Consumer Profile, Limitations and Drivers of Green Products and Services Movement

Business Management and Administration

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Abstract

The aim of this paper is to analyse the boosters that have conducted the change in the consumption habits of the population, giving place to the purchase of green products and services. In addition, we have studied the factors that prevent this trend from growing faster. It has also been considered relevant to observe the profile of the current consumer as well as ones at existing companies. In order to carry out this research, we have developed surveys adapted to each agent that participates in the market, in order to know and resolve our questions and thus draw conclusions. The paper lists the factors that influence the demand function of green products and observes that the young well educated generation is more disposed to the consumer behaviour change in the sustainable consumption industry, exposing the limitations opening the line for further research in this industry.

Key words: Consumer, Company, Green products, Price, Healthy, Sustainable, Environment, Responsibility, Supply and Greenwashing.

Resumen

Este trabajo trata de analizar cuáles han sido los impulsores que han llevado a cabo un cambio en los hábitos de consumo de la población, dando lugar a la compra de productos y servicios verdes. Del mismo modo, hemos estudiado cuáles son los factores que impiden que esta tendencia crezca de manera más rápida. También se ha considerado relevante observar el perfil del consumidor actual así como el de las empresas existentes. Para poder llevar a cabo esta investigación hemos desarrollado encuestas adaptadas a cada uno de los agentes que participan en el mercado para poder conocer y resolver nuestras incógnitas y extraer así unas conclusiones. El documento enumera lo factores que influyen en la función de la demanda de productos verdes y observa que la generación joven y con estudios está más dispuesta al cambio de comportamiento en la industria del consumo sostenible. Del mismo modo, se exponen las limitaciones que abren paso a futuras investigaciones de esta industria.

Título: Barreras e impulsores del movimiento de los productos y servicios verdes.

Palabras clave: Consumidor, Empresa, Productos verdes, Precio, Saludable, Sostenible, Medio ambiente, Responsabilidad, Oferta y “Greenwashing”.

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I.Introduction

Due to the current trend for buying sustainable and healthy products, which has created a transformation in the consumption habits of a large part of society (da Silva, & Gouveia, 2020), a study has been considered relevant to discover its triggers. The "green product" phenomenon has been with us for a few years (Szabo & Webster, 2020), but few of us know when it started and what was it that persuaded so many people to start buying these kinds of articles. The factors that influence demand and growth of the green products has not yet been fully explored (Mealy & Teytelboym, 2020). What else leads the less conscientious back down the path towards a more respectful attitude towards the planet and health, and in addition to that, others have not given importance to this phenomenon (Tencati, Misani, & Castaldo, 2020).

Recently, more and more brands can be seen in stores and supermarkets (Fan, Kou, & Liu, (2020). Thus, raising the question of how companies are adapting their supply chain to this new trend (Evtodieva., Chernova, Ivanova., & Wirth, 2020), as well as introducing new products in the market (Dubey, 2020). Nevertheless we also wonder whether sales are enough to satisfy the aforementioned demand (Guo, Cheng, & Liu, 2020). Thus, this thesis will also cover how companies adjust their business models to the needs of the public as well as the methods they use to listen to customers and check the viability of a product.

Firstly, the consumer profile that tends to buy green products (Leggett, 2020) will be defined in order to know first-hand what motivates them to do so, and mentioning the consumers that are not aware or involved in the change process. This allows us to discover the current consumer profile that will provide evidence to the methodology of the thesis proposed.

The methodology adopted in this thesis conducting two surveys will test the hypothesis of whether a more educated consumer is the one that predominantly buys this type of product. Furthermore, the paper lists the factors such as price, flavour, product ignorance, and the short supply that could be considered limiting factors to the demand function. The latter will open up a further line of research to test deeply each and every factor.

Chapter one explains the thought behind this study and reviews major concepts on the topic, as well as a major literature review of the research in recent studies on the consumption sector is being done in chapter two. After a bibliometric review we have discovered what has not yet been fully researched. Chapter three introduces the research methodology, to validate the thesis hypothesis. The methodology carried out to verify our hypotheses has been conducted by two surveys, focused on businesses and one for customers, separately. Lastly, chapter four describes the conclusions and presents the ramifications of the outcome of the analysis listing the major limitations of the study and the factors affecting the proposal opening the line for further research.

Thus, this study has been able to be completed provided the information reviewed by the literature and studies carried out by the authors mentioned in the literature. Likewise, it would not have been possible to research and analyze our variants without the participation of the companies and consumers who completed the surveys that we had designed. It is also important to highlight the help of friends, family and researchers sharing the survey to enlarge the sample size and validate the methodology.

II. Goals

The goals of the thesis are dual. The thesis is organized to commence with a literature review of the green products and services world (healthy and sustainable) as well as everything around them. Furthermore, it has been followed by an explanatory description of the project methodology in order to solve our initial hypothesis.

To achieve the second goal, a qualitative analysis has been carried out by two surveys. We decided to include both parts of the consumption equation (consumer and companies) in our study. The consumer survey is to study consumption trends and perspectives about this topic. Whereas, with the businesses survey, their disposition to be more green will be revealed. Also, reviewing the corporate social responsibility that affects the consumption industry chain. This lets us extract conclusions about what the barriers and drivers of this phenomenon are, at the same time it will define the profile of the current customer and the companies of today. The thesis concludes by stating its limitations, opening the possibility for further research.

III.Literature

1. Green Products

Need is what makes a person go to a point of sale, and the product or service purchased will satisfy that need. Today, satisfying a certain immediate need no longer seems to be enough for those who are more demanding. The goal for the manufacturer is to offer added value in its stock with a direct and positive impact on the environment (Rocha, 2019).

A green product is defined as that good that provides environmental, social and economic benefits (Migliore, Talamo, & Paganin, 2020), while protecting public health, well-being and environment throughout its life cycle. From the extraction of its raw materials to the final disposal (Espitia, Apolinar & Galeana, 2012).

For the current consumer, that their favourite brands develop eco-friendly goods from raw materials to the product they end up developing, represent an aggregate value very much appreciated nowadays (Serrano, 2019). Consumers have a growing concern for health and well-being, and this impacts what they consume and how they consume it (Vallbé, 2019).

In order to be differentiated in the markets, they need to be certified by an independent entity which in turn must be accredited by recognized systems. The certification will entail a cost that will be offset by an extra cost and/or greater access to certain segments or market niches (Stoian, Alpízar & Madrigal, 2006).

Currently, the increase in the production of green products is due to the fact that the population has experienced an increase in interest and involvement in environmental issues. Industries have become aware of the trend and have started creating products to satisfy this type of demand (Martínez-Rodríguez, Mayorga-Pérez, Vera-Martínez & García-Morales, 2018).

This greater growth in demand for green products has been specially substantial in the European Union, the United States and Japan (Stoian, Alpízar & Madrigal, 2006).

It is thought that most people have become aware of the magnitude of the problems of “use and throw” products that have been prevailing in the consumer mindset in the last decades. This change is believed to be due to the arrival of images where children work in textile factories, garbage collection on dreamy beaches and plastics in the stomachs of animals. Therefore, conscious consumption is valued every time, consequently ecological marketing comes into play (IONOS, 2019).

Within the green articles categories, recycled or compostable products are the most relevant for brands, since they have a lesser impact on the ecosystem when manufactured with environmentally friendly materials, while educating the customer (Rocha, 2019). Also, there is an important trend to change plastic packaging for nets, kilometer 0 food and recyclable materials (Gutiérrez, 2020).

The Zero Waste Initiative, whose main focus is to reduce and reuse, is also remarkable. Cloth products such as shopping bags, stainless steel bottles, bamboo toothbrushes or menstrual cups for intimate hygiene are some of the star products of this movement. As well as the products and services that can be used more than once and as a result, are a great part of the circular economy (Pérez, 2020).

2. CSR: Corporate Social Responsibility

It is the ethical or moral obligation of a firm towards society as a group in order to recognize society's demands or to compensate for any damage caused. The company should be conscious, should have the ability to understand society's demands, should have an obligation by the firm towards society, should focus primarily on the protection of environmental issues and represent the institutional attitude of the firm. They need to identify the specific intersections between the interest of the firm and the interests of society.

Empirical studies show that irresponsible or illegal corporate actions are costly to companies, not all firms that "do good" have "do well" (Cruz, 2018). Companies have a duty and an opportunity to raise their ethical performance and actively position themselves in favour of sustainability without further delay. This entails a cultural transformation that will only be possible through inclusive, courageous and facilitating leadership (Marcas con Valores ,2020).

These actions are related, to some extent, to consumers' perception and behavior such as consumer loyalty, the product consideration, willingness to pay, consumer trust, brand enhancement, consumer satisfaction, credibility of the company and consumer-company identification (Cruz, 2018). There is a significant impact of Corporate Social Responsibility efforts on customer-based brand value perspective (Staudt, et al., 2014).

