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Consumer's intentions vs behaviors regarding sustainability: A Study performed in Sweden.

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Abstract

The research examines the different factors that affect the consumer's purchase decisions regarding sustainable products, it investigates the factors that cause the gap between their intentions and actual action taken regarding sustainability. In addition, this research delves into the nuanced interplay of individual attitudes, social expectations, and environmental awareness. The qualitative analysis, enriched by survey responses and interviews, uncovers multifaceted insights that extend beyond mere behavioral observations. By scrutinizing participants' perceptions and motivations, the study uncovers the intricate dynamics that drive sustainable consumption in the unique context of Sweden. This study provides helpful and valuable insights through the empirical data collected via both surveys and interviews and the performed analysis. The study's findings benefit the companies operating in Sweden by taking advantage of to reach the consumers most effectively, by understanding the factors that shape their behavior.

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We wish you a pleasant reading!

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1 Introduction

In this section, the background to the chosen topic is presented. This is followed by a problem discussion that leads to the study's purpose and research questions.

1.1 Background

In recent years, sustainability has emerged as a critical focus in business, driven by a confluence of factors. Research by Williams et al., (2023) underscores the increasing importance of sustainability, emphasizing the need for businesses to address environmental and social concerns for a better future. Their work highlights that companies are under mounting pressure from governments and the demands of employees, customers, and investors to adopt sustainable practices.

Awareness of environmental sustainability has received a lot of attention in various academic publications Hamid et al., (2017). Global higher education is accountable for influencing the environmental consciousness of faculty and students as well as the mindset of upcoming generations regarding the value of protecting the environment. Various faculty members are actively involved in raising students' awareness of environmental sustainability by implementing green practices and green vision Hamid et al., (2017).

In contrast to the growing emphasis on sustainability within corporate landscapes, a noticeable disparity emerges in consumer behavior. Despite the mounting pressure on businesses to adopt environmentally and socially responsible practices, consumers often exhibit a variance between what they express as their beliefs and intentions regarding sustainability and their actual consumption behaviors (McKinsey & Cosusmpany, 2020). A report by McKinsey & Company in 2020 found that while the majority of consumers state that they care about sustainability, their actions don’t reflect these beliefs as only 20% of the consumers are willing to pay more for sustainable products. This incongruence raises critical questions about the efficacy of current strategies in fostering a more sustainable marketplace. Understanding the factors contributing to this gap is imperative for devising strategies that not only meet the expectations of governmental and corporate stakeholders but also resonate with the diverse and complex motivations influencing consumer choices in the realm of sustainability (McKinsey & Company, 2020).

1.2 Problematization

Studies show that while there is a rising trend in consumers' sustainability intentions, actual behaviors may not always align due to various factors. A study by Camilleri et al., (2023). delves into the challenges of aligning consumer behavior with sustainability goals. Their research indicates that consumer reluctance to change consumption patterns or pay for sustainable alternatives can pose significant hurdles. Another study shows that consumers are neither willing to change their consumption behavior nor to pay for alternatives Herrmann at al., (2022).

Research shows that 73% of consumers have the desire to be more sustainable in the next 12 months (Mokbel, 2021), but the result shows that even though consumers are aware of the impact of their choices on the environment, they still face several obstacles in the way of making a sustainable purchase decision, such as the price or the product performance in the moment of purchase.

According to Wei et al., (2018) companies have invested large amounts of money to create and manufacture eco-friendly products. For instance, the UK department store chain Mark & Spencer has invested over $50 million to establish a sustainable supply chain that uses only sustainable raw materials. Therefore, understanding the intricate dynamics of consumer behavior concerning sustainability is essential to formulate more effective strategies and ensure that corporate expensive sustainability initiatives yield meaningful outcomes.

Countries, governments, and corporate companies are trying to achieve a net zero carbon footprint, and this will require equal contribution from consumers as well. Even though sustainability is not a new topic, this research field continues to develop as consumer patterns evolve, and there is still a lack of understanding of consumer behavior due to that only a few studies examined the factors behind the disparity between consumers' intentions and actual purchases. Therefore, this research will be contributing to the gap in finding out why this problem exists and what factors influence it.

1.3 Research Gap

While there is a growing emphasis on sustainability in both corporate and academic spheres (Williams et al., 2023; Hamid et al., 2017), a noticeable and critical research gap exists in understanding the factors contributing to the incongruence between consumers' professed

intentions and their actual behaviors when it comes to sustainable products. Several studies (Camilleri et al., 2023; Herrmann et al., 2022; Mokbel, 2021; McKinsey & Company, 2020) have highlighted the challenges in aligning consumer behavior with sustainability goals, such as reluctance to change consumption patterns and resistance to paying more for sustainable alternatives. Another research by the Swedish Environmental Protection Agency confirms that 78% of the respondents in Sweden are aware of the importance of their actual actions regarding sustainability and believe that they have an impact. In addition, 86% of them believe that they should act differently (Gullers Grupp, 2018). However, these studies fall short of delving into the intricate dynamics and specific factors that drive this gap.

The current body of research acknowledges that consumers express a desire to be more sustainable (Mokbel, 2021), but it lacks an in-depth exploration of the obstacles hindering them from translating these intentions into actual sustainable purchase decisions. While some studies point to issues like price and product performance (McKinsey & Company, 2020), a more nuanced understanding of the psychological, social, and economic factors influencing these obstacles remains underexplored.

Moreover, the existing literature highlights the significant investments made by companies in creating eco-friendly products and sustainable supply chains (Wei, Ang, & Jancenelle, 2018). However, the efficacy of these corporate sustainability initiatives is called into question by the observed gap between consumer intentions and actions. There is a need for research that not only identifies the barriers but also proposes strategies to bridge this divide and maximize the impact of corporate sustainability efforts.

1.4 Purpose of the Study

The study aims to examine the difference between people's intentions and actions regarding sustainability. By answering the research questions:

What are the factors that contribute to the disparity between consumers' intentions and actions in the context of sustainable products?

To answer the research question and fulfill the purpose of the study, primary data will be collected through a questionnaire survey and interviews. The study will be performed in Stockholm and Gävle.

2 Literature

In this section, relevant theories that form the basis of the study are presented and explained. The theories begin with the theory of Planned Behavior, the Innovation Diffusion Theory, Theory, and previous research in the field.
In this section, relevant theories that form the basis of the study are presented and explained. The theories begin with the theory of Planned Behavior, the Innovation Diffusion Theory, and previous research in the field.

2.1 Theory of Planned Behavior

In many cases, behaviors are the primary factors influencing accidents. The theory of planned behavior (TPB) is one of the most well-known theoretical models for analyzing human behavior. It describes logical human decisions to carry out particular behaviors through a social cognitive-affective process Dankachatarn et al., (2023). The theory of planned behavior (Ajzen, 1991) is the extension of the Theory of reasoned action, RA, both theories indicate that people form their attitudes after carefully weighing the information that is available to them and thereafter making logical, reasoned decisions about which behaviors to engage in (Ryan & Carr, 2010). The intention of an individual to perform a behavior is based on the value the individual places on the behavior, how easy it is to perform, and the opinions of important others. It is also influenced by the individual's perception that the behavior is within his or her control. A TPB model based on intentions, attitudes, social support, and self-efficacy was only marginally successful in predicting and explaining arthritis self-management in RA. (Ajzen 1991) provides a thorough guide for creating measures of TPB components, even though there are no validated questionnaires available, the difficulty of conceptualizing and capturing attitudes is a challenge in TPB measurement. Dankachatarn et al., (2023) present the five structures in the TPB model which are attitudes, subjective norms, and perceived behavioral control which are connected to behavioral intention and behavior. Attitudes refer to the beliefs about the results of behavior and how they are evaluated, subjective norms refer to other's opinions about a person's behavior, perceived behavioral control refers to beliefs about the degree of confidence a person feels in carrying out a particular behavior, behavioral intention refers to the immediate variable that elicits the individuals' intent to perform the behavior, behavior refers to the actual actions carried out by a person, and behavior refers to the actual actions carried out by a person.

(Krishna & Shacheendran, 2023) explain further about attitude, that a person's good attitude towards a behavior can increase the intention to engage in that behavior. While the subjective norms mean that an individual's decision to engage in a certain behavior is heavily influenced by his or her impression of the disapproval of that behavior by important others. Lastly, the higher perceived behavioral means that a person is more likely to act in the expected way if they have higher levels of intention.

Mimiaga et al., (2009) confirm that the theory is relevant in situations where there is less than ideal control over the behavior's execution and success probability. The TPB's primary contribution is the idea of perceived behavioral control, which is defined as an individual's assessment of the ease or difficulty of carrying out a specific behavior, thereby expanding the applicability of the TRA beyond simply volitional behaviors by explicitly taking into account feelings of control over the performance of the behavior as an extra predictor of behavior. Perceived behavioral control, is a crucial concept to consider because it expands the theory's applicability beyond simple, to more complex goals and behaviors that depend on the performance of a complex chain of other behaviors but have a significant impact on outcomes, the ability of intentions to predict behavior is diminished by this lack of real control. In addition, it includes the attitudes and subjective norms, which make up the theory of reasoned action. The degree to which a person tries to engage in a behavior and the degree of control they have over it determine whether or not they actually engage in the behavior. A combination of perceived behavioral control, attitude toward the behavior, and subjective norm results in behavioral intention Mimiaga et al., (2009).

Etheridge et al., (2023) summaries the TPB theory by confirming that a person's intention to carry out a particular behavior can be influenced by three different types of beliefs. Behavioral beliefs, translate into attitudes toward the behavior, normative beliefs, which are related to how peers and other respected figures are perceived to feel about the behavior, and control beliefs, or perceived ability to carry out the behavior. According to (Krishna & Shacheendran, 2023) behavioral intention can be measured by considering attitude, subjective norms, and perceived behavioral control.

Hypotheses drawn from the TBP theory:

H1. Higher levels of perceived social pressure to buy sustainability products are positively correlated with actual purchase behavior.

H2. Past behavior is a significant predictor of future purchasing behavior, indicating a pattern of consistent sustainability product choices.

H3. Higher levels of knowledge and awareness regarding sustainability issues are positively correlated with actual purchase behavior.

