencies	Percentage (%)
Household manager (wife, mother, partner, girlfriend)	485	69.3
Household manager (husband, father, partner, boyfriend)	112	16.0
Other household members (grandmother, grandfather, children, relatives)	98	14.0
All members of the household to the same extent	5	0.7



Persons who most frequently use organic products

Specification	Frequencies	Percentage (%)
Household manager (wife, mother, partner, girlfriend)	473	67.6
Household manager (husband, father, partner, boyfriend)	95	13.6
Other household members (grandmother, grandfather, children, relatives)	126	18.0
All members of the household to the same extent	6	0.9





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Identification of sources of information about the environment

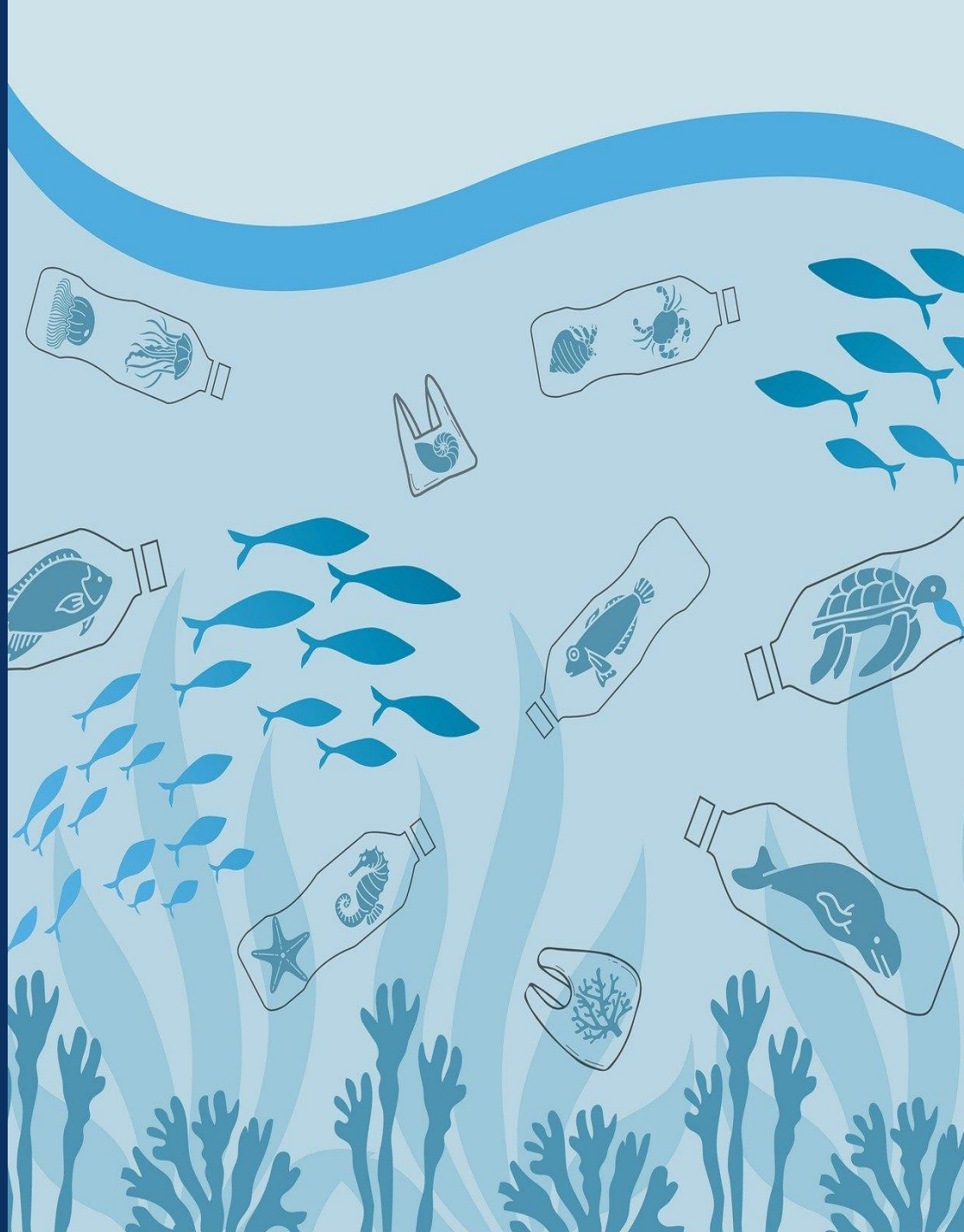




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Sources of information about the environment



Documentary programs

Specification *	Frequencies	Percentage (%)	Importance of the information source (%)
-3	67	9.6	Unimportant: 22.8
-2	36	5.1	
-1	57	8.1	
0	100	14.3	Indifferent: 14.3
1	153	21.9	Important: 62.9
2	148	21.1	
3	139	19.9	
Statistics	Me	Mo	M**
	1	1	0.77

* The respondents marked their answers on a seven-point scale, where: - 3 meant "I do not make use of it" and +3 meant "I make use of it".

