

- Visegrad Fund

Creating pro-environmental scenarios for the people of the Czech Republic, Slovakia and Poland

*SUSTAINABLE CONSUMPTION AND PRO-ENVIRONMENTAL CONSUMER
BEHAVIOUR*

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- Visegrad Fund

Basic data collection:

Number of respondents:

CZ (N=524); SR (N=551); PL(N=700)
survey questionnaire (April - May 2024)

- MOST IMPORTANT FACTORS :

- 1. DEMOGRAPHIC DATA**
- 2. THE AVAILABILITY OF PRODUCTS**
- 3. THE REASON FOR PURCHASING THE PRODUCTS**
- 4. SOURCE OF INFORMATION**
- 5. ACTIVITIES THAT LEAD TO PRO-ENVIRONMENTAL BEHAVIOUR**





1. The biggest influence on the purchase of organic products is: **gender; financial situation and size of the municipality**
2. Organic products can commonly be bought in regular stores (**non-specialty stores**)
3. The reason for buying products is **interest in natural products**.
4. Sources for getting information about organic products: **television; scientific articles and podcasts**. Information: verification
5. Pro-environmental behavior: **saves water**, but no longer fully sorts waste, **does not install** many **green elements in homes**, and **does not vote for candidates promoting environmental protection**



1. The biggest influence on the purchase of organic products is: **gender; financial situation and age**

2. Organic products are not commonly bought in ordinary shops (**non-specialist shops**)

3. The reason for buying products is **renewability and sustainability**.

4. Source for getting information about organic products: **word of mouth and podcasts**.

Information: verification

5. Pro-environmental behavior: installs **green features in homes**, gives good and unnecessary items **to charities but does not volunteer** or do much to help other people, **does not vote for candidates promoting environmental protection**



1. The biggest influence on the purchase of organic products is: **gender; age and education**
- 2 Organic products can commonly be bought in ordinary shops (non-specialist shops)
- 3 The reason for buying products is **renewability and sustainability**
- 4 Source for getting information about organic products: **internet, TV; word of mouth** Information: do not verify
- 5 Pro-environmental behavior: **votes for candidates** promoting environmental protection, **participates in volunteering** and helping other people, but **does not install many green elements in the home**