



# V4 GRANT DATA SK CONSUMERS

SUSTAINABLE CONSUMPTION AND PRO-ENVIRONMENTAL CONSUMER BEHAVIOUR

# INTRODUCTION TO CONSUMPTION



- Research shows that changes in behaviour and habits are directly linked with a relatively long time of being exposed to a new environment. In this context it can take 18-254 days to develop a new habit (Lally, P. et. al., 2009, p. 998-1009), on average it probably takes 66 days (Gardner, B. et. al., 2012, p. 664-666.).
- Consumers have had time to question their consumption and find alternative ways of consumption, behaviour and purchasing habits (Sheth. J., 2020, p. 280-283).
- Empirical research was to know the attitudes in the households of Slovak consumers in the sphere of socially responsible activities, behaviour, purchasing habits and decision-making as well get to know opinions of respondents on environmental devastation and emergence of the pandemic.

# SUSTAINABLE CONSUMPTION



- The sustainable consumption demands that businesses (producers, retailers) should not force people to consume more, but should encourage people to consume better and focus on making a profit for the common good.
- Businesses' offerings must also take into account other elements related to the concerns of this development that have become at the heart of customers' decision-making, i.e. all the environmental ones (packaging of goods, resource consumption, distribution of goods, greenhouse gas emissions, waste recycling, etc.), which are at the heart of the consumer's decision-making process. ) and social (customer health, food culture, food safety, affordability, etc.) externalities associated with production, consumption and the end of the product life cycle, in order to align the perception of value by the company and the customer (Bascoul, Moutot, 2009, pp. 4-5).
- For businesses to be sustainable, their benefits are not measured by a single dimension, which is the market (revenue and profit from sales), but also by the environmental and social dimensions that make up the principles of sustainable development and create multiple value for the customer related to these aspects of the offering (Kita, 2017, p. 380).

# PRO-ENVIRONMENTAL CONSUMER BEHAVIOUR



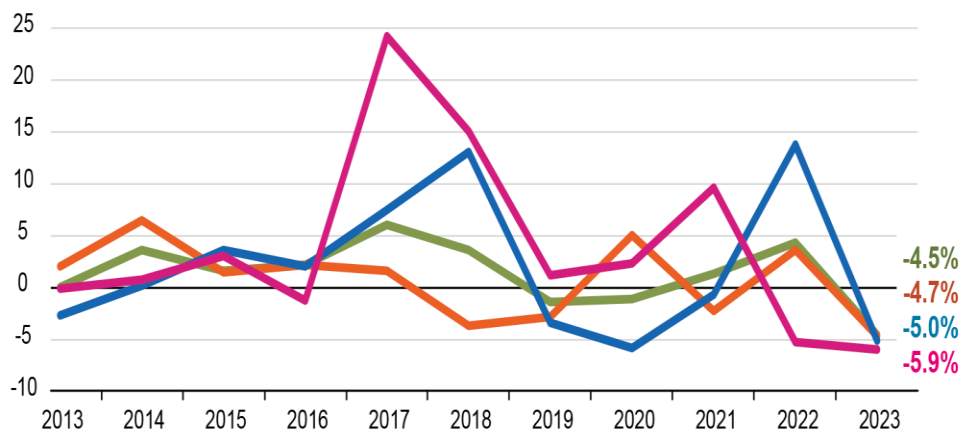
- Pro-environmental consumer behaviour is aimed at reducing negative effects on the environment.
- Examples include reducing resource and energy consumption, using non-toxic chemicals and reducing waste generation.
- In other words, pro-environmental behaviour involves everyday, environmentally beneficial habits or activities.