2.2 Innovation Diffusion Theory

Innovation Diffusion Theory was discussed first in 1903 by the French sociologist Gabriel Tarde, and developed by Rogers in 1962, which makes it one of the oldest social science theories (Kaminski, 2011). It was first used in communication to describe how, with time, a concept or item gathers traction and diffuses or spreads through a particular community or social structure. People eventually adopt new ideas, behaviors, or products as a part of a social system because of this diffusion (Singer, 2022). According to Kao et al., (2021) many academic fields, including education, sociology, communication, agriculture, marketing, and information technology, have made extensive use of the innovation diffusion theory. If an idea is new to a group of people and adopted for the first time is deemed as innovative (Aiken & Hage, 1996). Rogers defined the term innovation as a new idea, technique, or thing that is adopted by an individual or a group of people. Diffusion was defined as the process of spreading an idea over time among members of a social system through certain routes (Rogers & Cartano, 1962). While (Bradford, 2001) highlighted the importance of the success of the idea in addition to being new.

The primary purpose of IDT is to assess the current condition of novel concepts or items that may be encountered throughout time, and then forecast the idea's or object's level of popularity in the market or application sector after the receiving terminal accepts and uses it, referring to it as a concept or item (Rogers & Cartano, 1962). When someone adopts something new, it indicates that they are doing something different from what they were doing before such as buying or using a new product, acquiring and performing a new behavior. In a social system, the adoption of a new concept, way of behaving, or item happens gradually; some individuals are more likely than others to embrace the innovation. It has been discovered by researchers that early adopters of innovations exhibit distinct traits from later adopters. It's critical to comprehend the traits of the target audience when promoting an innovation to them because these traits can either facilitate or impede the innovation's adoption. The general population tends to fall into the middle of the five established adopter categories, it’s critical to comprehend the traits of the intended audience that either facilitate or impede the innovation's

adoption (Singer, 2022). The research of the innovation diffusion theory can be divided into two primary objectives which are research on the Diffusion of innovation and relevant research on innovation acceptance (Rogers & Cartano, 1962). The first objective seeks to investigate how and why some new items can spread more quickly among its members in the community. The second objective investigates the traits of people, teams, or organizations and investigates the elements that support or obstruct the acceptance of innovation. As a result, this kind of study focuses on analyzing how customers behave when they embrace new ideas and the variables that affect their decision-making. The general population tends to fall into the middle of the five established adopter categories, but it is still important to understand the characteristics of the intended audience. Diverse tactics are employed in innovation promotion to cater to distinct adopter demographics (Kaminski, 2011).

The five categories are innovators, early adopters, early majority, late majority, and laggards. Innovators include the people who are eager to test out the new idea first. They are daring and open to novel concepts. These individuals are frequently the first to come up with novel ideas and are very willing to take chances. This category does not require much effort to gain. While early adopters include those who speak for influential people. They welcome chances for change and take pleasure in leadership roles. Since they already understand that change is necessary, they have no trouble embracing novel concepts. This category can be gained by implementing information sheets and guidance, while information will not persuade them to change.

The early majority include those who don't often take the lead, but they adopt new ideas before the public does. That being said, before they are willing to embrace an innovation, they usually require proof that it is effective. This category can be gained by proofing the innovation's efficacy and success stories. The late majority includes those who are resistant to change and won't accept an invention until the majority has given it a shot. Information about the number of other individuals who have successfully tried and adopted the innovation is one tactic that can be used to gain this category. Finally, laggards include those who are extremely conservative and constrained by tradition. They are the hardest group to convince to accept change because they are highly resistant to it. Statistics, fear appeals, and pressure from members of other adopter groups are some of the tactics used to appeal to this category (Kaminski, 2011).

The adoption of an innovation is influenced by five primary factors, each of which is present in the five adopter categories to varying degrees. These factors are relative advantages, compatibility, complexity, triability, and observability (Kaminski, 2011). While complexity is apparently inversely associated with an innovation's adoption rate, the first four of these characteristics are favorably related to the rate of adoption.

The degree to which an invention is regarded as superior to the concept it replaced is known as its relative advantage. Kao et al., (2021) explain that a new product will have a greater relative advantage and a greater diffusion impact if customers perceive it to have higher benefits or promotional advantages. The term compatibility describes how well innovation is seen by potential consumers as being in line with their social and cultural values, beliefs, past experiences, and requirements Kao et al., (2021). Complexity refers to the level of difficulty associated with utilizing and comprehending innovation. From the standpoint of utilizing, viewers will overestimate the hazards since a complicated product will be harder for them to use and exercise its full impacts and capabilities, This means the extent to which an invention is thought to be superior to the concept, scheme, or item it replaces, the degree to which an innovation aligns with the needs, experiences, and values of possible adopters is known as compatibility, the degree to which an innovation is hard to comprehend and/or apply, the degree to which an innovation can be tried out or tested before adoption is decided upon, and lastly, how well the innovation produces measurable outcomes (Kaminski, 2011). People are more inclined to accept anything easier to use and less complicated Lederer et al., (2000).

Trialability refers to the ability of an invention to be tested in small quantities is known as its trialability, and it is a key factor in the organization's willingness to accept new ideas. It describes the limited-time trial arrangement for a new product Kao et al., (2021). New items spread more easily in bigger trial arrangements Dunphy et al., (1995). Lastly, observability refers to the level of how innovation's effects are observable to prospective users. According to (Rogers & Cartano, 1962) innovation diffuses more readily within the social system to a greater extent at higher visible degrees. The decision-making process and end-user adoption of innovations are explained by these five factors.

The hypotheses drawn for the innovation diffusion theory are:

H4. Higher observability of sustainability product usage is positively associated with the intention and actual adoption.

H5. Higher innovativeness is positively associated with the intention and actual adoption of sustainability products.

H6. The use of effective communication channels positively influences the intention and actual adoption of sustainability products.

2.3 Previous Research

According to (Rausch & Kopplin, 2021) consumers perceived aesthetic risk negatively impacts the intention-behavior relation. In contrast, perceived economic risk has no significant effect on this relation. In the field of environmental preservation, the locus of control was studied by Cleveland et al., (2012), this research team refers to this domain-specific construct as the environmental locus of control (ELOC). It confirmed that people with a stronger internal locus of control are more likely to practice environmental preservation, such as buying ecologically friendly products, according to a consistent finding in this field of study.

(Chan, 2001; Jaiswal and Kant, 2018; Kollmuss and Agyeman, 2002) confirmed that an individual's perceived environmental knowledge, awareness of environmental issues, and consequences of human actions on the environment have been found to influence both purchase intention of sustainable products and attitude towards sustainable products (Kumar et al., 2017; Kwong and Balaji, 2016; Maichum et al., 2016).

According to (Tölkes, 2020) efficiently promoting sustainable products is essential to successfully selling them once the potential customer has an understanding of and perception of their unique sustainability attributes can be taken into account when making a purchase decision.

The hypothesis drawn from the previous research is:

H7. The higher price of sustainable products negatively affects the actual adoption of sustainability products.

2.6 Compilation of theoretical framework

The theoretical frame of reference includes two theories that are relevant to the study and contribute to fulfilling the purpose of the study and answering its research questions. The various theories presented explain the factors behind the disparity in existence between people’s intentions and actions regarding sustainability-labeled products. PBT is used to evaluate how consumers feel about sustainable products and how this affects their

consumption, thus understanding intentions and attitudes. Innovation Diffusion is used to analyze how attitudes and intentions are influenced by the spread of sustainable product adoption and awareness via social networks. In addition to the presented theories, the results of the previous research are relevant because they present the different factors that can be considered in this study and confirm some factors presented in the theories. The main purpose of the section is for the reader to create a thorough understanding and background about what factors can influence people's behavior and result in an intention-action gap regarding sustainability products.

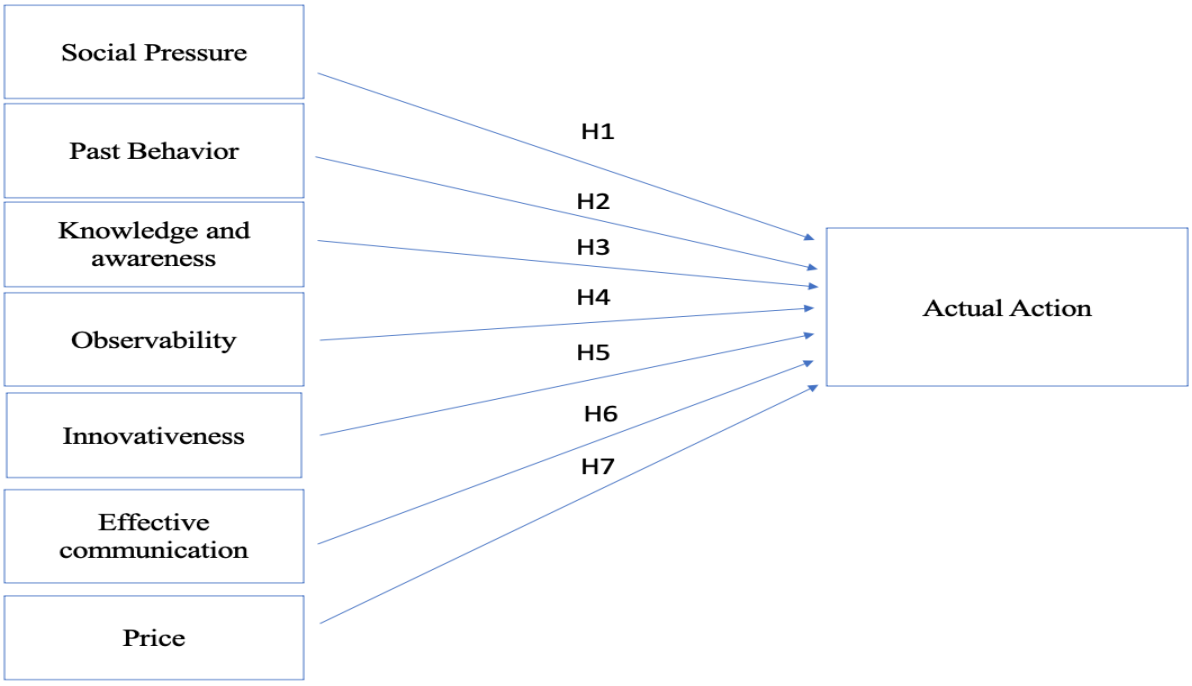

Figure 1 Theoretical Framework, Own Processing

The research theoretical framework consists of two primary and well-known theories in the field of marketing and understanding factors behind people's behavior. Due to the capacity of the thesis not all the factors that can be extracted from the theories are included in the research. The main factors derived from the planned behavior theory are social pressure, past behavior, and knowledge and awareness.

Social pressure, past behavior, knowledge, and awareness are factors derived from the Planned Behavior Theory. Observability, innovativeness, and effective communication are factors derived from the Innovation Diffusion Theory, in addition to the price factor which is mentioned in previous research collectively impact the actual action of the person.