** Me — median, Mo — modal value, M — arithmetic mean. Due to the fact that the variables are measured on the ordinal scale, only the median can be interpreted. The arithmetic average value is given for illustrative purposes only.



Social networks

Specification *	Frequencies	Percentage (%)	Importance of the information source (%)
-3	77	11.0	Unimportant: 18.7
-2	30	4.3	
-1	24	3.4	
0	63	9.0	Indifferent: 9.0
1	134	19.1	Important: 72.3
2	186	26.6	
3	186	26.6	
Statistics	Me	Mo	M**
	2	2	1.07



Books

Specification *	Frequencies	Percentage (%)	Importance of the information source (%)
-3	119	17.0	Unimportant: 35.0
-2	57	8.1	
-1	69	9.9	
0	124	17.7	Indifferent: 17.7
1	166	23.7	Important: 47.2
2	108	15.4	
3	57	8.1	
Statistics	Me	Mo	M**
	0	1	0.02

Own observations of nature

Specification *	Frequencies	Percentage (%)	Importance of the information source (%)
-3	19	2.7	Unimportant: 10.7
-2	24	3.4	
-1	32	4.6	
0	70	10.0	Indifferent: 10.0
1	178	25.4	Important: 79.3
2	216	30.9	
3	161	23.0	
Statistics	Me	Mo	M**
	2	2	1.37



From conversation with other people

Specification *	Frequencies	Percentage (%)	Importance of the information source (%)
-3	14	2.0	Unimportant: 7.8
-2	19	2.7	
-1	22	3.1	
0	51	7.3	Indifferent: 7.3
1	177	25.3	Important: 84.9
2	237	33.9	
3	180	25.7	
Statistics	Me	Mo	M**
	2	2	1.56



Newspapers and magazines

Specification *	Frequencies	Percentage (%)	Importance of the information source (%)
-3	139	19.9	Unimportant: 35.4
-2	55	7.9	
-1	53	7.6	
0	111	15.9	Indifferent: 15.9
1	141	20.1	Important: 48.8
2	135	19.3	
3	66	9.4	
Statistics	Me	Mo	M**
	0	1	0.40



Television

Specification *	Frequencies	Percentage (%)	Importance of the information source (%)
-3	78	11.1	Unimportant: 23.1
-2	41	5.9	
-1	43	6.1	
0	72	10.3	Indifferent: 10.3
1	109	15.6	Important: 66.6
2	191	27.3	
3	166	23.7	
Statistics	Me	Mo	M**
	2	2	0.90



Podcasts

Specification *	Frequencies	Percentage (%)	Importance of the information source (%)
-3	97	13.9	Unimportant: 25.9
-2	35	5.0	
-1	49	7.0	
0	108	15.4	Indifferent: 15.4
1	174	24.9	Important: 58.7
2	152	21.7	
3	85	12.1	
Statistics	Me	Mo	M**
	1	1	0.46

Websites

Specification *	Frequencies	Percentage (%)	Importance of the information source (%)
-3	62	8.9	Unimportant: 17.2
-2	26	3.7	
-1	32	4.6	
0	66	9.4	Indifferent: 9.4
1	129	18.4	Important: 73.4
2	194	27.7	
3	191	27.3	
Statistics	Me	Mo	M**
	2	2	1.17



Specialist articles

Specification *	Frequencies	Percentage (%)	Importance of the information source (%)
-3	140	20.0	Unimportant: 35.1
-2	57	8.1	
-1	49	7.0	
0	120	17.1	Indifferent: 17.1
1	146	20.9	Important: 47.8
2	105	15.0	
3	83	11.9	
Statistics	Me	Mo	M**
	0	1	0.03