# SLOVAK FOOD MARKET

Visegrad Fund

## Turnover in retail trade in 2013 – 2023

(at constant prices, year-on-year change, %, from monthly data)



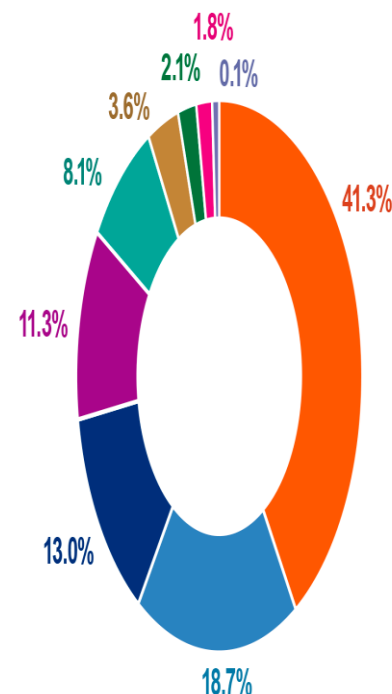
— Retail trade (except of motor vehicles)

the most important components by the highest share of the total turnover:

- Hyper and supermarkets
- Specialized shops (footwear, textiles, drugstores)
- Sale not in stores, stalls or markets

## The structure of turnover of retail trade in 2023

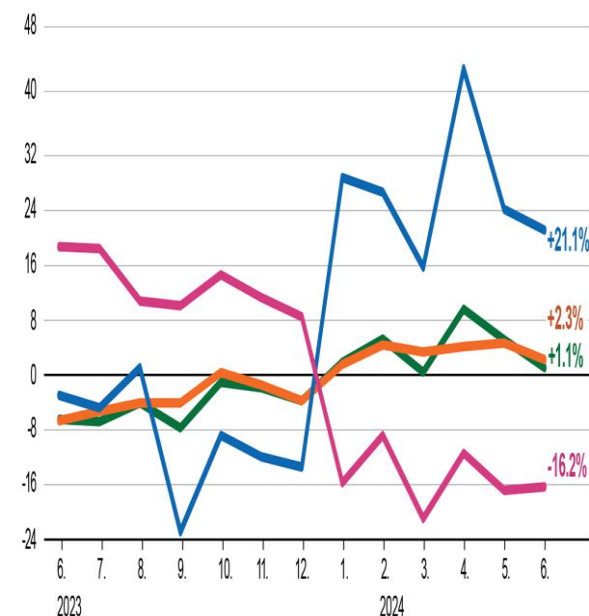
(in %, from the highest share of the total turnover)



- Hyper- and supermarkets
- Specialized shops (footwear, textiles, drugstores)
- Petrol stations
- Sale not in stores, stalls or markets
- Hobby markets, shops with furniture and electrical goods
- Shops of food, beverages and tobacco
- Bookstores, shops with sport equipment and toys
- Shops with PC and ICT equipment
- Sale via stalls and markets

## Turnover in retail trade

(at constant prices, year-on-year change, %)



— Retail trade (except of motor vehicles)

the most important components by the highest share of the total turnover:

- Hyper and supermarkets
- Mail order
- Petrol stations

# SURVEY



- Sample was 555 respondents
- Research questions for the Slovak part Based on this, a research question can be formulated:
- Which of the generations BB, X, Y, Z is most aware (has the most positive attitude towards environmental protection) of the impact of everyday shopping and consumption on environmental protection?
- Generation X consumers seek information about the benefits of organic food?