3 Methodology

In the method section, the scientific method, the approach, and the data collection method are presented. Furthermore, the study's selection, non-response, and design of the questionnaire are presented. It is then explained how collected data is operationalized, analyzed, and handled clearly, in this way the reader has an overall picture and understanding of how the results were arrived at and has an opportunity to evaluate the study. In conclusion, the study's validity and reliability, and ethical considerations.

3.1 Research Approach and Design

In line with the study's purpose which is to examine the difference between people's intentions and actions regarding sustainability, a combination of quantitative and qualitative analysis was used based on primary data collected through a questionnaire survey and interviews. Firstly, it started with conducting the survey, after collecting the least required responses which was 202, the survey was closed and did not accept any new answers. Secondly, the interviews were conducted with 25 respondents. After collecting the empirical data two different analyses were performed. The reason behind this choice was the efficiency and relevance that this technology brings. On one hand, surveys are easier to conduct, time-saving, and facilitate quantitative data collection (Denscombe, 2018), and on the other hand, they can be not enough to deepen the understanding of the topic, because if it's long or contain many open questions that will lead to a risk that the respondent will get bored and avoid answering the questions or answer it carelessly (Bryman & Bell 2013). Therefore, the survey will be combined with several interviews that help to delve deeply into the topic to increase the understanding of the factors behind consumer's purchase decisions (Saunders, Lewis & Thornhill, 2019).

3.1.2 Ontology and Epistemology

Ontology refers to theories about the nature of reality. The chosen viewpoint for this research was objectivist ontology, which considers the social world and phenomena as something external to social actors (Bell, Bryman & Harley, 2019). It suggests that categories and social phenomena have an existence apart from actors, just as our everyday categories do.

Epistemology refers to theories about what is known, or what we can know. The chosen epistemological position is positivism, which is based on the objectivist ontological viewpoint.

According to positivism, the best methods for gathering data are direct observation or measurement of phenomena with the use of surveys or other tools as reality is an objective, external reality Bell et al., (2019).

3.2 Selection of Respondents

The sample must be representative and generalizable (Bryman & Bell 2013, s. 189), however, the study uses non-probability sampling based on sampling methods convenience sampling. The reason for the chosen method is that this is the available method that ensures easy access to the largest possible number of people residing in Sweden.

3.2.1 Nonresponse

Quantitative surveys that use questionnaires to gather data frequently have high nonresponses, which happens when data is missing from a portion of the sample (Bryman & Bell 2013, p. 248). In this study, the questionnaire survey was sent to 350 people via mail, WhatsApp, Instagram, Facebook, and different groups on social media. Of which 202 respondents answered the survey, this means the response rate is 57,7 percent. Bryman & Bell (2013, p. 249) argue that this response rate is hardly acceptable, but (Denscombe 2018, p. 40) contends that response rates vary depending on the situation and that there are no true targets for researchers to strive for. In this regard, the 57,7 percent response rate was considered adequate, considering the sample size and the time constraints.

3.3 Data Collection

This study is based on a literature review that forms the basis of the study and helps to understand the topic and build a comprehensive background. After the formulation of the hypotheses conducted from the existing literature, the primary data of the study have been collected through surveys and interviews to test the hypotheses and analyze the results. More details about the data collecting process follow below.

3.3.1 Literature Search

The literature search started with reading and evaluating the existing literature, using the university library search function that finds relevant databases such as Business Source Premier

and EBSCO, and selecting only scientific articles published after 2010. Keywords have been used to focus on the necessary existing data, such as: “Sustainability” & “intention”, “intention gap” & “Sustainability”. During the whole section, all the literature has been cited to provide the opportunity for the reader to find the original publications, which is important for the credibility of the research (Saunders, Lewis & Thornhill, 2019).

The purpose of this section is to provide the theoretical framework of the research highlight the important findings in the field and illustrate and connect the research to the wider context. In addition to providing the necessary background knowledge of the research (Saunders, Lewis & Thornhill, 2019).

3.3.2 Surveys

The first part of the empirical data was built on primary data collected by the survey technique. It was created by using Google Forms, it contained 16 mandatory closed questions, and one optional open question, and every question was connected to a hypothesis to test it. The questions were formulated short and closed to ensure that the respondents didn’t get bored and started to answer the questions carelessly just to finish it as fast as possible, and to ensure getting real and honest answers the survey was formulated to be answered in 3 to 5 minutes. The goal was to collect as many responses as possible. To read the survey questions see Appendix 1, below are explanations for each question:

Questions 1 to 4 were to get to know the respondent's background such as gender, age, educational level, and occupation.

Questions 5 & 6 were to examine if the respondent does take actions toward sustainability before understanding the influencing factors and to know if their attitude affects their actions which test the first hypothesis.

Question 7 examined whether the opinions of society affect the actual behavior of the respondent which was related to the second hypothesis.

Question 8 investigated if the past behavior of the respondent affects the future behavior which tested the third hypothesis.

Question 9 investigated if the respondents’ knowledge about sustainability issues affected their purchase decision which tested the fourth hypothesis.

Question 10 examined the fifth hypothesis which studies if observing other’s behavior affects the respondent’s actions.

Question 11 investigated if innovativeness affects the adoption of sustainability products which was related to the sixth hypothesis.

Questions 12-15 investigated hypotheses that were eliminated later in the process.

Question 16 investigated the respondent's actual behavior patterns regarding sustainable products.

Question 17 investigated to what extent the price affects the actual purchase of sustainable products which was related to the seventh hypothesis.

The scale used in the closed questions was:

Questions 6-7, 10-11

Rarely	1
Occasionally	2
Sometimes	3
Often	4
Always	5

Question 8

Very unlikely	1
Unlikely	2
Neutral	3
Likely	4
Very Likely	5

Question 9

Not at all	1
Slightly	2
Moderately	3
Very	4
Extremely	5

3.3.3 Interviews

The second part of the empirical data was built on primary data collected by using interviews.

Semi-structured interviews were performed, and key questions were formulated, to collect the data deductively and test the research's theoretical framework. The questions were open to deepen the understanding of the topic, go into detail, and provide the opportunity for the respondent to explain ideas, and opinions freely in-depth, and in detail (Saunders, Lewis & Thornhill, 2019). Interviews were carried out with twenty-five people, according to (Bryman 2013, p. 425) the minimum number of interviews needs to be between twenty and thirty for an interview-based qualitative study to be published. This study is not only interview-based, therefore interviewing twenty-five people was considered adequate.

An announcement for the interview was published via Facebook, WhatsApp, and Instagram. The announcement explains the topic, the purpose of the interview, and how long it will be. People interested in participating were directed to contact us to continue to the next step, which was coordinating an online interview via Zoom, after agreeing on the appropriate time an invitation email was sent to confirm the date, time, and the link that will be used to join the interview.

3.4 Data Analysis

3.4.1 Quantitative Data

In the quantitative data, the relationship between the study's dependent variable *actual behavior,* and the study's independent variables was investigated to fulfill the purpose. The independent variables were ***perceived social pressure, past behavior, knowledge and awareness, observability, innovativeness, effective communication, and the price.***

The study's variables were divided into two primary categories, categorical and numeric variables. The categorical variables have values that describe a 'quality' or 'characteristic' of a data unit, like 'what type' or 'which category' such as age, gender, educational level, and occupation. While the numeric variables have values that describe a measurable quantity as a number, like 'how many' or 'how much' as all the independent variables (Australian Bureau of Statistics, 2023). The relationship between the variables was examined by using the following different analysis types and tests.

3.4.1.1 Respondent demographics

The first step of the quantitive analysis was to present statistics about respondents' demographics. Age, gender, educational level, and occupation to understand the background of the study's population and to make all the information clear for the reader.

3.4.1.2 Descriptive analysis

The second step of the statistical analysis was descriptive analysis, to review describe, and accurately summarize quantitative data, thus the material was identified (Polit & Beck 2010). Descriptive statistics introducing the variables of the study along with their mean, standard deviation, maximum, and minimum values were used to present the empirical data.

3.4.1.3 Normality test

The Third step was performing a normality test to find out if the sample of data comes from a population that is normally distributed. The purpose of the test was to confirm if the research's data were distributed normally because the following statistical tests such as correlation, regression, t-tests, and ANOVA, were based on the normal distribution of data (Editage, 2023). The chosen method to assess if the data was normally distributed was analytical by performing the Shapiro-Wilk test.

3.4.1.4 Correlation analysis

The next stage was correlation analysis which measured statically if there was a linear relationship between two quantitative variables and its strength. A correlation coefficient value can be between -1 to 1. The value -1 means a negative correlation, as the value of one variable increases, the value of the other variable decreases, and value 0 means that there is no relationship between the variables. While the value 1 shows a positive correlation which means as the value of one variable increases, the value of the other variable increases (Investopedia, 2023).

The derived hypotheses were tested using Spearman's correlation analysis which was carried out via a statistical program SPSS. The chosen significance level was 0.10, even though it means a weak relationship. This means that the correlation between the variables was significant if $p > 0.1$.

3.4.1.5 Regression analysis

The second stage of statistical analysis in this study was multiple regression analysis, which was carried out using SPSS and included all independent variables. The analysis clarified how one variable can affect another, where one is dependent, and the other is independent (Moore 2016). Regression models of this kind have multiple independent variables. Based on the values of multiple independent variables, it is used to predict the value of the dependent variable (ibid).

3.4.1.6 ANOVA

The next stage was the ANOVA test, which stands for Analysis of Variance. This statistical test examined how the means of more than two groups differ from one another (Scribbr, 2023). By computing whether the means of the treatment levels differ from the overall mean of the dependent variable, ANOVA establishes whether the groups formed by the levels of the independent variable are statistically different. The hypothesis was rejected if any group mean deviates noticeably from the overall mean. F-test was used in ANOVA to determine statistical significance. Because the error is computed for the entire set of comparisons rather than for each two-way comparison this enables the comparison of multiple means at once. The variance in each group mean was compared to the total group variance using the F-test if the difference within the group was smaller than the difference between the groups, the F-test found a higher F value to ensure that the observed difference is real (Scribbr, 2023).

3.4.2 Qualitative Data

The data collected from interviews in the form of spoken form is verbal data (Saunders, Lewis & Thornhill, 2019). Verbal data has been recorded and thereafter transcribed and turned into text. Fullness and richness, which define qualitative data, offer the chance for in-depth analysis and the production of contextualized and well-grounded explanations.