Sources of information about the environment - résumé

The most important sources (in %)		The most unimportant sources (in %)	
From conversation with other people	84.9	Newspapers and magazines	35.4
Own observations of nature	79.3	Specialist articles	35.1
Websites	73.4	Books	35.0
Social networks	72.3	Podcasts	25.9
Television	66.6	Documentary programs	22.8





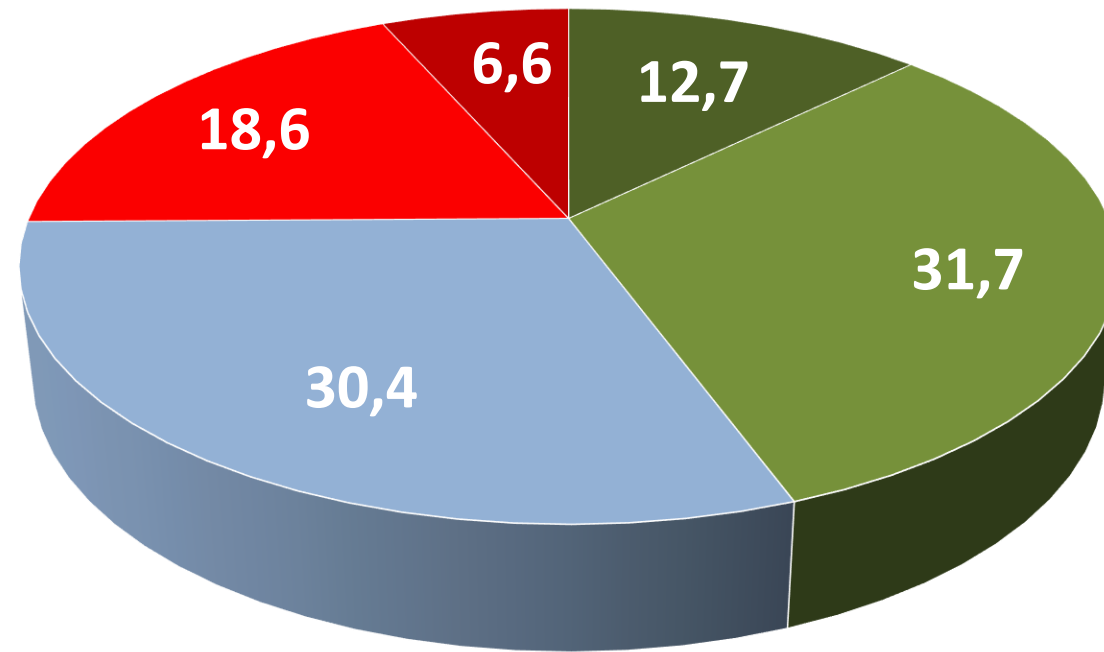
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Evaluating the credibility of information sources



Evaluating the credibility of information sources related to the environment (in %)



■ Definitely yes ■ Rather yes ■ Sometimes ■ Rather not ■ Definitely not





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Study of pro- environmental behaviors





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Six most frequently adopted pro- environmental behaviors by Polish consumers in 2024, compared to survey results from 2020



Most frequently:

Specification	Total		Always		Almost always	
	2024	2020	2024	2020	2024	2020
I sort waste and ensure its recycling	76.6	76.0	51.3	44.1	25.3	31.9
I conserve electricity and gas	74.0	66.8	39.0	27.1	35.0	39.7
I save water	71.5	70.2	38.4	30.3	33.1	39.9
I act in a way that does not pollute the environment	71.0	77.8	35.3	40.1	35.7	37.7
I strive to reduce consumption through mindful purchasing	70.8	70.8	35.1	26.9	35.7	43.9
I promote a healthy lifestyle in my surroundings	59.5	49.8	28.6	16.4	30.9	33.4





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Six least frequently adopted pro- environmental behaviors by Polish consumers in 2024, compared to survey results from 2020



Least frequently:

Specification	Total		Almost never		Never	
	2024	2020	2024	2020	2024	2020
I am involved in organizations supporting sustainable development goals	83.1	61.0	13.4	28.8	69.7	32.2
I work towards environmental protection	70.6	37.5	31.0	23.2	39.6	14.3
I engage in volunteering and helping others	60.6	40.4	25.9	24.3	34.7	16.1
I support various charitable organizations with monetary donations	52.5	16.3	25.1	9.6	27.4	6.7
I purchase second-hand clothing and other goods	44.4	11.6	20.3	8.6	24.1	3.0
In elections, I vote for candidates who pledge to support the vulnerable and care for the environment	40.7	10.5	20.6	5.9	20.1	4.6