Despite the fact that a change towards sustainable policies implies a great deal of effort for most brands (Lostalé, 2019). Nevertheless, investing in brand value was pointed out as a tactic to increase Competitiveness (Vilanova & Arenas, 2008). Sustainability and competitiveness are positively correlated (Lee et al. 2003). The competitive advantage that is an improvement in the performance of a business has changed from the classic approach to one which it is built as a result of a competitive strategy with a sustainable approach (Buono y Kerber, 2010). To improve business performance, sustainable business drivers must be included (Bharadwaj, et al., 1993) giving rise to the creation of green brand values that will suppose a strategic position in the market (Amini, et al., 2012).

Demand for greater corporate responsibility and disclosure from the investors, business customers, consumers, stakeholders and regulators is growing constantly. At the same time, the requirements for deeper content about companies' policies and performance has grown, requiring companies to reach into their supply chain for more data as well as using that information to inform procurement decision-making and support actions of the society (Sustainability, 2019).

The developed proposal of how to work with CSR, is by building a core business around sustainability and includes the sustainable perspective of every holistic strategic management decision (Lin, Y. C. et al., 2019). Every decision should be made after considering potential consequences and contributions to society and the environment. Industry can implement CSR work more comprehensively in their strategic management and core business to challenge external demands (Visser, W., 2010).

3. Sustainability / The Need for Sustainable Transition

The United Nations has developed seventeen global sustainable development goals that focuses on more specific areas of what aspects sustainability refers to. The goals are designed to achieve a sustainable future and include areas that affect the global challenges the world is facing. Every business, regardless of what industry, can contribute to the objectives (United Nations, 2019).

A good example of this need for a sustainable transition is the case of food production. The holistic challenge for businesses in the food industry is to produce more food in a better way, based on several aspects (Weinberger, K., & Lumpkin, T. A. 2007). One of the aspects is the foreseen increased demand for food, illustrated by the predicted global population growth from 7.8 billion in March 2020 to 9.7 billion people in 2050 (The United Nations, 2019), which clarifies that we need to produce more food to feed more people (Reardon, T. et al., 2015). Nevertheless, the quality of the food can not decrease. Also, they must produce taking into account the current trends and what is demanded such as sustainable and healthy products. Leaving aside all those low cost ultra-processed products in the product itself and great expense in attractive packaging.

In addition to this, the labour that is involved with food production and agriculture, will be affected by the predicted increase of urbanization, that accounts for 68 percent of the world population will live in urban areas by 2050 (The United Nations, 2018). It is known that cities are the areas where harvest and fruit picking are very scarce. As a result, the production of natural, agricultural and fresh products could be reduced, increasing the prices and preventing the transition to a life with a large presence of green products and services.

A change that mainly can have a negative effect on rural located food suppliers, due to lack of manpower. On the contrary, positively affecting their distributors and hospitality professionals in urban environments. Moreover, the production processes of the food industry need to adapt to climate change and trends (Antle, J., 2010), which corresponds to both optimizing existing and developing more sustainable and efficient methods to produce food (Maxime, Marcotte & Arcand, 2006).To overcome the current issues and predicted challenges in the food industry, sustainable work is crucial (The United Nations, 2015).

The demand regarding sustainability is supported by future ways of eating and consequently affects agriculture. Sustainable food and agriculture systems cannot be achieved without significant additional efforts by companies. Furthermore, it is crucial to change the current business models at the management level (Yip, GS, 2004).

The work with corporate social responsibility is primarily the strategies that can contribute to a change in the world (Feix, A., & Philippe, D., 2020). A review of businesses historical work with CSR (corporate social responsibility), including “Ages of Greed, Philanthropy, Marketing, and Management, using defensive, charitable, promotional and strategic CSR approaches respectively” has been made to develop a modern responsible CSR 2.0, that meets the current social-, economic- and environmental demands. Further, the developed proposal of how to work with CSR, is by building a core business around sustainability and includes the sustainable perspective of every holistic strategic management decision (Lin, Y. C. et al., 2019).

Another reason for working with sustainable strategic management and corporate social responsibility from a business perspective is that it can also result in increased profitability and innovation for businesses (Ajour El Zein, S. et al., 2019). The key to the work is by implementing a pervading framework that develops, implements, and controls strategies and contributes to sustainability both for internal and external stakeholders. The structure should be generated from a holistic business perspective, to be able to identify opportunities and threats in every aspect of the company and identify how to integrate those together (Bini, L. et al., 2020). Suggestions of categorizations in a framework as that on a management level can be normative management, strategic management, and operational management. Further, sustainable strategic management and suggested frameworks can be used in the food industry to develop sustainable businesses, increase their profit, and be more competitive (Baumgartner, R. J., 2014).

Citizens are beginning to be willing to change their lifestyle and 82% say they admire people who consume with conscience. In addition, the “Greta Thunberg effect” is verified, trust towards young people are drivers of conscious consumption that has exploded between the “pre” and “post” Greta period (Marcas con Valores, 2020). Concepts such as natural, traceability, transparency, proximity-km 0, recycling and sustainability make up some of the factors that act in decision-making in front of the shelf of the store (Vallbé, 2019).
Nevertheless, despite the fact that 80% of consumers believe in issues related to sustainability, half of them consider themselves not sufficiently informed (Gutiérrez, 2020).

Something that characterizes the current consumer is that they have more dilemmas when consuming and this is due to the fact that they are more trained. Responsible consumption is a more reflective and enlightened consumption, with which there is a positive correlation with education and awareness to which we have been exposed to and have been able to internalize (González-Moro, & Arribas, 2020).
Spain is already the tenth global consumer of organic products with a market that moves 1,686 million euros and grows in double digits (14%), well above the growth in value of general food (2.2%) (Vallbé, 2019).

Sustainability is related to competitiveness in a positive way (Lee, K. et al., 2003), since the sustainable approach of business has transmitted to bring competitive advantages more than the classic approach (Buono, A. F., & Kerber, K., 2010).

4. Eco Marketing/ Green Marketing/ Sustainable Marketing

It is the effort made to promote or emphasize the environmental compatibility of products or sustainability of the production chain through advertising, revolving around the success of marketing products produced in a sustainable way (IONOS, 2019). This must be aligned with the values of the company and the CSR of the brand. The marketing department must find coherence between the values of the brand and their positioning with environmental causes. This is because consumers not only choose a brand for the products they sell, but also for the degree they identify with them (Lostalé, 2019)
Green marketing tries to connect all types of consumers (concerned with the sustainable and healthy products as well as to those that not) with environmentally responsible producers (Roso Grisales, 2019).

Thanks to green marketing and CSR, a strategic position in the market can be achieved (Amini, et al., 2012). In order to have this long-term recognition, companies must pay close attention to the conceptual brand models they want to establish (Pérez -Batres, et al., 2010). It is necessary to adequate the brand value, through a change management strategy, if they want to adapt the business model to the sustainable transition.(Ogrizek, 2002) and as a result, it has an impact on investors´ financial returns as far as social and environmental challenges are taken into account (Bugg-Levine & Emerson, 2011).

The benefits derived from a sustainable marketing strategy must not only be in the short term, they should remain indefinitely. Something that will make the consumer perceive that their favourite brands have a real commitment to the planet and society, which will have a positive effect on the image and branding of the firms (Rocha, 2019). This type of marketing generates wealth for the company as well as contributes and builds in the direction of the company's commitment. It is essential that brands assume a pedagogical role, also assuming the ability to resign and strengthen in this management of the dilemma how you break the knot in favor of more responsible consumption (González-

Moro, & Arribas, 2020). Sustainable investing is the art of long-term performance (Krosinsky & Robins, 2008).

Consumers are demanding more information on packaging and in establishments to identify those environmentally responsible items. It is the responsibility of sustainable marketing to work on it (Gutiérrez, 2020). Communication, more than being an instrument for positioning in the market, or generating a positive reputation, is above all and above all: a powerful environmental pedagogy instrument to motivate sustainable consumption habits (Rozo Grisales, 2019). Moreover, many green marketing campaigns have a real corporate responsibility behind them. It is the marketing department responsible for choosing which environmental cause to support. Despite the fact that brands are often required to carry out these actions, they tend to make a profit (Lostalé, 2019)

5. Green Washing

Greenwashing is a company's attempt to make its products appear green when in fact they are not. This practice is prevalent in many industries, from textiles and cleaning products to beauty and food products. These companies take advantage of certain buzzwords like sustainable, ecological and natural in their advertisements and product labels. However, few things can sink a company's reputation as quickly as bogus green initiatives. A clear example of this is the case of the Volkswagen company in 2018 and the polluting emissions from its cars (Galiana, 2019).