The first step of the qualitative analysis after recording the interviews, transcribing them, and saving each interview in a separate word by numbering it to keep anonymity was to code and reorganize these data into analytical categories in order to fragment them. This procedure frequently entails reducing or simplifying qualitative data by summarizing their meanings so that additional analysis can be performed after they are understood.

Thereafter, reading the interviews several times is very important to become familiar with the data, and to be able to examine the data for meanings, reoccurring themes, and patterns. Proceeding with the analysis requires data familiarity (Saunders, Lewis & Thornhill, 2019).

The last step of the analysis was coding, by dividing the data into different units to be able to compare the data. Each data unit that makes up a data item is labeled during the coding process. Thus, the researchers were enabled to access and analyze any data that piqued their interest. For this reason, coding is a crucial tool for managing data. The data was categorized into six different themes, which are Attitudes Towards Sustainable Products (ATT), Social Pressure (SP), Past Behavior (PB), Knowledge and Awareness (K&A), Observability of Sustainable Product Usage (OBS), and Innovativeness (INN). Each theme represents an independent variable that was examined. Thereafter, the themes emerged. Lastly, a comparison between the study's different factors was performed in addition to a comparison between the different participant groups.

3.5 Validity and Reliability

The quality criteria in business research are reliability, replicability, and validity (Bell, Bryman, and Harley, 2019). To ensure the high quality of this research these criteria have been considered.

Reliability is frequently employed to investigate the consistency of measures applied to business and management concepts, particularly if the measure is stable over time. The next criterion is replicability which is related to reliability and means that if the study is carried out again, the same result must be demonstrated, thereby constituting a stable measure over time (Bell, Bryman, and Harley, 2019).

Researchers occasionally decide to confirm one another's findings. This could be done for a variety of reasons, including the suspicion that additional evidence that is pertinent to comprehending the subject does not align with the initial results. Replication requires a study to be capable of being replicated; otherwise, it cannot occur (Bell, Bryman, and Harley, 2019).

In this study, the approach was explained in the method section in a clear and detailed manner, which theoretically ensured the possibility of carrying out the study again and obtaining similar results.

The last criterion is validity, it’s the most significant. It's about the integrity of the drawn conclusions. There are several types of validity, measurement validity, internal validity, external validity, and ecological validity. Measurement validity is about assessing whether the survey measures what it is actually supposed to measure. Internal validity relates mainly to the issue of causality, it is about the validity of the drawn conclusions about relationships between two variables. (Bell, Bryman, and Harley, 2019). External validity is about the importance of the generalization of the study beyond this specific context. Ecological validity is about whether the social science findings are applicable in real-world, everyday social settings. The study concerns a topic that is related to every individual who is a part of the community and affects the whole world daily with their daily purchase decision The problematic aspect of this study's form of validity was external validity, which means that the results must be generalizable (ibid). In this study, this could not be achieved due to convenience sampling.

3.6 Ethical Considerations

In the context of research, ethics refers to the moral principles that direct actions based on a variety of factors. It is the wider social norms of behavior that will determine whether a researcher's actions are appropriate or acceptable. The kind of behavior that an individual should follow in a given circumstance is indicated by a social norm; nevertheless, the dominant norms of behavior actually permit a variety of moral viewpoints (Saunders, Lewis & Thornhill, 2019).

The most important ethical principles that have been considered will be presented in this section, such as maintaining the privacy of participants in both the survey and interview by keeping it anonymous so that no stranger should be able to identify the respondents, informing the respondents about the purpose of the survey in a proper manner, and that the respondents voluntarily participate in the survey and give their consent to their participation, lastly, the responsibility of analyzing the data, by not making up or adding anything to keep the results accurate (Saunders, Lewis & Thornhill, 2019).

In the research survey, a clear letter of introduction was initially designed that explained who carried out the study, the purpose of the survey, how it would be used, and why it was important. Furthermore, voluntary participation, the anonymity of the respondents, and that collected answers were only used for this research purpose was made clear.

In the interview, in the announcement of the interview, all the above-mentioned points were mentioned and confirmed again at the beginning of the interview. To assure the privacy, anonymity, and confidentiality of the participants, the interviews were numbered in order and noted with the most general information such as gender, age, and profession. Thus, the researchers considered the most important ethical principles.

3.7 Method Criticism

The findings of the study cannot be generalized to the whole population, due to the convenience sampling used in the study which cannot be representative of the entire population (Bell, Bryman, and Harley, 2019). In addition to the concerns raised by (Saunders, Lewis & Thornhill, 2019) about the generalisability of findings from qualitative research using only interviews with a small number of cases. The survey was on the limit to be considered long because there were many hypotheses and each one needed a question, in addition to the introductional questions and eliminating the number of hypotheses in the last stage of the research resulted in extra questions in the survey, nevertheless, which can be used for insights. The other negative aspects of the survey such as the detailed and deep information could be avoided by combining it with interviews. On the other hand, depending on only private contacts resulted in too long waiting time, other platforms could be used such as the university's. In addition, letting a question be optional in the survey resulted in a huge nonresponse, only 21 of 202 answered the question, therefore all the questions must be mandatory. Lastly, specifying one question for each of the hypotheses, resulted in some complications in analyzing the data, therefore, a better way would be to have a smaller number of hypotheses and have different classes of questions for each one.

4 Findings & Analysis

In this section, the empirical materials collected from the survey and interviews are introduced with the intention of answering the purpose of the study, which is to describe and analyze the various factors that influence the gap between the disparity between consumer intention and actual action regarding purchasing sustainable products. The quantitive analysis starts by presenting respondents' demographics, then descriptive analysis, normality test, correlation analysis, regression analysis, and ends with ANOVA. The qualitative analysis starts by presenting respondents' demographics, hypothesis testing, emerging Themes, and lastly comparison contrast across Participant Groups

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4.1 Quantitative Analysis

4.1.1 Respondents Demographics

There were 202 responses total, with 107 from women and 94 from men. The majority of the responses were from females. There were four age groups: under 18, 18–30, 31–50, 51–64, and 65 years of age or beyond. The responses mostly come from the 18–30 and 31–50-year age groups, with a small percentage from other clearly defined age groups. The education was divided into four categories: high school, bachelor's, master's, and doctorate. The majority of the responses were found for the high school, bachelor's, and master's levels. The majority of responses came from those who were employed, with the remaining occupations being classed as retired, self-employed, unemployed, and student.

Statistic

	Age	Gender	Educational Level	Occupation
N valid	202	202	202	202
Missing	0	0	0	0
Mean	2.54	1.48	2.08	2.08
Std. Deviation	0.753	0.510	0.562	0.827

Table 1 Demographics Statistics

Frequency Tables

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18	10	5.0	5.0	5.0
	18-30	90	44.6	44.6	49.5
	31-50	88	43.6	43.6	93.1
	51-64	10	5.0	5.0	98.0
	65 or older	4	2.0	2.0	100.0
	Total	202	100.0	100.0	

Table 2 Respondents Age

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	107	53.0	53.0	53.0
	Male	94	46.5	46.5	99.5
	Prefer not to say	1	.5	.5	100.0
	Total	202	100.0	100.0	

Table 3 Respondents Gender

Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	21	10.4	10.4	10.4
	Bachelors	146	72.3	72.3	82.7
	Masters	32	15.8	15.8	98.5
	Doctoral	3	1.5	1.5	100.0
	Total	202	100.0	100.0	

Table 4 Respondents Educational Level

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	35	17.3	17.3	17.3
	Employed	135	66.8	66.8	84.2
	Self-employed	18	8.9	8.9	93.1
	Unemployed	8	4.0	4.0	97.0
	Retired	6	3.0	3.0	100.0
	Total	202	100.0	100.0	

Table 5 Respondents Occupation

The data without the missing values was 202 in number out of which 103 were females that is 53% whereas other 94 were males that is 46.5%. The responses collected from the different age groups involve 5% from under 18 years, 44.6% from 18-30 years, 43.6% from 31-50 years, 5% from 51-64 years and 2% were from 65 or older age group. Where 74.3% had bachelor's degree and 25.1% had master's degree. The experience varied from less than 1 year to greater than 10 years. The less than 1 year were 6.4%, 1-3 years were 8.2%, 4-6 years were 55%, 7-10 years 23.4% and greater than 10 years 7.0%.

Descriptive Statistics

When calculating descriptive statistics involving mean and standard deviation for both independent and dependent variables, SPSS is utilized. The items of the variables have been measured using a five-point Likert scale.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
AB	202	1	5	2.98	.875
SP	202	1	4	2.90	.920
PPB	202	1	5	3.60	.806
KA	202	1	5	3.22	.819
OBSERVABILITY	202	1	5	3.06	.923
INNOVATIVENESS	202	1	5	2.27	1.006
AD	202	1	5	3.09	.812
PRICE	202	1	5	2.06	1.098
Valid N (listwise)	202				

Table 6 Descreptive Statistics

Normality Test

In the table below values of skewness and kurtosis lies between -3 to 3 which indicates that the data is negatively skewed, and kurtosis indicates that data is normally distributed.

Descriptive Statistics

	N	Minimum	Maximum	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
AB	202	1	5	-.276	.171	.055	.341
SP	202	1	4	-.499	.171	-.557	.341
PPB	202	1	5	-.874	.171	1.112	.341
KA	202	1	5	-.324	.171	.136	.341
OBSERVABILITY	202	1	5	-.655	.171	.009	.341
INNOVATIVENESS	202	1	5	.419	.171	-.512	.341
AD	202	1	5	-.447	.171	.223	.341
PRICE	202	1	5	1.285	.171	1.298	.341
Valid N (listwise)	202						

Table 7 Normality Test

Correlation Analysis

For correlation analysis interpretation following criteria must be viewed:

- ≥ 0.70= very strong relationship
- 0.50-0.69 = substantial relationship
- 0.30-0.49 = moderate relationship
- 0.10-0.29 = weak relationship
- ≤ 0.09 = negligible relationship

	AB	SP	PPB	KA	O	I	PE	PRICE
AB								
SP	.603**							
PPB	.729**	.584**						
KA	.596**	.525**	.611**					
O	.506**	.570**	.507**	.574**				
I	.498**	.443**	.476**	.549**	.497**			
AD	.577**	.518**	.618**	.613**	.571**	.495**		
PRICE	.436**	.366**	.327**	.366**	.252**	.475**	.362**	

***. Correlation is Significant at the 0.01 level (2-tailed)*

Regression Analysis

The kind and degree of the link between the dependent variable and the independent variable(s) can be ascertained with the aid of regression analysis. It measures how closely variations in the independent variable or variables are related to variations in the dependent variable.