Sex		Male	Female	Other						
	Frequency	223	328	4						
	Percent	40.2	59.1	0.7						
Marital status		Never married	Married	Divorced	Widowed	Other				
	Frequency	296	176	40	38	5				
	Percent	53.3	31.7	7.2	6.8	0.9				
Age		18-24 years old generation Z	25-39 years old generation Y	40-59 years old generation X	60-80 years old generation BB					
	Frequency	225	100	145	85					
	Percent	40.5	18.0	26.1	15.3					
Education		Basic	Secondary vocational without maturita	Secondary vocational with maturita	Higher professional	Graduates from university				
	Frequency	7	34	284	37	193				
	Percent	1.3	6.1	51.2	6.7	34.8				
Economic status		Employed	Student	Maternity leave	Self-employed	Unemployed	Pensioners	Persons keeping households	Economic non-active persons	Other
	Frequency	173	155	12	37	88	76	8	3	3
	Percent	31.2	27.9	2.2	6.7	15.9	13.7	1.4	0.5	0.5
Members		1 person	2-3 persons	4-5 persons	5 and more					
	Frequency	86	300	148	21					
	Percent	15.5	54.1	26.7	3.8					
Financial situation		Very good	Good	Adequate	Hard	Very hard				
	Frequency	173	288	76	16	2				
	Percent	31.2	51.9	13.7	2.9	0.4				
City		To 1,999 citizens	2,000-4,999 citizens	5,000-24,999 citizens	25,000-49,999 citizens	50,000-99,999	100,000-299,999	300,000 and more citizens		
	Frequency	55	65	93	71	76	31	164		
	Percent	9.9	11.7	16.8	12.8	13.7	5.6	29.5		

SAMPLE (N= 555)

# RQ I - ANALYSIS OF PROENVIRONMENTAL BEHAVIOUR

Aktivity	Mean
I have a positive attitude towards buying organic products	1,61
When buying products, I look for reusable, renewable, recyclable or at least energy efficient products	0,83
Eco-friendly products are commonly available in the shops where I usually shop	1,08
I buy organic products because my friends and colleagues also buy them	- 0,49
I buy green products because I care about the environment	1,67
I buy organic products because I am a supporter of natural products	1,03
I am willing to pay a higher price for an organic product compared to conventional products	0,51
I often avoid buying certain products because of environmental concerns	0,3



# THREE SITUATIONS IN WHICH DECISION-MAKER DECIDES ABOUT SHOPPING THE FOOD IN HOUSEHOLDS

	Characteristics of survey in 2023 (N=555)	Mother	Father	Friends
1.	Has the greatest influence on the choice of organic products			2,59
2.	Most often buys organic products			2,55
3.	Pays most often for organic products			2,54

	Characteristics of survey in 2019(N=1 373)	Mother	Father	Child	Grand mother	Grand father	Other member of family	Partner male	Partner female
1.	Has the greatest influence on the choice of organic products	1.5							
2.	Most often buys organic products	1.48							
3.	Pays most often for organic products	1.37							

# A SOURCE OF INFORMATION ABOUT THE ENVIRONMENT

• Visegrad Fund

	Source of information	Mean
1.	From documentaries	0,71
2.	From social networks	1,21
3.	From books	- 0,32
4.	Spending time in nature	1,15
5.	Oral presentation of information	1,55
6.	Newspapers, magazines	0,13
7.	From television	0,96
8.	From podcasts	- 0,16
9.	From the Internet (various websites)	1,40
10.	From professional articles	0,37



**FÉROVÉ POTRAVINY**  
S PREVERENÝM ZLOŽENÍM

**U nás nemusíte čítať zloženie**

0 | Prírodná látka, získaná prírodnou cestou

1 | Látka vyskytuje sa v prírode, získaná synteticky

2 | Syntetická prísada, bez známych vedľajších účinkov

**U NÁS NENÁJDETE**

4 | Prísada, ktorá je podstatná ako príčina alergií, hyperaktivity

5 | Prísada, ktorá pravdepodobne spôsobuje alergiu, hyperaktivitu \*

6 | Prísada, ktorá môže mať karcinogénne účinky

Tiaľ u nás nenájdete zostatkové produkty mäsového priemyslu (napríklad kosti, šľachy, chrupavky, vrátane asperátu):

- stúžené rastlinné tuky
- palmový tuk
- glutaman sodný

\* Výnemeu u nás sú E220 - Oxid siričitý, ktorý je súčasťou procesu výroby vína a hroznových nápojov a E250 - Dusitan sodný, ktorý slúži ako ochrana proti „klobasovému jedu“.