Greenwash is an evolution of the traditional concept of Whitewash or image whitening. It is carried out highlighting the cultural values of the company that in many cases are unethical and that can affect other people or institutions. Through this method they intend to clean their image so as not to lose but to recover customers (Ovacen, 2020).

The beginning of greenwashing was in the sixties with the hippie phenomenon. Businesses began to show how green they were without even being green. In the 1980s, due to various environmental disasters, the defense of the environment began to gain strength and fame. Finally in the 1990s greenwashing had already spread across the planet (Raña, 2019).

To avoid uncertain truths of the attributes of a green product, it is recommended to rely on certificates from recognized associations or organizations to obtain eco-labels, environmental stamps among others. Another option is to give consumers the choice to know more about the product through the website or visiting the facilities (Rozo Grisales, 2019).

Although companies are paying more attention, the fact is that greenwashing is growing. There are five especially important drivers of this trend; consumer demand for more environmentally responsible products, sales of environmentally oriented products have increased, demand remains strong despite the economic downturn, regulation and government action is pending and there are generally no industry wide standards for communicating environmental messages (Horiuchi,et al. 2009). Through green marketing campaigns, greater environmental awareness is achieved for those consumers who are not environmentally responsible with the t yet (Lostalé, 2019).

Furthermore, the popular learning tool to help consumers evaluate sustainability claims made by TerraChoice, describe the seven sins of greenwashing. The sin of the hidden trade-off, describes that a product is green based on a narrow set of attributes without attention to other environmental issues. Such as paper, that despite being produced in a sustainable harvested forest other issues caused by paper-making processes like greenhouse gas emissions are not considered. The sin of no proof is when products have environmental claims without supporting information. The sin of vagueness is caused by ambiguous words like "natural" and as a result creating consumer confusion.The sin of worshiping false labels, referring to a product that through words or images on their labels represent something that is not inherent in it. The sin of irrelevance where CFC free is a common example, since it is a frequent claim despite the fact that CFCs (chlorofluorocarbons) are banned. The sin of the lesser of two evils is a technique where there are products in different categories which are all harmful so the least of all is the one emphasized. And the last one, the sin of fibbing, where environmental claims are false (Sins of greenwashing, 2010).

To identify greenwashing it is important to omit the packaging and read the label, look for evidence of the products to verify if they are sustainable, stop believing in slogans (for example: the natural word is not regulated by law and has no meaning) , scarce information provided by the manufacturer regarding the product and think about the company that provides it globally, not just the product you are buying (Raña, 2019).

5.1 *Greenwashing examples*

In all industries there are cases of greenwashing: fashion, tourism, cosmetics ... And this is because companies know that green products are very well received by consumers (Raña, 2019).

Some examples within the food industry are those in which some attributes such as "biological" and "organic" stand out on their labels causing confusion. This confusion is caused because they make you believe they are healthy when in fact they are examples of greenwashing. These cases were prior to the European legislation in which parameters were established to define a product as eco or bio (Ovacen, 2020). The products shown below had to redo their packaging in order to adapt to the new standards. We can see an image of the product before the legislation (left) and another post-legislation (right). We can see how the yogurt has gone from being called Bio to Activia and the juice from Bio frutas to Bifrutas.

Illustration 1 Bio to Activia and Bio Frutas to Bifrutas.Source: Ovacen 2019

McDonald's has wanted to influence consumers through colour since the brain processes it before words or forms. They decided in 2010 to change the colours of their logo and brand, as well as the characteristic colour of their establishments. Red is stimulating and is associated with being active. It also increases heart rate, which stimulates appetite. The yellow colour is associated with happiness and increases visibility, encouraging you to want to buy (Rada, 2019). The fast-food restaurant chain found that it had a negative brand image because of health problems caused by the type of food they sell (De Diego, 2012).

Ilustration 2 Change in typical Mc Donald's colours, from red to green.
Source: Erre&ErreRedacción, 2018

Exchanging red for green, to improve their brand image, they tried to sell that obtaining its raw materials was becoming more sustainable. At the beginning of the colour change, the brand was accused of not being environmentally friendly or healthy (Ovacen, 2020). However, it has been working to become greener by using, for example, environmentally friendly refrigeration and converting used oil into biodiesel fuel (Rada, 2019).

The world of plastics is widely used to wash the image of its products. With this announcement this company is making believe that the bottle is made from plants instead of petroleum. Inducing us to believe that it is an organic material, which is different from the fact that the bottle can be recycled (Ovacen, 2020).

Illustration 3 Water bottle that seems to be made of natural materials. Source: Ovacen, 2020

The case of Volkswagen and their clean diesel cars. They admitted to tampering with 11 million cars with devices designed to trick emissions controls (Raña, 2019). The group has announced that starting May 5, it will start paying the 200,000 German customers who acquired vehicles affected by the "dieselgate" a total of 620 million euros. They will pay between 1,350 and 6,250 euros to each affected car and it is considering giving compensation to another 21,000 customers (Hartmann, 2020).

Other big brands like BMW, Chevrolet, Ford and Mercedes-Benz have faced similar allegations in recent years (Raña, 2019).

Another example is that of the Ob. brand. The tampons sold by the company without an applicator claim to avoid a large amount of waste by dispensing with the applicator. However, tons of herbicides, insecticides, fertilizers, fungicides and other chemicals used to grow this cotton are not mentioned (Raña, 2019).

Finally, some energy companies like Iberdrola that advertise themselves as "Green Iberdrola is" makes us think that the environment is their priority (Raña, 2019). However, 85.01% of Iberdrola's business, both outside and inside Spain, between 2005 and 2012, focused on conventional technologies compared to 14.99% for renewable production. Its greatest production was based on combined cycle (40.34%) and nuclear (19.23%) gas thermal power plants. Despite this, it continues to use that slogan (Company, 2013).

6. Product Labeling

Labeling today is aimed at making the product much more palatable to the user and their legislation is very extensive and tedious, creating occasional confusion. Apart from fulfilling the function for which it was created: giving access to the consumer to all the information to which they are entitled. However, this right is not always respected in the cleanest and most ethical way. It allows access to all the mandatory information but not necessarily the most useful, accessible and easy to read. The reason for this lack of clarity in the labeling is the permissive legislation. Current legislation allows persuasive strategies to be used to make people believe that what they buy is better than it really is (Sánchez, 2018).

As well as ecolabels, which due to the recent proliferation and fragmentation of these certifications is creating scepticism among many buyers who no longer know which ones to trust. According to the Ecolabel Index there are 463 registered eco-labels already, belonging to 199 countries and from 25 different industries (López, 2018).

There are different labels, some with symbols that are required by legal requirement and others that are voluntarily answered by the producer. On the one hand, an example of mandatory labeling is one that shows it contains a hazardous substance, the CE marking, food-use labels with ingredients and energy efficiency symbols. On the other hand, there are the legal-voluntary labels such as Ecoembes, which means that a manufacturing company pays a fee for the management of its packaging. This is legal because it is included in the packaging and waste law and voluntary because it is not mandatory to adhere to this program. Finally we can find voluntary labels, such as eco-labels or green labels. This type was born in the early 90's, when the countries that made up the European Union set minimum standards to consider a product "ecological" (López, 2018). These demonstrate that the manufacturer is complying with environmental requirements and facilitate their identification. And there are two types of ecolabels (I & II) (Abraín, 2018).

This has been necessary as a result of consumers losing contact with suppliers due to globalization. Many consumers were no longer satisfied with knowing where the products came from, they wanted to know under what conditions they had been produced and with what guarantees. This type of label became popular throughout the world and jumped from the initial scope of chemical and cleaning products to the food sector and from there to a large number of fields (López, 2018).

The type I ecolabel officially certifies that the products have less effect on the environment. An example is the Blue Angel from Germany, ANEOR environment from Spain or the European Ecolabel (European flower) among others... The last one was created in 1992 as an instrument for companies and consumers to improve their environmental performance. Each producer decided to voluntarily submit to the requirements of this certification to obtain an official logo to target a type of consumer. Providing accurate, non-misleading and scientifically based information on such products. In March 2018 the European Union had granted almost 2,000 licenses to different products and services on the market (López, 2018). The manufacturer can certify its product with any of the labels, even if it is not the one of its country (Abraín, 2018).

Illustration 4 European Ecolabel and Spanish Ecolabel (AENOR). Source: Abraín, 2018

Ecolabels II belongs to associations, social organizations, groupings of companies. Their main objective is to ensure that most products are certified under their system and achieve recognition by consumers. We find the labels of organic farming, sustainable fishing, energy consumption, environmentally responsible textile products…(Abraín, 2018).

One example is the fair trade seal that promotes that what is imported from developing countries respects the labour rights of small producers and local farmers. The objective of this is to benefit the social and economic progress of this growing community (López, 2018).

Illustration 5 Fairtrade logo. Source: Fairtrade foundation, 2016.