The ratio of the estimated regression coefficient to its standard error is measured by the t-statistic. In relation to the estimate's variability, it shows the size of the impact of an independent variable on the dependent variable. A greater correlation between the independent and dependent variables is shown by a bigger absolute value of the t-value. The direction of the association (positive or negative) is indicated by the sign of the t-value (+/-).

The computed regression coefficient's statistical significance can be ascertained with the aid of the significance value. The coefficient is considered statistically significant if the significance value is less than a predefined threshold (e.g., 0.05), meaning that the independent variable significantly affects the dependent variable. On the other hand, a significance value above the cutoff indicates that the association might just be the result of chance and that the coefficient is not statistically significant.

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t-statistics	p-value
		B	Std. Error	Beta		
1	AB (Constant)	-.503	.264		-1.907	.058
	SP	.116	.059	.122	1.979	.049
	PPB	.414	.073	.381	5.650	.001
	KA	.045	.069	.043	.661	.509
	OBSERVABILITY	.022	.059	.023	.374	.709
	INNOVATIVENESS	.027	.052	.032	.531	.596
	AD	.043	.068	.040	.628	.531
	PRICE	.050	.045	.062	1.106	.270

a. Dependent Variable: How often do you purchase sustainable products in a typical month?

ANOVA

Degrees of Freedom (df): The number of independent data points that are available for estimating the population parameters is indicated by the degrees of freedom.

Mean Square (MS): The sum of squares divided by the associated degrees of freedom yields the mean square.

F-statistic: The mean square within groups (MSW) is divided by the mean square between groups (MSB) to get the F-statistic. It shows the proportion of diversity within groups to variability between groups.

Significance (p-value): The statistical significance of the variations in the group means is shown by the p-value linked to the F-statistic. It shows the likelihood that, under the null hypothesis, the observed value will be either as extreme as or more extreme than the F-value. The null hypothesis can be rejected if the group means are significantly different, as shown by a small p-value (usually less than 0.05).

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.959	7	13.708	45.882	.000[a]
	Residual	57.962	194	.299		
	Total	153.921	201			

a. Predictors: (Constant), When do you decide not to purchase the green product?, How often do you consciously choose sustainable products because you've seen others use them?, How likely are you to continue purchasing sustainable products based on your past experiences?, How often do you actively seek out and adopt newly introduced sustainable products?, How often does the opinion of others influence your decision to purchase sustainable products?, Considering your understanding of the importance of buying sustainable products, to what degree does this awareness influence your actual purchasing behavior?, To what extent does your knowledge about sustainability issues influence your decision to purchase sustainable products?

b. Dependent Variable: How often do you purchase sustainable products in a typical month?

Hypothesis Testing

H1. Higher levels of perceived social pressure to buy sustainable products are positively correlated with actual purchase behavior.

The analysis reveals a positive correlation (0.603) between higher levels of perceived social pressure to buy sustainable products and actual purchase behavior. The statistically significant p-value (0.049), which is less than 0.05, supports the hypothesis, indicating a significant

positive relationship. Therefore, there is evidence to accept the hypothesis that higher levels of perceived social pressure positively correlate with actual purchase behavior.

H2. Past behavior is a significant predictor of future purchasing behavior, indicating a pattern of consistent sustainability product choices.

The analysis reveals a strong positive correlation (0.729) indicating that past behavior is a significant predictor of future purchasing behavior, suggesting a consistent pattern of sustainability product choices. The statistically significant p-value (0.001), being less than 0.05, provides strong support for the hypothesis. Therefore, there is robust evidence to accept the hypothesis that past behavior serves as a significant predictor of future purchasing behavior, reflecting a consistent trend towards sustainable product choices.

H3. Higher levels of knowledge and awareness regarding sustainability issues are positively correlated with actual purchase behavior.

The analysis reveals a positive correlation (0.596) between higher levels of knowledge and awareness regarding sustainability issues and actual purchase behavior. However, the non-significant p-value (0.509) suggests that this relationship may not be statistically significant. Therefore, based on the p-value, there is insufficient evidence to support the hypothesis that higher levels of knowledge and awareness lead to significant changes in actual purchase behavior.

H4. Higher observability of sustainability product usage is positively associated with the intention and actual adoption. [Innovation Diffusion]

The analysis reveals a positive correlation (0.506) suggesting that higher observability of sustainability product usage is associated with the intention and actual adoption. However, the non-significant p-value (0.709), which is greater than 0.05, indicates that this relationship may not be statistically significant. Therefore, based on the p-value, there is insufficient evidence to support the hypothesis that higher observability of sustainability product usage is significantly associated with the intention and actual adoption.

H5. Higher innovativeness is positively associated with the intention and actual adoption of sustainability products. [Innovation Diffusion]

The analysis reveals a positive correlation (0.498) suggesting that higher innovativeness is associated with the intention and actual adoption of sustainability products. However, the non-significant p-value (0.596), which is greater than 0.05, indicates that this relationship may not be statistically significant. Therefore, based on the p-value, there is insufficient evidence to support the hypothesis that higher innovativeness is significantly associated with the intention and actual adoption of sustainability products.

H6. The use of effective communication channels positively influences the intention and actual adoption of sustainability products.

The analysis suggests a positive correlation (0.577) between effective communication channels and actual behavior in purchasing sustainability products. However, the non-significant p-value (0.531), which is greater than 0.05, indicates that this mediation effect may not be statistically significant. Therefore, based on the p-value, there is insufficient evidence to support the hypothesis that effective communication channels positively influence the intention and actual adoption of sustainability products.

H7. The higher price of sustainable products negatively affects the actual adoption of sustainability products. [previous research]

The analysis indicates a positive correlation (0.436) between the higher price of sustainable products and the actual adoption of sustainability products. However, the non-significant p-value (0.270), which is greater than 0.05, suggests that this relationship may not be statistically significant. Therefore, based on the p-value, there is insufficient evidence to support the hypothesis that the higher price of sustainable products significantly and negatively affects the actual adoption of sustainability products. The positive sign of the β value, while consistent with the positive correlation, does not reach statistical significance, leading to the rejection of the hypothesis.

The following table summarizes and presents the quantitive findings:

Hypotheses	Result
Higher levels of perceived social pressure to buy sustainable products are positively correlated with actual purchase behavior.	Accepted
Past behavior is a significant predictor of future purchasing behavior, indicating a pattern of consistent sustainability product choices.	Accepted
Higher levels of knowledge and awareness regarding sustainability issues are positively correlated with actual purchase behavior.	Rejected
Higher observability of sustainability product usage is positively associated with the intention and actual adoption.	Rejected
Higher innovativeness is positively associated with the intention and actual adoption of sustainability products.	Rejected
Perceived consumer effectiveness mediates the relationship between intention and actual behavior in purchasing sustainability products.	Rejected
The higher price of sustainable products negatively affects the actual adoption of sustainability products.	Rejected

Table 8 Results Of Hypotheses Testing.

4.2 Qualitative Analysis

Qualitative analysis is employed to gain a deeper understanding of consumers' stated intentions and their actual consumption behaviors concerning sustainable products. This method explores intricacies and nuances often overlooked by quantitative approaches, providing a holistic view of human behavior, attitudes, and experiences. As articulated by Denzin and Lincoln (2005), qualitative research is indispensable for exploring the intricacies and nuances that quantitative methods may overlook. In their seminal work, Denzin and Lincoln emphasize the holistic nature of qualitative research, advocating for a comprehensive examination of human behavior, attitudes, and experiences.

Qualitative analysis aims to uncover patterns, themes, and meanings within non-numeric data, offering a more comprehensive understanding of the subject under investigation. The thematic analysis approach has opted for qualitative data analysis. Thematic analysis, as outlined by Braun and Clarke (2006), provides a systematic and flexible method for identifying, analyzing, and reporting patterns within qualitative data. It is particularly valuable for exploring human behavior, attitudes, and experiences in-depth.

4.2.1 Participants' Demographics

Age: The age of participants ranged from 22 to 55 years, with a balanced distribution across different age groups.

Gender: The participants included both male and female individuals, contributing to a gender-diverse dataset.

Educational Background: Educational levels varied among participants, with representation from individuals with basic education to those with advanced degrees.

Thematic Categories:

The data was categorized into the following themes, including *Attitudes Towards Sustainable Products (ATT), Social Pressure (SP), Past Behavior (PB), Knowledge and Awareness (K&A), Observability of Sustainable Product Usage (OBS),* and *Innovativeness (INN)*.

4.2.2 Hypothesis testing

Hypothesis 1: Higher levels of perceived social pressure to buy sustainable products are positively correlated with actual purchase behavior.

The qualitative analysis supports this hypothesis, revealing that social influences play a crucial role in participants' sustainable product choices. Those influenced by social factors and observability (Participants: 4, 5, 7, 10, 13, 15, 17, 18, 20, 23) indicated that social expectations impact their decisions. This suggests that individuals who feel social pressure or are influenced by observable sustainable choices around them are more likely to engage in sustainable product consumption.

Citation "*I feel social pressure to engage in sustainable consumption. There is a growing expectation in society to make environmentally conscious choices.*" - Participant 3

Hypothesis 2: Past behavior is a significant predictor of future purchasing behavior, indicating a pattern of consistent sustainable product choices.

The qualitative findings align with this hypothesis, as participants often referred to their past behavior as a driver for current choices. For instance, when discussing sustainable product purchases, participants frequently mentioned previous experiences and choices. This indicates

that past behavior indeed influences their current and likely future sustainable product decisions.

Citation "*I chose a sustainable product due to its long-lasting durability. And health benefits as well. This is why I have been mostly choosing sustainable products in the past."* - Participant 7

Hypothesis 3: Higher levels of knowledge and awareness regarding sustainability issues are positively correlated with actual purchase behavior.

The qualitative data supports this hypothesis, with a group of participants (Participants: 3, 4, 6, 9, 14, 16, 21, 22, 23) demonstrating a higher level of knowledge about sustainability. These participants actively sought products aligned with their values, indicating a positive correlation between knowledge and actual sustainable product choices.

Citation "*I have moderate knowledge about sustainability, particularly in technology. It's an area I'm interested in and continuously educate myself about.*" - Participant 6

Hypothesis 4: Higher observability of sustainability product usage is positively associated with the intention and actual adoption.