3 | Prísada nevhodná pre alergikov, deti, osoby citlivé na chémiu v potravinách. (Nájdete označené na daných označeniach)

Viac info na: [www.starypocisk.sk/fepotraviny](http://www.starypocisk.sk/fepotraviny), [www.fepotraviny.eu](http://www.fepotraviny.eu)

Nezisková organizácia FÉRO potraviny sa zameriava na zlepšenie kvality potravín a na ochranu životného prostredia. Všetky produkty sú vyrobené z prírodných surovín a sú bez konzervantov, farbív a iných škodlivých látok. Všetky produkty sú vyrobené v Slovenskej republike a sú certifikované podľa európskych noriem.

## OBTAINING INFORMATION ON THE ENVIRONMENT

Organic food has a high nutritional value, which guarantees safe consumption without harmful fertilizer residues and preservatives and excludes genetic modification (Rojík et. al. 2022). In this context, consumers have become aware that food choices affect their health and have started to pay more attention to the health benefits of food in order to maintain a healthy lifestyle (Janska et al. 2023). Organic foods address this issue by offering foods that can positively affect human health. Hence, even if consumers have superficial knowledge about healthy nutrition, they still seek reliable sources of product information.

RQ 2: Generation X consumers looking for information on the benefits of organic food?

	Activity	Results
1.	I am involved in volunteering and helping other people	2,57
2.	I work in the interest of nature conservation (planting trees, clearing forests, feeding forest animals, etc.).	2,01
3.	I work in organisations promoting the Sustainable Development Goals (organisations working in the field of environmental protection, anti-social exclusion, gender equality, equality between peoples, etc.).	1,68
4.	I install eco-friendly features in my home (heat pumps, solar panels and photovoltaics, water and wastewater treatment plants, etc.).	2,20
5.	I buy goods and services from companies that care about the environment	3,00
6.	I buy second-hand clothes and other goods	2,86
7.	I repair or have repaired broken appliances, furniture, etc.	3,60
8.	I give good and unneeded items to charities	3,40
9.	I conserve electricity and gas	4,00
10.	I save water	3,98
11.	I act in such a way that I do not pollute nature	4,36
12.	I promote a healthy lifestyle in my environment (active recreation, healthy eating, reduction of stimulants, etc.).	3,8
13.	I sort my waste and take care to recycle it.	4,21
14.	I try not to waste food	4,28
15.	I try to limit my consumption by thinking first about what I will really need	3,98
16.	I vote in elections for candidates who declare their concern for the environment	3,35
17.	I support various types of humanitarian organizations (Caritas, UNICEF, etc.) with monetary donations	2,09

## OBTAINING INFORMATION ON THE ENVIRONMENT

# CONCLUSION

- These new behavioural factors indicate the development of new consumption related to greening, dematerialisation, the development of customer service and the inclination towards rational consumption dimensions, the logical consequence of which is the emergence of new business models (Crudu, 2019; Matuszewska-Pierzynka, 2021).
- The health and economic crisis has also become one of the most frequently discussed topics in 2020-2021, with individual concerns regarding health, current needs and financial stability coming to the fore as the most significant issues (Waliszewski & Warchlewska, 2021). In addition, the outbreak of the global crisis has forced consumers to change their behaviour
- Developing sustainable consumption practices that require urgent attention, such as engaging with organisations supporting the Sustainable Development Goals, but also with social aid campaigns where consumer activism is lower.
- This is particularly important now that targeted solutions are being sought to help consumers make more sustainable consumption choices in the context of the European Union's Green Deal challenges, which will improve the quality of life and health of citizens and future generations by encouraging more sustainable food consumption and healthy eating.
- Responding to these challenges of the European Union requires the orientation of business models of retail units to environmental, social, and economic aspects of their value offer for the customer to ensure quality and safe food using modern technology.