Another example is EU Agriculture, a label that is awarded when at least 95% of the ingredients present in a food have been cultivated following ecological systems that respect natural cycles and biodiversity. It must be farmed organically, respecting the principles, rules and requirements of this technique.(López, 2018) To obtain it it is necessary to be verified by a control agency or body responsible for verifying that this operator acts in compliance with organic rules (European Commission, 2020).

Illustration 6 EU agriculture label. Soure: Gandarillas, 2015.

Finally, we find the FSC seal (forest management council) that certifies those products that give importance to the management of the planet's forests in a sustainable way and with a long-term vision. And the MSC (marine management council) seal was created in awareness of the importance of consuming fish and shellfish in a sustainable way taking into account the reserves of the future (López, 2018).

6.1 *Labeling on food products*

The labeling shows us three very relevant blocks of information from a nutritional point of view: the commercial aspect (trade name, brand, slogan...), the nutritional table (the amount of the nutrients contained) and the list of ingredients (composition in descending order according to the quantity present). The main problem is that the importance, that is usually given, is in the order mentioned above. This labeling and advertising process gets unhealthy products through functional foods. Healthy foods are undervalued, such as raw materials, because they do not have the same ability to disguise their content. An example is fruit. Many people do not eat it as a method of preventing diabetes because of its sugar content. However, they consume biscuits that are advertised as being low in sugars. They do not know that the sugar added in the biscuit is more harmful than the fructose (sugar of the fruits) (Sánchez, 2018).

Standards have been established at national and European Union level (On December 13 th of 2014, Regulation (EU) No. 1169/2011 of the European Parliament and of the Council of October 25th of 2011 on food information provided to consumers entered into force (Aecosan, 2020)). to regulate both the labeling provisions that must include all foods in general, and those of a specific nature that regulate certain types of food (OCU, 2012).

Some commercial strategies which create confusion among consumers are the followings: trying to hide or make up the negative aspects of the food (mention that it contains vegetable oils to give a better image when it contains unhealthy oils like palm, corn or soy oil), containing irrelevant quantities of the mentioned product such as a lobster cream that only contains a 2% of lobster. Other types of malicious practices are trying to differentiate a product from the rest without providing differentiating things (such as: artisan recipe, natural...) or trying to pass a food through an improved version of it including negligible amounts of a component without creating a healthier product (such as: now with ginseng) (Sánchez, 2018).

7. Consumer Behaviour

We distinguish between the search for variety, when someone is looking for something new and different from what is known. It is intrinsically motivated and caused by curiosity, the need for change, the boredom of choosing always the same brand or satiety of some attributes of a determined product. Negatively affecting the creation of strong relationships with the company. Caused by fatigue, the lack of variety and novelties in the offer and by the lack of alternatives that offer greater value. They will lead to variety-seeking behaviours and break that stable relationship (Pardo, Contrí & Borja, 2014). The equation for the purchase decision or to ally yourself with a brand has been complicated a lot (González-Moro, & Arribas, 2020).

While the change in purchasing behavior is a consequence of the influence of extrinsic factors; situational, regulatory, consumer problem solving and habits (Pardo, et al., 2014).

Due to the greater supply of products and services to which consumers have access, they have a great advantage when it comes to choosing what suits them best. It allows them to choose a product that meets as many criteria and features as they think appropriate. With the increase of the offer it gives more responsibility to the consumer to dedicate more time and effort when making the purchase decision. It will depend on each one if the decision is conscious and informed (López, 2018).

Increasingly, citizens expect brands to take an active role in matters such as the environment, education, equality or the fight against poverty. They expect companies to become empowered and take sides. They hope that real and effective solutions are adopted by all (Marcas con Valores, 2020). The consumer has evolved towards a more global concept linked to the well-being of himself, others and the environment (Vallbé, 2019).

The consumer of now lives with the consumer of always. A valid proposal is needed for many types of consumers. Today's consumer is much more sensitive to what brands with values promote, to transcendent brands that have a purpose and a positive impact. They demand responsible and sustainable behaviour. The new consumer buys what he needs, looks at the labels of the products, is informed by the origin and composition, reuses whenever possible and is especially sensitive to local commerce (Pérez, 2020).Likewise, their environmental concerns affect their purchasing decisions (Lostalé, 2019) We are facing an increasingly sophisticated and complex consumer who bases his consumption decisions on multifactorial combinations that respond to his needs of each moment and context. They want to understand that their purchases respond to their philosophy of life and will decide to buy from those companies and brands that share those same values (Vallbé, 2019).

However, the traditional consumer sees the demands of the new consumer well, but still has more conventional approaches (giving more value to personal and functional benefits than to co-ops). It is detected that the more training and awareness the resignation capacity increases (González-Moro, & Arribas, 2020). The problem is not in consumerism itself, it is the irrepressible consumption. For example, if the energetic consumption increases it is not a problem if it comes entirely from renewable energy (Sanchís, 2020).

Among the consumers, there is a group especially aware of the cause (those under 34 years old) who follow the footsteps of Greta Thunberg (Gutiérrez, 2020). And 6 out of 10 millennials (22-35 years old) are willing to pay a higher ticket for ecological and sustainable products, followed by 58% of Generation Z (16-21 years old) (Pérez, 2020). 92% of the world's consumers, choosing between products or services on equal terms and prices, select products that are environmentally responsible. Nevertheless, this equality in terms of prices between products responsible and not responsible with the environment is not always possible. New policies and reforms towards a green world must be made (Sanchís, 2020).

In the food field, there are four consumption trends that will go further that are: the transition to a diet with less environmental impact; on the one hand, preferring local products reducing the carbon footprint by minimizing distribution routes, and on the other hand, by reducing meat consumption. As well as, the concern about food waste and the rejection of plastics in packaging (Gutiérrez, 2020).

8. Eco Innovation Phenomenon

Eco-innovations is a new concept of great importance to business and policy makers, that are innovations with lower environmental impact than other alternatives. They could be technological and non-technological, and could be motivated by economic or environmental considerations. It comprises innovations with environmental and health benefits (Arundel, Kemp, 2009).

Increasingly, competitive advantages of companies are based on their production processes and care for the environment. Some of the reasons are due to they are adapting themselves to what society expects of them. Adapting the brand means converting and implies changes in production processes, changes in infrastructure or in the choice of suppliers. This makes an opportunity for new companies that can define from the start who they want to be in the new market. It allows them to be positioned easily because of the low competitiveness (Lostalé, 2019).

Thanks to large distributors the growth of green products has been possible, which has made this category available and accessible to the consumer (Vallbé, 2019).

Nevertheless, according to Enrique Arribas, president of the Marketing Association of Spain and director of Corporate Marketing and Brand of Santander bank, being a leader in the private sector in the fight against climate can lead to situations of decreased competitiveness. A competitive advantage that perhaps some have created over the years at the cost of establishing poor working conditions for their workers, producing in unhealthy conditions, relocating… In order to redirect all of this and work on a competitiveness scheme, must be done globally, supported by global agreements or led by Europe (González-Moro, & Arribas, 2020). The current production model must be left behind, where the lowering of costs prevails to compete in a saturated market. Due to the high costs of producing sustainable products and services, there is no price war, but rather a final product war (Lostalé, 2019).

This type of innovation is driven by a global trend. The healthy, the natural, the ecological is in fashion (Vallbé, 2019). Consumers feel more committed to the planet, which in turn, affects the responsibility of brands to meet the needs of customers. The profile of the new consumer to be satisfied is characterized by being civic, having critical thinking, consistent with their thoughts and responsible for their actions. Also, is committed to the environment that surrounds them and seeks the community against individualism (Pérez, 2020).

They must satisfy the smart purchase of the XII century, taking into account three factors: quality, price and sustainability. Moreover, consumer wants the product here, now, well, beautiful, amazing ...The fact that only 18% of consumers consider the quality-price attribute as the most important, compared to 30% in 2015, shows that conscious consumption is a trend that crystallizes (González-Moro, & Arribas, 2020).

Likewise, 44% of customers stop buying brands that are not respectful with the environment, showing how consumers are becoming more and more demanding with stores expecting high environmental standards. This percentage will increase over the years, according to the association of consumer goods companies (AECOC) and the federation of food and beverage industries (FIAB) (Gutiérrez, 2020). This shows us one more reason because eco innovations are necessary and must be satisfied.

8.1 *Sustainable Logistics*

Sustainable logistics also plays an important role within eco-innovations. According to the latest data from the European Environment Agency, logistics activity is responsible for 25% of CO2 emissions in Spain, being double that in 1990. The objective of it is to reduce the impact derived from logistical activity, such as CO2 emissions, noise pollution or accidents. Innovation seeks to strike a balance between economic growth and safeguarding the environment and social health. With the Paris agreement, almost 200 countries committed to a process of decarbonization of the transport of goods until 2050 (Fernández-Paniagua, 2018).