The qualitative findings provide support for this hypothesis. Participants influenced by observability and social factors (Participants: 4, 5, 7, 10, 13, 15, 17, 18, 20, 23) emphasized the impact of observing others making sustainable choices. This suggests that a higher observability of sustainable product usage positively influences participants' intentions and actual adoption.

Citation "*I do notice and find it inspiring when others make sustainable choices*" Participant 10

Hypothesis 5: Higher innovativeness is positively correlated with the intention and actual adoption of sustainable products.

The qualitative data align with this hypothesis, revealing a group of participants (Participants: 6, 7, 9, 10, 16, 18, 21, 24, 25) who expressed openness to trying new and innovative sustainable products. Their willingness to embrace innovation in sustainable products indicates a positive

correlation between innovativeness and the intention and actual adoption of sustainable products.

Citation "*I am very open to trying innovative sustainable products*" - Participant 9

H6. The use of effective communication channels positively influences the intention and actual adoption of sustainability products.

The qualitative data from the interviews does not align with the hypothesis as majority of the respondents denied the direct influence of effective communication channels on their actual adoption of sustainable products. However, participant 11 introduces a nuanced perspective, suggesting that while communication channels create awareness, they may not be the sole determinant in actual adoption, indicating that other factors play a role. While 7 out of 10 participants that were asked this specific question denied that effective communication has had an effect on their purchase behavior.

Citation "*I find that communication channels have a positive impact and create awareness but I don't necessarily purchase sustainable products based on marketing but pricing is the main facor."* Participant 11

H7. The higher price of sustainable products negatively affects the actual adoption of sustainability products.

The responses from the survey participants reveal a varied perspective on the relationship between sustainable product adoption and price. Participant 1 and Survey participant 1 prioritize price in their purchasing decisions, suggesting that a higher price might deter them from choosing sustainable options. Survey participant 3 emphasizes the importance of sustainability but highlights a barrier due to the often elevated cost of sustainable products. Conversely, participants like 11 and 15 express a willingness to try sustainable products if they align with their needs and have an affordable price. Participant 12 suggests that factors like price, durability, and availability take precedence over sustainability. Overall, while some participants acknowledge the significance of sustainability, the findings suggest that the higher cost of sustainable products can indeed be a limiting factor for adoption, influencing the decision-making process for a portion of consumers.

Citation "*If its price is as low as normal products, then i buy it.*" - Participant 1 (Survey)

Citation "*Using sustainable products is very important to me, but many times they are out of my price range. Using suatainable products makes me feel a sense of accomplishment while using nonsustainable products makes me feel guilty inside."* - Participant 3 (Survey)

4.2.3 Emerging Themes

1. Positive Attitudes and Ethical Considerations:

Participants exhibiting positive attitudes (1-3, 7, 9, 10, 11, 13, 15, 16, 17, 20, 21, 24) consistently expressed a deep connection between their attitudes and ethical considerations. Their choices were profoundly driven by a sense of environmental responsibility and ethical sourcing. Participant 3 emphasized, "Sustainable products are a vital part of my lifestyle for ethical reasons." This theme suggests a significant segment of consumers who prioritize sustainability due to their ethical values.

This resonates with studies emphasizing the influence of ethical values on sustainable consumption (e.g., Bamberg & Möser, 2007). However, despite positive attitudes, the alignment with actual behaviors is not uniform. For instance, Participant 3 remarked, "I'm very open if I like the idea of the product," indicating a potential gap between intention and behavior. This finding aligns with the theory of planned behavior (Ajzen, 1991), which acknowledges that attitudes alone may not predict behavior accurately.

2. Mixed Attitudes with Economic Considerations:

A group of participants (2, 5, 8, 12, 14, 19, 22) demonstrated a mixed attitude, indicating a balancing act between sustainability and economic concerns. The qualitative data reflected a recognition of the role of sustainable products while expressing reservations about exaggerated prices. Participant 8 articulated this sentiment: "Sustainable products play a role, but exaggerated prices are a concern." This theme highlights the nuanced decision-making process influenced by economic considerations. This interplay emphasizes the need to consider economic factors when addressing the disparity between intentions and behaviors.

3. Social Influences and Observability:

Participants influenced by social factors and observability (4, 5, 7, 10, 13, 15, 17, 18, 20, 23) underscored the impact of social expectations on their choices. The observability of sustainable choices in their social circles played a pivotal role, shaping their preferences. Participant 15 noted, "People are more buying sustainable products, and they are attracted to products that hold the label of sustainable." This theme illuminates the social dynamics that contribute to the adoption of sustainable products.

4. Knowledgeable and Environmentally Conscious:

A group of participants (3, 4, 5, 6, 9, 14, 16, 21, 22, 23) showcased a higher level of knowledge about sustainability issues, leading to environmentally conscious choices. Their decisions were often guided by a deep understanding of environmental concerns, aligning their choices with their values. Participant 21 stated, "I have good knowledge about sustainability issues." This theme emphasizes the pivotal role of environmental knowledge in shaping sustainable consumption behaviors. This aligns with studies emphasizing the role of knowledge in shaping sustainable behaviors (Kollmuss & Agyeman, 2002). However, discrepancies were evident, with some participants (e.g., Participant 5) exhibiting behaviors inconsistent with their stated intentions despite having basic knowledge. This underscores the need to explore the role of knowledge depth in influencing behavior.

5. Innovation and Openness to New Products:

Participants displaying openness to innovation (6, 7, 10, 16, 18, 21, 24, 25) expressed a willingness to try new and innovative sustainable products. Their openness was conditioned on factors such as quality and familiarity. Participant 24 highlighted this openness: "I am always open to trying out new things that promote sustainability." This theme points to the importance of innovation in driving consumer engagement with sustainable products. However, the conditionality emphasizes that mere innovativeness may not guarantee adoption if specific criteria are not met.

6. Practicality and Durability Over Sustainability:

Another group of participants (8, 11, 12, 14, 15, 19, 20, 25) prioritized practicality and durability over sustainability. While acknowledging environmental concerns, their choices were often guided by the longevity and immediate practicality of the products. Participant 12 expressed this sentiment: "They [sustainable products] must be of high quality for me to consider trying." This theme underscores the significance of practical considerations in the adoption of sustainable products.

4.2.4 Comparison and Contrast across Participant Groups

1. Age and Attitudes:

Younger participants demonstrated a more positive attitude toward sustainable products, emphasizing environmental concerns. This suggests a generational shift in values towards sustainability, with the younger demographic exhibiting a heightened awareness and commitment.

The influence of age on attitudes toward sustainability highlights the need for targeted interventions, recognizing that younger individuals are more inclined to adopt sustainable practices.

2. Educational Background and Knowledge:

Participants with higher educational backgrounds exhibited a deeper understanding of sustainability issues. This correlation suggests that education plays a pivotal role in shaping individuals' knowledge and awareness regarding sustainability.

3. Gender and Social Influences:

Female participants consistently mentioned the impact of social expectations and observed behavior on their choices. This gendered dimension suggests that social influences play a more prominent role in shaping women's sustainable choices.

4. Economic Factors and Purchase Behavior:

Participants in economically challenging situations often cited economic considerations as a significant factor. This underscores the economic barriers that may impede the widespread adoption of sustainable products.

5. Environmental Knowledge and Openness to Innovation:

Participants with a moderate to high level of environmental knowledge expressed greater openness to trying new sustainable products. This correlation emphasizes the role of knowledge in fostering an openness to innovative sustainable solutions.

6. Attitude and Observability:

Participants with positive attitudes were more influenced by the observable behaviors of others in making sustainable choices. This indicates that positive attitudes create a ripple effect, influencing the choices of those around them.

5 Discussion

In this chapter, the obtained result is explained, which is compared with the study's theoretical frame of reference. In order to fulfill research objectives, the various hypotheses that explain the factors behind the disparity between the intention and actual action are analyzed and discussed.

The central focus of this research was to investigate the alignment between consumers' stated intentions and their actual consumption behaviors concerning sustainable products and most importantly what factors play role in that affect consumers behavior. The analysis of seven hypotheses has revealed intricate relationships and it sheds light on factors contributing to potential disparities in consumer behavior and the factors.

The first hypothesis suggests a positive correlation between perceived social pressure to buy sustainable products and actual purchase behavior, with a statistically significant p-value. This implies that when consumers feel a higher level of societal influence to adopt sustainable choices, their stated intentions align positively with their actual consumption behaviors. Furthermore, the second hypothesis underscores the significance of past behavior as a predictor of future sustainable product choices. The strong positive correlation and highly significant p-value indicate a consistent pattern where consumers' historical choices significantly influence and predict their future purchasing behaviors in the realm of sustainability.

However, the third hypothesis introduces a nuanced perspective, revealing a positive correlation between higher levels of knowledge and awareness regarding sustainability issues and actual purchase behavior. Despite this positive correlation, the non-significant p-value suggests that the relationship may not be statistically significant, introducing a potential disparity between consumers' intentions driven by knowledge and their actual behaviors.

In addition, the analysis of hypotheses four and five explores the impact of observability and innovativeness on the intention and actual adoption of sustainable products. While positive correlations are observed, the non-significant p-values suggest that higher observability and innovativeness may not be significantly associated with consumers' intentions and actual adoption behaviors, indicating a potential misalignment between these factors.

Moreover, the sixth hypothesis introduces the concept of effective communication channels on actual adoption of sustainable products purchase. While a positive correlation is identified, the non-significant p-value suggests that effective communication channels may not significantly affect the purchase behavior or actual adoption of the consumers.

Lastly, the seventh hypothesis examines the impact of prices on the actual adoption of sustainable products. A positive correlation is observed, but the non-significant p-value implies that the relationship may not be statistically significant. This suggests a potential disparity between consumers' intentions influenced by the perceived higher prices and their actual consumption behaviors.

In conclusion, this comprehensive analysis underscores the intricate dynamics between consumers' stated intentions and their actual consumption behaviors in the context of sustainable products. While certain factors contribute to alignment, such as social pressure and past behavior, others, including knowledge, observability, innovativeness, effective communication, and the impact of higher prices, may introduce disparities.

The qualitative data collecting was not comprehensive, it didn’t include all the hypotheses, therefore it could only support H1, 2, 3, 4, 5, and 10. Qualitative data shows the importance of economic considerations, 28 percent of them expressed the issue, with no specific question in this regard in the interview.

After testing the hypothesis, the results of this study confirmed the first and second hypotheses:

H1. Higher levels of perceived social pressure to buy sustainability products are positively correlated with actual purchase behavior.
H2. Past behavior is a significant predictor of future purchasing behavior, indicating a pattern of consistent sustainability product choices.