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Instead of a summary:

**The COVID-19 pandemic and the war in Ukraine
as major factors influencing changes in consumer
behavior**

Changes in the behaviors of respondents and members of their households that occurred as a result of the COVID-19 pandemic (in %)

Specification	I strongly agree		I agree		I neither disagree nor agree		I disagree		I strongly disagree	
	2020	2022	2020	2022	2020	2022	2020	2022	2020	2022
We limit going out to cultural institutions	36.2	10.1	37.9	32.2	21.2	32.7	3.0	17.1	1.7	7.9
We limit taking out loans and credits	26.3	22.3	33.0	32.1	33.2	35.0	4.1	6.9	3.3	3.7
We rarely use the services of catering establishments	24.0	10.7	36.2	33.4	28.4	32.2	7.8	17.3	3.6	6.5
We do more things remotely by phone, computer	24.0	15.9	47.4	49.1	22.9	25.7	3.5	6.5	2.2	2.7
We use payment cards more often	23.9	14.3	38.1	37.9	27.8	31.5	5.8	10.2	4.3	6.2
We shop online more often	19.3	17.9	40.1	41.5	30.7	28.6	6.7	9.5	3.2	2.5
We waste less food	18.5	11.1	35.8	38.0	35.8	38.3	6.5	10.0	3.4	2.6
We feel less secure	18.1	9.8	42.4	32.6	30.3	35.9	6.8	15.6	2.4	6.0



Changes in the behaviors of respondents and members of their households that occurred as a result of the COVID-19 pandemic (in %)

Specification	I strongly agree		I agree		I neither disagree nor agree		I disagree		I strongly disagree	
	2020	2022	2020	2022	2020	2022	2020	2022	2020	2022
We take better care of health and hygiene	16.6	13.2	51.7	44.1	24.9	33.4	4.7	6.8	2.2	2.5
We do more on our own	16.4	9.7	38.1	36.4	35.1	33.4	7.3	15.3	3.2	5.3
We limit large expenditure	15.3	9.6	33.7	34.5	35.6	40.5	11.9	10.5	3.5	4.9
We feel more tired, depressed	13.9	10.5	42.5	36.6	31.6	32.1	8.6	15.5	3.4	5.3
We shop less often	11.3	4.1	34.0	26.5	35.3	35.5	14.6	25.8	4.8	8.1
We pay more attention to environmental protection	9.6	8.5	33.8	34.1	41.8	39.9	10.9	12.4	3.9	5.2
We rent the things we need more often than we buy them	6.8	3.1	16.8	12.5	42.1	41.1	23.8	27.3	9.5	15.5
We support aid organizations to a lesser extent	6.5	6.0	23.0	22.1	50.6	49.8	14.9	17.5	5.0	4.5



Opinions of the respondents on the COVID-19 pandemic and the war in Ukraine as the main reasons for the increase in individual groups of household expenditure of the surveyed consumers (N=1100, in %)

Specification	The COVID-19 pandemic	Rather the COVID-19 pandemic	Hard to say / to a similar degree with both factors	Rather the war in Ukraine	Definitely the war in Ukraine
Maintaining my household	2.7	5.7	42.4	26.6	22.5
Food for my household members	3.2	7.9	53.5	22.3	13.1
Keeping pets	2.3	8.4	73.5	10.5	5.3
Protecting the health of my household members	9.8	21.7	53.2	9.6	5.6
Educating members of my household	6.3	13.1	69.5	7.5	3.6



Opinions of the respondents on the COVID-19 pandemic and the war in Ukraine as the main reasons for the increase in individual groups of household expenditure of the surveyed consumers (N=1100, in %)

Specification	The COVID-19 pandemic	Rather the COVID-19 pandemic	Hard to say / to a similar degree with both factors	Rather the war in Ukraine	Definitely the war in Ukraine
Commuting to work, school, shops, offices	3.5	10.6	58.2	17.1	10.5
Holiday/vacation trips of my household members	6.6	16.8	59.0	11.8	5.7
Spending free time/pursuing hobbies/interests of my household members	6.0	14.0	64.3	11.2	4.5
Car maintenance/use	2.5	7.5	50.5	23.5	15.9
Renovation and construction works	3.5	10.7	60.0	16.9	8.9





your place



your space



your future



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