There are various alternatives to promote sustainable logistics. One of them is the use of alternative fuel sources, such as the use of hybrid or electric vehicles, which implies economic incentives and state and European aid. Likewise, the use of software to calculate the most optimal routes and the most efficient and sustainable transport loads. In addition to betting on renewable energy such as wind or solar, these have less impact and reduce the consumption of fossil fuels (Fernández-Paniagua, 2018).

Another factor that is affecting the world of eco-innovation is the world of ecommerce. Electronic commerce favours sustainability in that it reduces or completely eliminates physical points of sale, which means savings in energy and emissions. However, they must be much more aware of the impact of the packaging of their products on the environment. These should tend to be of biodegradable or sustainable materials. In addition, they must geolocate and optimize the routes of the messenger delivery companies, saving costs and avoiding further pollution (Pérez, 2020).

After checking the literature, we can see the gap in the consumer's perspective of the sustainable transition, sustainable industry and sustainable demand trends which will be checked in the conducted surveys of this study, and therefore the first goal of this thesis has been met. The thesis proposes to analyse the effect of sustainability on the consumption industry. The methodology, being the second goal of this thesis, will be inducted by performing two surveys designed to check and validate the following hypothesis: The young well educated generation is more disposed to the consumer behaviour change in the sustainable consumption industry.

IV. Methodology and Survey Description

In the second practical part of this project, a qualitative methodology has been adopted by conducting surveys, designed in order to check our hypothesis. We decided to design two surveys, one for consumers and one for businesses, in order to obtain more information about the consumption of green products realistically, based on the needs of the research question raised in this thesis proposal (Ghauri, Grønhaug, & Strange, 2020).

These unknowns have not been resolved with the literature obtained nor with the studies that have been carried out so far. For these reasons, the surveys try to solve what has not been cleared up so far. Both survey models could be seen in Annex 1 and 2, attached at the end of the thesis.

Surveys were made through google form, a very intuitive tool that allows you to answer questions easily from any electronic device. Also, it facilitates the propagation and substantially broadens the sample. At the same time, it lets the creator see the answers for the questions as soon as the survey is completed. It is important to mention that surveys were made in Spanish because it is the mother tongue of most of our respondents.

On the one hand, the survey to consumers will try to find what consumer profile is more sensitive to this trend as well as what awoke this movement. We would like to know the differences among distinct profiles of people, this is the reason why we have asked for their sex, age, range of studies and the degree of awareness they have about the planet and their own health. The poll drives the survey respondent by certain questions depending on their answers. This saves time as well as allows you to go in depth according to the type of response.

Moreover, to divide the ones polled into two groups, we ask some questions to discover the importance they give to the purchasing process. Separating them we obtain two different consumer profiles, those who worry about whether the product they buy is healthy and sustainable and those who do not. The first group has been asked when they started caring about the impact of the product they buy has on the environment and the reasons why they are concerned, to know what arose this interest.

Also, we have asked if they think in the short term or in the long term profits when they buy something, to check if they reflect before buying. As it has been mentioned earlier in the literature part, it is believed that the new type of consumer profile trend is to be a thoughtful buyer.

Additionally, we consider it interesting to ask about their level of implication and commitment to their own health and the planet to check if there are preferences for one.

Furthermore, to see how informed the consumer is at the time of purchase and if they look at the label of the product they are buying. In addition, we would like to know the reasons they look at the label, such as allergies, ingredients, food intolerance and calories among others.

We wanted to go further, asking everyone if they would buy a healthier or more sustainable version of a product. The intention of this question was to see their level of readiness to change towards a healthier and sustainable life. As well as, if they are willing to give up some characteristics of a product that they enjoy if the product is healthier, or more sustainable, to verify their sacrifice towards a sustainable transition. The economic question was also inquired about, asking respondents to tell us their willingness to pay for a green product / service.

We divided the sample again to really know how many bought green products/ services and to which category of commodity it belongs to. Likewise, they discussed the motive for buying these kinds of products and services. Those who do not purchase green products and services have been asked the reasons, to be aware of the fundamentals of those who resist the transition.

To learn more about those people who had stopped consuming green products/ services in general or some of them, we included this question in the survey. Our intention was to get an answer about how many respondents have regressed in the process towards a healthy and sustainable world and their motives.

We wanted to know if enough green products and services were already on the market. If the answer is no, brands would have at their disposal a demand that is not yet satisfied. Apart from this, we would have knowledge of their level of loyalty to a company if they do not produce this type of product or service. This was created to check how loyalty is affected when we introduce sensible aspects such as health and sustainability in the consumption equation.

Finally, to verify if a brand is affected by their actions and commitment to the health of their clients and to the planet, the survey respondents give us their point of view.

On the other hand, as we have said before, we sent another type of questionnaire to businesses. The aim of some questions were to contrast what is said by consumers and what is said by companies on the same topics. Nevertheless, most of them were created especially for firms.

As we have done with consumers, we have classified enterprises depending on different parameters such as sector (corporate purpose), age, scope and legal form. It is very relevant to distinguish those young brands that were created with the purpose of being green or born being adapted to this current trend. Alternatively, there are mature businesses that were forced to adapt their production systems or to offer a new line of products more sustainable and healthy and correspond to a totally different situation.

By asking sectors, we are able to see which one is more conscious about green products and services production. Plus, asking about the age of a company we can see if younger corporations are more adapted to these trends because of the cost savings of modifying and adapting the firm. With the scope question, we can discover if the ones that are present in more than one country have difficulties participating in this transition.

Another very interesting topic asked in the survey was their degree of adaptation to demand. If the business model of a firm allows them to offer what is demanded in the market quickly, they may not have problems providing green products or services. Also, the techniques used in detection of what is required by the purchaser was asked. Likewise, we consider it pertinent to request information on the time they take to offer what the consumer demands, as well as the methods to study the viability of the product. With this information we could know the time that some companies may take to produce green products/ services and their speed of adaptation.

Apart from this, we would like to discover the expenditure in marketing of any product to contrast it with the ones for green products/services. This is the reason we ask them twice. We are making an allusion to the chapter of literature when we talk about green marketing and greenwashing as well as to their dissimilarities.

To study the point of view of companies that are constantly in touch with consumers and with a changeable demand we wanted to know about their perception over this green trend. We asked if they have detected a growing interest over these kinds of products. Apart from asking them about the interest of consumers towards this green transition, we wanted to find out what were the current trends in demand.

After a general question, we wanted to specify and divide the demand by sector. With this in mind, we question the percentage of purchasers in their sector that call for green products/services. These answers let us to draw conclusions on whether this demand is highly conditioned by a product category.

Furthermore, we have repeated one question that was asked to buyers which is one of the principal unknowns of this paper. We inquire about their opinion about what had been the trigger for this movement for green products.

Over whether the image of a brand is affected by their actions related to sustainability of the planet and the health of consumers, we also ask both parts of the equation (buyers and businesses). The reasons that questions are repeated in the two surveys is to be able to contrast the two ways of thinking.

We also wanted to divide the companies according to whether or not they offered green products/ services (biodegradable, organic, sustainable, recyclable, bio, ecological, with sustainable packaging ...). According to the answer they gave, they would be directed to one type of question or another.

Those who answered that they have green products on offer, were asked since when they were sold. With their response we can know if they have adapted their supply in recent years, if they have done so in the distant past or if they were born manufacturing this category of products.

We also wanted to have evidence of how many of the companies that sold green products were exclusively dedicated to the sale of these types of goods. We ask about the percentage that represents green products/ services over all their supply.

One thing that we have mentioned in the literature was the obstacle to producers of green products to compete in a price war with companies that do not offer this range of items. Due to being higher quality products, they may lead to higher prices and less conscious consumers might be lost. To verify if this is true, we include a question asking if it is more expensive to develop green products/ services than ordinary products/services. Along with this, enquiring about if green products/ services are priced higher than their non-green equivalents. If their answer is yes, it could be concluded that they are facing impediments when competing.

We would like to measure their degree of involvement and willingness to carry out this transition towards a greener world. We have asked if they are willing to reduce the prices of their green products if they thus attract less conscious consumers. We can see in this question their willingness to raise awareness among people since we believe that this could be one of the limiting factors to the expansion of this movement.

Another question in allusion to the literature is the one when we ask about the emblems they use to distinguish their green products/service from the conventional ones. It is known that having distinctives facilitates the buying process of those looking for these types of products, as well as those less informed that need symbols to recognise them. In addition, they can be truthful about their characteristics.

In addition, we wanted to know what percentage of their clientele goes to them in search of green products / services. Thus, we can also be aware of what consideration their clients have and their brand positioning.