Confirming the first and second hypotheses confirms the Planned Behaviour Theory, (Etheridge, Sinyard, and Brindle, 2023) confirms that subjective norms can influence behavioral intentions and, consequently, actual behavior. In the context of sustainability product choices, social pressure can contribute to the formation of positive attitudes and intentions, leading to actual purchase behavior. In addition, (Ajzen 1991) suggests that past

behavior is a key predictor of future behavior, therefore individuals who have a history of consistent behavior are more likely to continue this pattern in the future.

H3. Higher levels of knowledge and awareness regarding sustainability issues are positively correlated with actual purchase behavior.
The third hypothesis was rejected which contradicts the theory of Planned Behavior Mimiaga et al. (2009) which confirms that perceived behavioral control can be enhanced by increasing knowledge and awareness. The results of the study do not support that individuals who are knowledgeable and aware of sustainability issues may feel more empowered and effective in making a positive impact through their consumer choices.

H4. Higher observability of sustainability product usage is positively associated with the intention and actual adoption.
H5. Higher innovativeness is positively associated with the intention and actual adoption of sustainability products.
H6. The use of effective communication channels positively influences the intention and actual adoption of sustainability products.

The fourth, fifth, and sixth hypotheses were rejected, whichthis means that the research results don't support the factors derived factors from the Innovation Diffusion Theory, such as adopting new products can be primarily influenced by seeing others in the surroundings using them and observing the other's encourage people to test the new products Kao et al., (2021). It didn't support the importance of innovativeness when it comes to adopting new products, stimulating innovativeness in sustainable products, and targeting the innovator category in society can be not effective as addressed by (Kaminski, 2011). As the results show neither the importance of communication channels in the spread of innovations nor how they convey the innovation and inspire people is critical.

H7. The higher price of sustainable products negatively affects the actual adoption of sustainability products.

The seventh hypothesis was rejected as well, which undermine the previous research where (Rausch & Kopplin, 2021) verified that economic risk plays a critical factor in choosing sustainable products, due to their higher prices than regular products. The research results don't show any impact of prices on consumers' decisions regarding purchasing sustainable products.

In wrapping up our study on how people talk about wanting to buy eco-friendly stuff versus what they do, its clear things are a bit complicated. Many folks genuinely care about sustainability, driven by ethical values. However, putting this into action gets tricky with factors like high prices, social expectations, and varying levels of eco-knowledge. Our findings highlight that bridging the gap between good intentions and green actions involves understanding this mix of personal values, social pressures, and real-world challenges. To encourage more consistent eco-friendly choices, it's crucial to consider this blend of influences steering consumers into the world of sustainable products.

6 Conclusion

In this section, conclusions are drawn based on the study's results and discussion. Next, the managerial implications, limitations of this study, and suggestions for further studies are presented.

6.1 Summary of the Study

Sustainability has been a critical issue in business, in recent years. The importance of sustainability is increasing for all parties involved such as consumers, companies, governments, and stakeholders Williams et al., (2023). Even though awareness and educational campaigns are everywhere, society suffers from a huge gap between what is talked about and what is done in reality. The topic has received attention in the academic field, and various studies have been performed to investigate people's desires and actions, but they are limited in terms of delving into the intricate dynamics and specific factors that impact the intention-action gap. Due to the limitation of the previous research, this study aimed to examine and understand the difference between people's intentions and actions regarding sustainability and what factors have influence on consumers. To fulfill the purpose of the study, quantitive and qualitative data were collected by conducting surveys and performing interviews in Sweden, which helped to answer the research question:

RQ: What are the factors that contribute to the disparity between consumers' intentions and actions in the context of sustainable products?

A brief attempt to answer the research question; The study shows with the help of the collected quantitative data and the performed statistical analyses that there does exist some correlation between all the factors but it is not significant to accept and report. The most important factors that impact people's actual actions and sustainable product purchases are social pressure and past behavior confirmed by both types of analysis. However, researching the topic of disparity, we found a disparity in our findings in the report; since from the qualitative research we find that not only social pressure and past behavior but all the factors have effect on the purchase behavior of the consumers. Nevertheless, mixed methods studies are unique in their potential to produce findings that are contradictory or paradoxical and while (Tashakkori and Teddlie, 2003). Conclusively, the disparity we found in the entirely of the research is that even when

consumers have mentioned they prefer buying sustainable products – it is often mentioned by the consumers that they would not opt for the same product if the price is too high which was noted throughout the qualitative data. At the same time, consumer not intending to buy sustainable products will opt for sustainable products if they have been using it in the past and now they have developed a familiarity with the sustainable product they would opt for it again. Similarly, they would often choose a sustainable product due to social pressure.
Finally, we have found through our research that even when consumers mention they want to do something, they wouldn't do it for some reason and at the same time if they don't want to do it, they would do it for some reason – All of this comes down to disparity in their own intention and action.

6.2 Theoretical contribution

The thesis's theoretical contribution is synthesizing the planned behavior theory and innovation diffusion theory to provide a detailed explanation of the intention action gap in the context of sustainable consumption. The study tried to capture the interaction of cognitive, social, and innovation-related variables influencing customers' decisions in the sustainable product sector by merging these relevant ideas. The study highlighted the complexity involved in consumer decision-making regarding sustainability products.

The study provides a nuanced view of the elements influencing sustainable consumption behaviors by combining the TPB, which emphasizes the importance of attitudes, subjective norms, and perceived behavioral control, with the IDT, which explores the dissemination of innovations. The research aims to fill in gaps in the present knowledge of consumer decision-making by merging aspects from TPB and IDT, offering a broader perspective that takes into account both individual and social effects.

This research confirms the results of the study performed by (Gullers Grupp, 2018) and (Mokbel, 2021) which show that people are willing to be more sustainable, in addition, it delves deeper into exploring the factors that hinder them from that, such as environmental knowledge and awareness, observability, innovativeness, effective communication channels, and price. The importance of the price as a factor in the disparity between intentions and actions regarding sustainable products was confirmed by (McKinsey & Company, 2020), which is confirmed by this study as well.

6.3 Implications for policymakers

Managers in the realm of sustainable products stand to gain substantial benefits by strategically aligning their approaches based on the findings. These insights offer actionable guidance for managers seeking to navigate the evolving landscape of sustainable consumer behavior and effectively cater to the multifaceted preferences and motivations of their target audience.
Since the most significant factors that lead to higher adoption of sustainable products identified by the study are social pressure and past behavior, this means that managers successfully reached the consumers by focusing on them. Therefore, it's time to prioritize other factors to encourage sustainable consumption effectively. For instance, education remains crucial, therefore its important that policymakers review present educational initiatives to make sure they emphasize the benefits and importance of adopting sustainable products.

Reevaluating communication strategies is necessary in light of the rejection of effective communication as a key factor in both quantitive and qualitative results. It is recommended that policymakers look beyond traditional approaches to innovative and engaging communication methods. For instance, using social media, influencers, or experiential marketing efforts to engage with a variety of customer categories.

In addition, research both quantitive and qualitative findings highlight the importance of pricing in the decision-making process of buying sustainable products. Therefore, there is a possibility that affordability is the main obstacle to sustainable consumption for that reason it's recommended that policymakers consider the recurrent concern about pricing and focus on developing cost-reduction strategies in order to meet consumers' needs at reasonable and attractive prices.

As mentioned before the results of the quantitive and qualitative are conflicting, the qualitative findings confirm the effectiveness of the innovativeness factor in contrast to the quantitative findings. Due to the larger sample of the survey, it's recommended that policymakers highlight other features than innovativeness as well, such as reliability and familiarity.

In conclusion, the validation of certain factors and rejection of others highlight the necessity of a complex and multifaceted strategy for promoting sustainable consumption and emphasizing social influence. In order to ensure that their strategies are in line with the identified influential

factors, policymakers should reevaluate in the first place the importance of effective communication, and price in their initiatives and then observability, innovativeness, and knowledge in the second place.

6.4 Limitation

Due to several factors, the study cannot be generalized to the whole Swedish population. First, the study was conducted only in Stockholm and Gävle due to reach and accessibility. Second, the convenience sampling method in collecting data through the survey cannot be representative. Third, the interviews were performed on a small group of people. In addition, the relationship between the respondents and the researchers can be subject to bias. It could affect the respondent's responses by choosing socially desirable responses.
Lastly, the quantitative analysis used in the study such as regression analysis reveals relationships between variables, but it cannot prove causation.

6.5 Future Research

Based on the study's limitations and criticism few recommendations will be presented for future studies in the field, which will hopefully contribute to improving the results of this research and thus improving the knowledge in the field of sustainability.

Future studies can expand the sample by using random selection, which will include a more diverse demographic considering different factors such as age, gender, and cultural background, in addition, it will contribute to higher chances of generalizability and will result in a larger number of respondents with more credibility due to the lack of personal knowledge.
Another recommendation is to investigate the causal relationships through another method than the quantitive tests such as experimental designs or interventions. They can also conduct longitudinal studies to monitor changes in customer behavior over time. This can assist in determining patterns, causal connections, and the long-term effects of interventions.
Lastly, future studies can also cooperate with companies to develop a cooperative strategy for sustainability promotion. Engaging companies with consumers in research would result in more effective and comprehensive findings and thus marketing strategies.

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Appendix

Appendix 1: The Questionnaire Survey

Sustainable Consumer Insights: MBA Research Survey

This questionnaire aims to gather information on various factors influencing the purchase and adoption of sustainable products. Your insights are invaluable in helping us understand consumer behaviors and attitudes towards sustainability. Rest assured, all responses are completely anonymous, and your privacy is of the utmost importance to us.
Even ChatGPT draws a blank on this one, so your input is extra-special! ✨

The survey should take approximately 5 minutes to complete.

MBA Business Management
University of Gävle

Age *

- ◯ Under 18
- ◯ 18-30
- ◯ 31-50
- ◯ 51-64
- ◯ 65 or older

Gender *

- ◯ Female
- ◯ Male
- ◯ Prefer not to say

Education Level *

- ◯ High school graduate or less
- ◯ Bachelor's degree
- ◯ Master's degree
- ◯ Doctoral degree

Occupation *

- ◯ Student
- ◯ Employed
- ◯ Self-employed
- ◯ Unemployed
- ◯ Retired

Can you describe your general attitude towards sustainable products?