Despite having already asked consumers if they looked at the product labels, we wanted to know what companies believed about consumer habits. We believe that if they think that most of their clients pay a lot of attention to their labeling, they will try not to do greenwash. This profile of the purchaser is a more educated consumer and could easily detect trickeries.

However, if the company answers that they do not offer any green goods, they are asked if they have studied the option to launch them and the motives why they have not done so yet.

We wanted to find out if they think that they should raise their prices to make it profitable for them and if that is the reason why they are not offered. They may be afraid of losing demand by increasing the price of their articles.

To those brands we have asked them what they think discourages consumers from buying this type of product. The reasons they give are going to be related to the ones who do not offer this range of products.

Moreover, the poll includes questions like if they consider the demand for green products/ services not high enough to supply. Also, it is of importance figuring out if they are losing clientele considering that they do not offer green products for sale. With this we want to see even if they know this, they lose customers by not offering green products.

Due to Covid 19 all polls were made online, and the idea of doing presential interviews to companies was rejected. Additionally, some businesses refused to do the questionnaire due to being very busy adapting their brands to the current situation and looking for new ways of shopping and production.

Nevertheless, the participation was very broad and numerous. The consumer survey was answered by 145 people and the business survey by 23 companies. The companies that participated in this project and helped us to obtain conclusions were: Nespresso, Lush, Consum, Ariel, Un paso más, Cottet, Helpup, Auara H2o, Thecirculaproject, Impacthub, Pomeii, Sheedo, Brushboo, Gozerowasteapp, Matcha &CO, Konjac, Slowers, Labeau, Maar fragances, Identity, Hemper, Etnia cosmetics and Saigu cosmetics.

VI. Findings and Outcomes

1.Charts and analysis of results (companies survey):

First of all, as we have said, we would like to know how our sample is in broad strokes. Defining the age of the company, we could see the mode age of the ones surveyed. In this case, most of the businesses are 5 years old. It could be said that they are young (14 of the companies are less than 6 years old), which tells us that it is easier for them to modify their business model to a sustainable one. Also, most of them may have already been born making these types of products. It should be noted that we found mature companies with more than 25 years of existence. This makes us think that they could not have been created with the idea of manufacturing green products due to the recent appearance of this trend. If they sell these kinds of products it is because they have supported costs of adaptation.

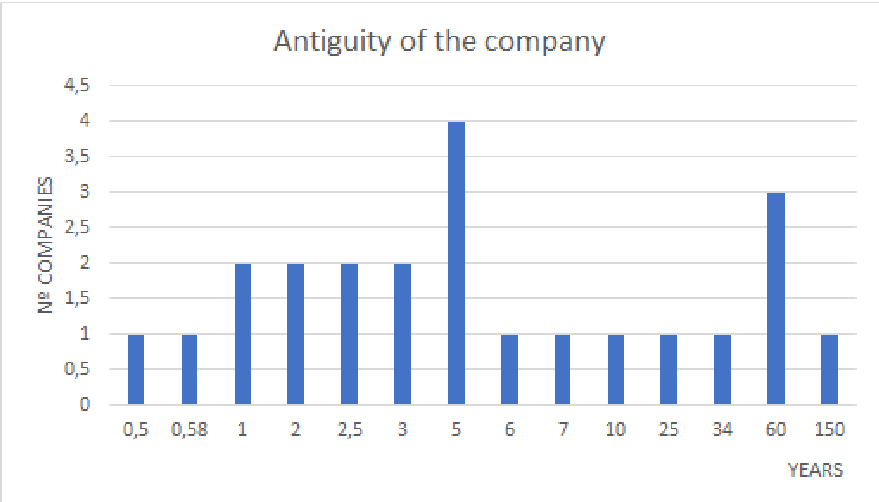

Illustration 7 Antiquity of the companies. Source: Own preparation (business survey).

In the business sector question we find a great diversity of answers. Specifically, companies from nine different categories have responded. Nevertheless, the ones dedicated to food are the ones that predominate with 7 out of 23 companies asked, followed by cosmetic businesses with 5 out of 23. It is interesting to have answers from companies that work in different sectors.

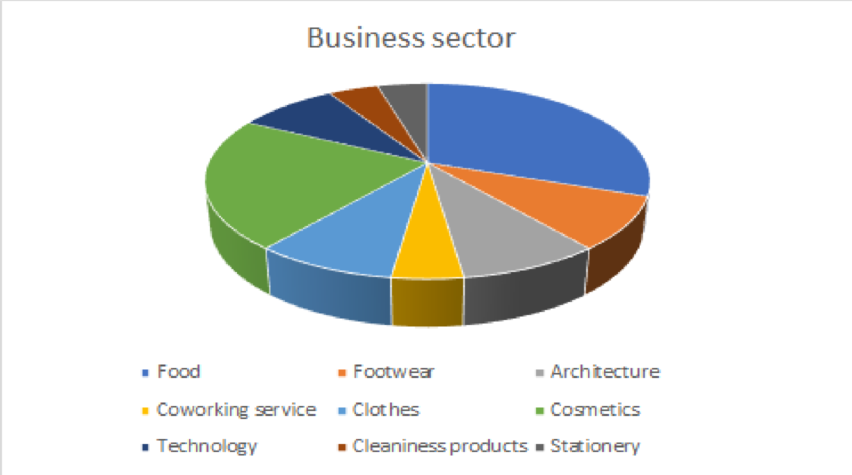

Illustration 8 Business sector classification. Source: Own preparation (business survey).

15 of them have a multinational radius of action, 7 of them are national and 1 is regional. Most of the companies asked, work in more than one country which led us to obtain information on firms that operate globally. They interact with a wide range of consumers and they could see in their day to day very different and changeable demands. Moreover, most of them are limited companies (S.L), 65% of the sample.

In the following graph we can see the degree of adaptation of companies to what the consumer demands. The 1 in this question represents a null adaptation and the 5 represents a complete adaptation. From these responses we can extract that they are quite adapted to the demand. This enables them to adjust their supply to a consumer interest in healthy and sustainable products. If they perceive an interest in green products, it is up to them to produce them.

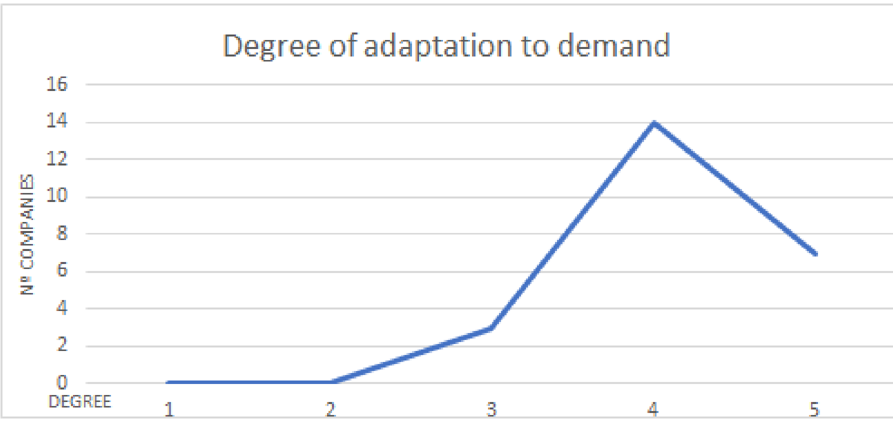

Illustration 9 Degree of adaptation of companies to what is demanded. Source: Own preparation (business survey).

They told us that most of their research to discover what clientele want is through social networks. The social network most used is Instagram, where almost all of them have created a profile. Nevertheless, Not all of them have specified what social network they usually use to interact with the consumer. Other companies commented that they use email, WhatsApp and phone calls to conduct surveys and chat with purchasers.

Moreover, they carry out interviews, meetings and face to face polls to make direct contact. Also, market research is being done. These techniques facilitate the adaptation of their supply. Therefore, the production of green products and services could be carried out if they perceive the need.

And, as we could check in the figure below, the companies surveyed adapt their supply rapidly. The average time to offer what consumer demands is 6 months and 19 days, which is equivalent to 0.5134 years. Due to the recent appearance of this movement, companies may have already adapted to this phenomenon.

The methods used to validate the viability of a product are the following. The most common method is to create prototypes and then give them to customers to try. With focus groups, they obtain the confirmation and the opinion of the clientele. The most daring companies launch a small part of the production of this new product to the market to see what effects and emotions it causes. And other ones, as a test, put the new product on sale for a month and if it succeeds they continue offering it as a fixed product in their line. In the same way, they do cost analysis, financial analysis, sales forecast, studies of demand...Surveys and interviews are also used to validate a product to be launched.

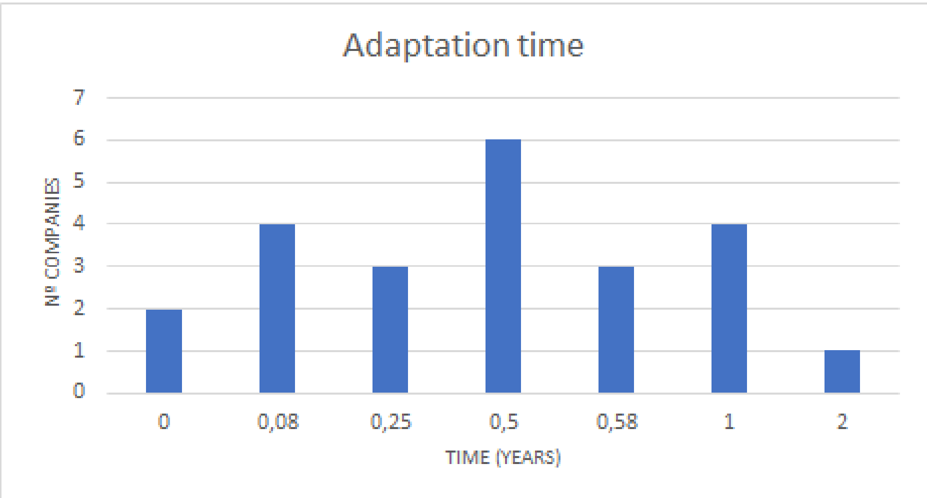

Illustration 10 Adaptation time of companies. Source: Own preparation (Business survey).

As seen in the graph, the marketing expenditure per product is generally low under 50%. Cosmetic companies are those that spend most and food companies are the ones that expend less. This could be due to beauty care product properties being less noticeable and requiring a robust marketing campaign behind them. Nevertheless, 60.9% of the companies told us that they would expend between 30% and 40%.

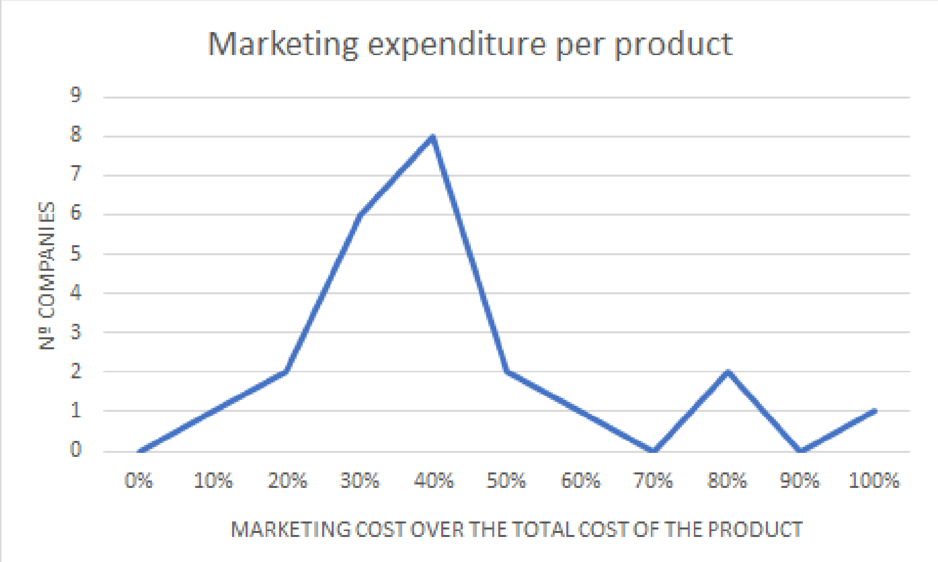

Illustration 11 Marketing expenditure per product. Source: Own preparation (business survey)

91.3% of the business expound that they have perceived a remarkable interest in purchasers for green products/services. This let us know that the trend is also detected by companies. If this had been insignificant, corporations would not have even noticed. Only two of them, dedicated to the architecture sector, answered that the demand is still low.

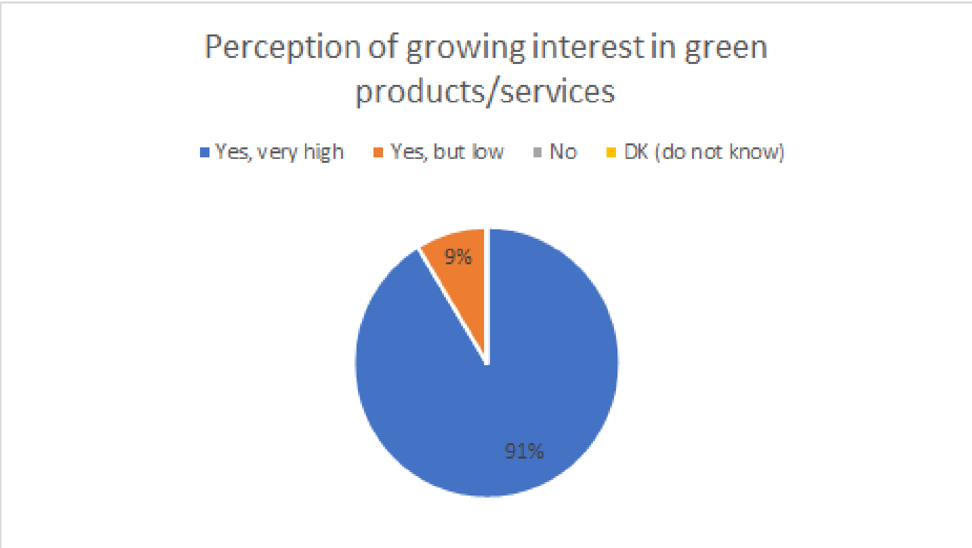

Illustration 12 Perception of growing interest in green products / services. Source: Own preparation (business survey).

Among the most predominant sectors of the companies surveyed, we can say that footwear companies are those that perceive less interest from their consumers towards these products. Footwear companies consider that less than 30% of the people who buy shoes choose sustainable shoes. This type of product causes less awareness in the population and is less related to the movement towards a sustainable lifestyle. On average, cosmetic companies consider that 78% of their consumers seek green cosmetics. And 81.25% of the population, according to food and beverage companies, look for green products in this sector. We can extract from this question that the closer the product is to our body, the more aware we are of consuming a green product / service.

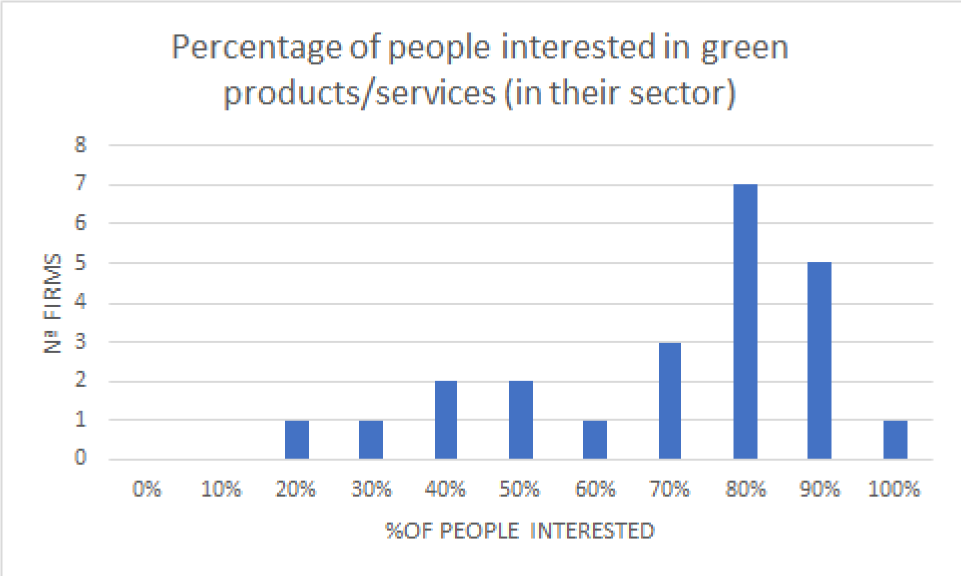

Illustration 13 Percentage of people interested in green products / services (in their sector). Source: Own preparation (business survey).

Many of the companies that have participated in the survey believe that the environmental crisis, the climate emergency and global warming have been the triggers for this awareness. The media has facilitated the expansion of this information and has made it available to consumers in form of images, news and stories that have shocked the consumer. Movements such as veganism and environmentalism have also facilitated the growth of this trend that affects our consumer habits. They also cite the palm oil crisis, the December climate summit in which Greta Thunberg participated, the fires in Australia and the interest in leading a healthy lifestyle to feel physically good.

22 out of 23 of the brands that participated in the study answered that companies depend on an image of sustainability with the aim of the consumer noticing. Only one of them, in the architecture sector, thinks differently. Seeing the results of this question we could conclude that commitment is very determinant for buyers and most companies agree. For the second time, we can perceive how the architecture sector is the most reluctant to enter this new trend.