Please share a briefly describing your overall feelings and opinions about using or purchasing sustainable products in your daily life. (Optional)

Your answer

How often do you purchase sustainable products in a typical month? *

- ◯ Rarely
- ◯ Occasionally
- ◯ Sometimes
- ◯ Often
- ◯ Always

How often does the opinion of others influence your decision to purchase sustainable products? *

- ◯ Rarely
- ◯ Occasionally
- ◯ Sometimes
- ◯ Often
- ◯ Always

How likely are you to continue purchasing sustainable products based on your past experiences? *

- ◯ Very Unlikely
- ◯ Unlikely
- ◯ Neutral
- ◯ Likely
- ◯ Very Likely

To what extent does your knowledge about sustainability issues influence your decision to purchase sustainable products? *

- ◯ Not at all
- ◯ Slightly
- ◯ Moderately
- ◯ Very
- ◯ Extremely

How often do you consciously choose sustainable products because you've seen others use them? *

- ◯ Rarely
- ◯ Occasionally
- ◯ Sometimes
- ◯ Often
- ◯ Always

How often do you actively seek out and adopt newly introduced sustainable products? *

- ◯ Rarely
- ◯ Occasionally
- ◯ Sometimes
- ◯ Often
- ◯ Always

Did your purchase routine influence by any of your models advertisement or recommendations on your favorite social media platforms? *

- ◯ Not at all
- ◯ Slightly
- ◯ Moderately
- ◯ Very
- ◯ Extremely

Considering your understanding of the importance of buying sustainable products, to what degree does this awareness influence your actual purchasing behavior? *

- ◯ Not at all
- ◯ Slightly
- ◯ Moderately
- ◯ Very
- ◯ Extremely

Do you have doubts about your ability to effect meaningful change through your individual choices? Does it affect your purchase decision? *

	Not at all	Slightly	Moderately	Very	Extremely
It affects my purchase decision	◯	◯	◯	◯	◯
It does not affect my purchase decision	◯	◯	◯	◯	◯

How strongly do you identify with high environmental values? *

- ◯ Strongly Disagree
- ◯ Disagree
- ◯ Neutral
- ◯ Agree
- ◯ Strongly Agree

How many percent of your shopping do you think is environment friendly? *

- ◯ Less than 10%
- ◯ 11-30%
- ◯ 31-50%
- ◯ 51-70%
- ◯ 71% and above

When do you decide not to purchase the green product? *

Last question.

- ◯ When it's slightly more expensive (10-15%)
- ◯ When it's more expensive with 25%
- ◯ When it's more expensive with 50%
- ◯ More than 50%
- ◯ The price does not affect my purchase decision.

Appendix 2: The Interview Guide

The interview Guide.

Q1

Can you describe your general attitude towards sustainable products?

Q2

How do you perceive social expectations regarding sustainable consumption?

Q3

Can you recall a time when you made a sustainable product purchase? What influenced that decision?

Q4

How would you describe your knowledge of sustainability issues?

Q5

Do you notice when others use or buy sustainable products around you? How does that make you feel?

Q6

How open are you to trying out new and innovative sustainable products?

Appendix 3: Interview Guide (Swedish)

Intervjuguiden

F1. Kan du beskriva din inställning mot hållbara produkter?

F2. Hur uppfattar du sociala förväntningar på hållbar konsumtion?

F3. Kan du minnas en tid när du köpte en hållbar produkt? Vad påverkade det beslutet?

F4. Hur skulle du beskriva din kunskap om hållbarhetsfrågor?

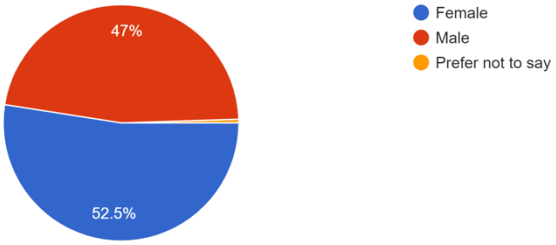
F5. Märker du när andra använder eller köper hållbara produkter omkring dig? Hur får det dig att känna?

F6. Hur öppen är du för att testa nya och innovativa hållbara produkter?

Appendix 4: Survey responses

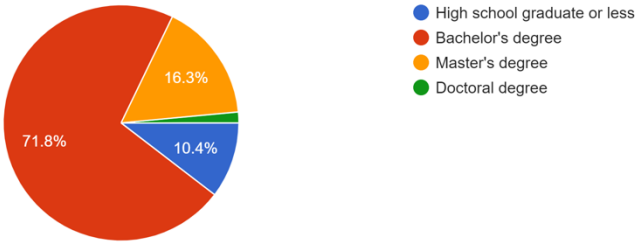
Gender

202 responses



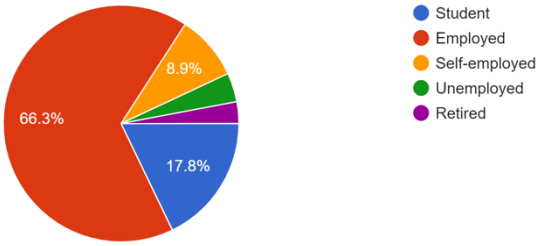
Education Level

202 responses



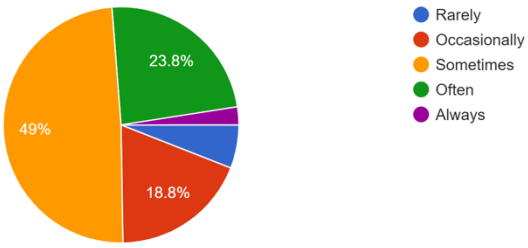
Occupation

202 responses



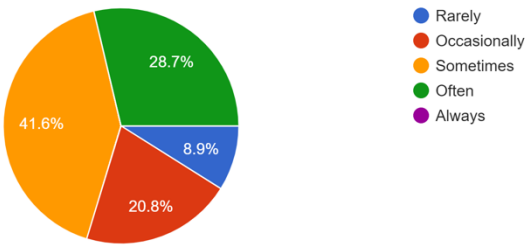
How often do you purchase sustainable products in a typical month?

202 responses



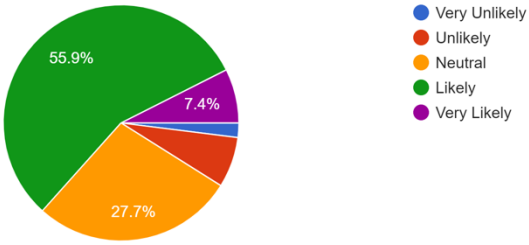
How often does the opinion of others influence your decision to purchase sustainable products?

202 responses



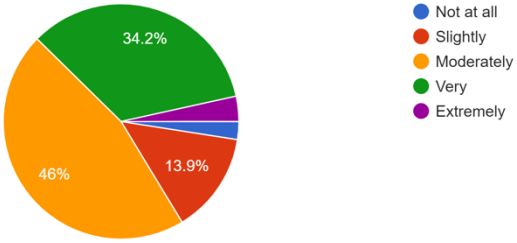
How likely are you to continue purchasing sustainable products based on your past experiences?

202 responses



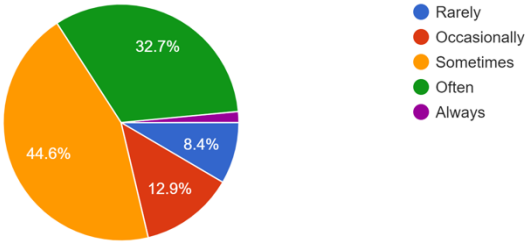
To what extent does your knowledge about sustainability issues influence your decision to purchase sustainable products?

202 responses



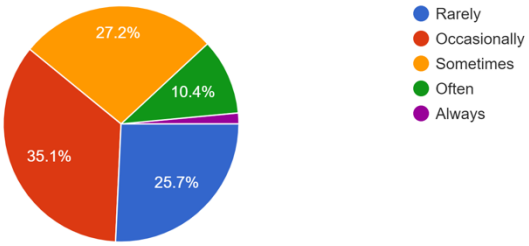
How often do you consciously choose sustainable products because you've seen others use them?

202 responses



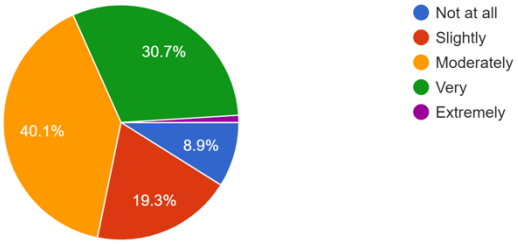
How often do you actively seek out and adopt newly introduced sustainable products?

202 responses



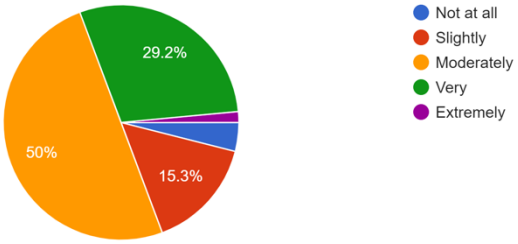
Did your purchase routine influence by any of your models advertisement or recommendations on your favorite social media platforms?

202 responses

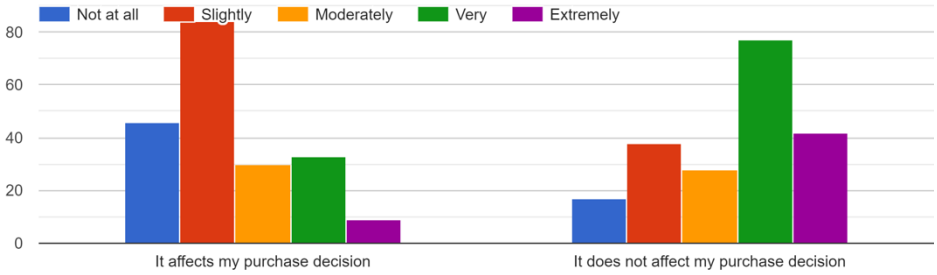


Considering your understanding of the importance of buying sustainable products, to what degree does this awareness influence your actual purchasing behavior?

202 responses

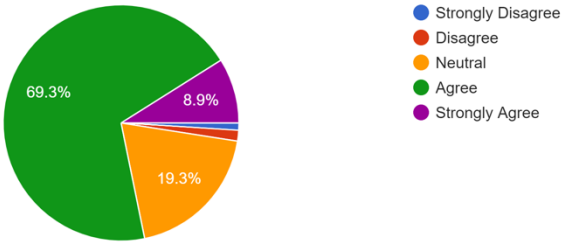


Do you have doubts about your ability to effect meaningful change through your individual choices? Does it affect your purchase decision?



How strongly do you identify with high environmental values?

202 responses



How many percent of your shopping do you think is environment friendly?

202 responses