Apart from the trend of green products and services, companies say that veganism and environmentalism also predominate as well as alternatives to plastic and responsible consumption. Likewise, they have mentioned the trend for local and proximity consumption. As characteristics of the product itself, they say that the consumer is looking for light products, which occupy little space, are easily available and have a fair price. All these tendencies are compatible with the type of product analysed in the thesis and most of them are within the definition of green product / service.

We were struck by the fact that all the companies we surveyed said they produce some green product / service (biodegradable, organic, sustainable, recyclable, bio, ecological, with sustainable packaging ...) which was a surprise because we did not expect so many companies to have these products/services. It could be that the companies to which we sent the survey and who had decided not to participate was because they believed they did not fit the model for this study. The questions designed for those companies that do not offer green products/ services can not be analysed due to no one answering them.

In relation to the time that they have been selling these types of products, most of them had been born offering them. Nine of the enterprises that were not set up offering these products, must have had to adapt their supply in the near past and sell these kinds of goods for less than 5 years. This tells us that this is a very recent tendency. It is a necessity to create companies that offer all their products of this category or at least partially if they do not want to adapt their business model in the near future.

Illustration 14 Time offering green products /services. Source: Own preparation (business survey).

Most companies that we had interviewed are dedicated exclusively to the sale of this type of product. We can intuit that those companies that were born producing green products are those with the most options to create an entirely green offer. However, and compared to the previous answers, there are more companies with a supply 100% green than companies that were born offering them. Nevertheless, we can see some companies with more than 50% of their products not green, which tells us that not all of them follow the same pattern. The older the business, the more set in its ways of doing things they are and therefore its adaptation is more difficult and requires greater effort.

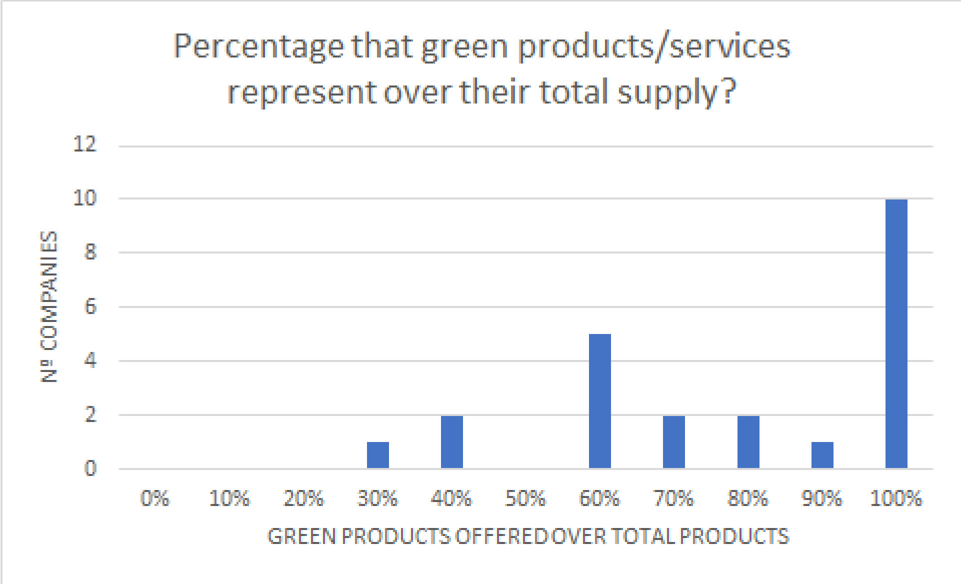

Illustration 15 Percentage that green products / services represent over their total supply. Source: Own preparation (business survey).

As with other questions, many of our respondents agree on their opinions. In this case we asked them about if it is more expensive to develop a green product or service than a conventional one. 95,7% of them say that it is true. Many factors affect this increase in costs such as the lowest number of purveyors in this field. Consequently, this will trigger a higher product price.

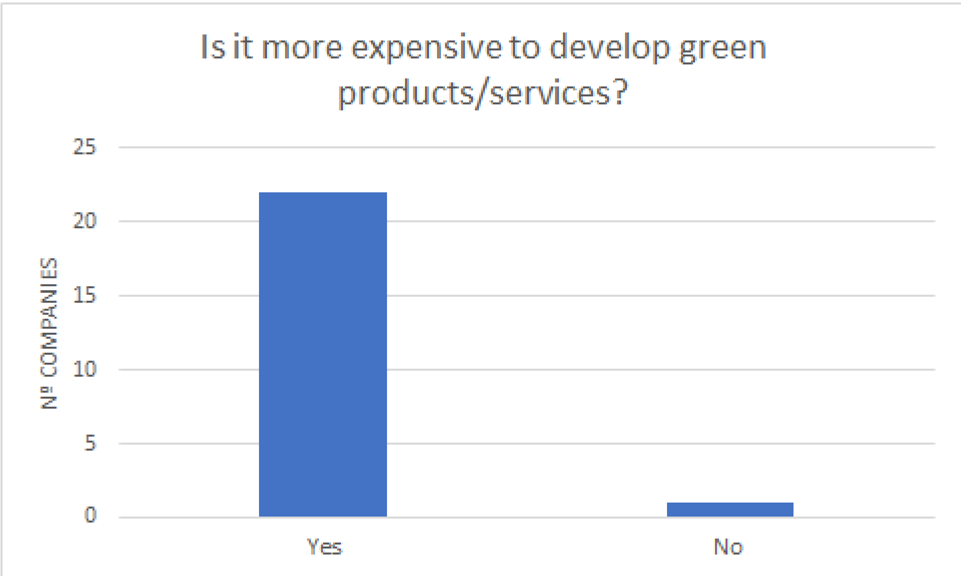

Illustration 16 Development expenditure in green products / services. Source: Own preparation (business survey).

One of the factors to take into account in the increase in costs is the certification. It takes a lot of time and money to obtain a badge that validates the characteristics of the product to make its distinction easy. As a result, five companies tell us that they do not have any distinctive badges. Some of them explained that the values of the company validate the veracity of the characteristics of their products. However, most of them use emblems such as the FSC of fair trade, the Bio inspecta, the Bio VidaSana, EU ecolabel (mentioned in the literature)...

From the results obtained below, it could be said that this surprised us. This is because we thought that due to them selling products that are in demand nowadays (green products) the expenditure in marketing could be decreased. Nevertheless, 16 of the respondents said that spending was the same for both types. This may be due to the fact that although it is not necessary to capture the attention of those who are already familiar with its properties, the demand is still not very solid. In addition, the phenomenon of green products is still growing and it should be disclosed.

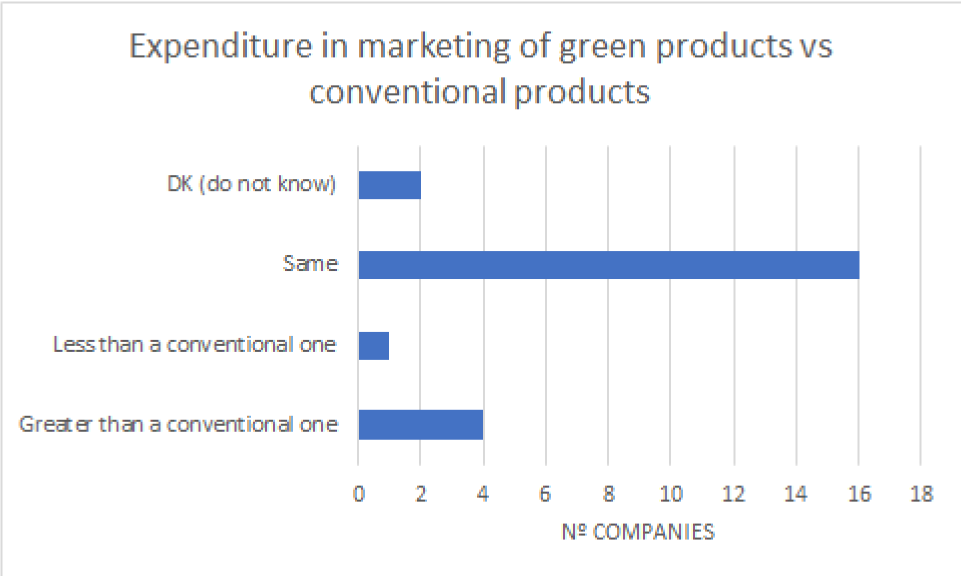

Illustration 17 Expenditure in marketing of green products vs conventional products. Source: Own preparation (business survey).

In the answer to whether green products have a higher price than their non-green equivalents, we find a majority but not an absolute majority. The most common option is yes but it is closely followed by no. However, this is one of the facts that many consumers allege as a reason not to consume this type of product. It could not be said that companies of the same sector think equally since they answer differently in this aspect.

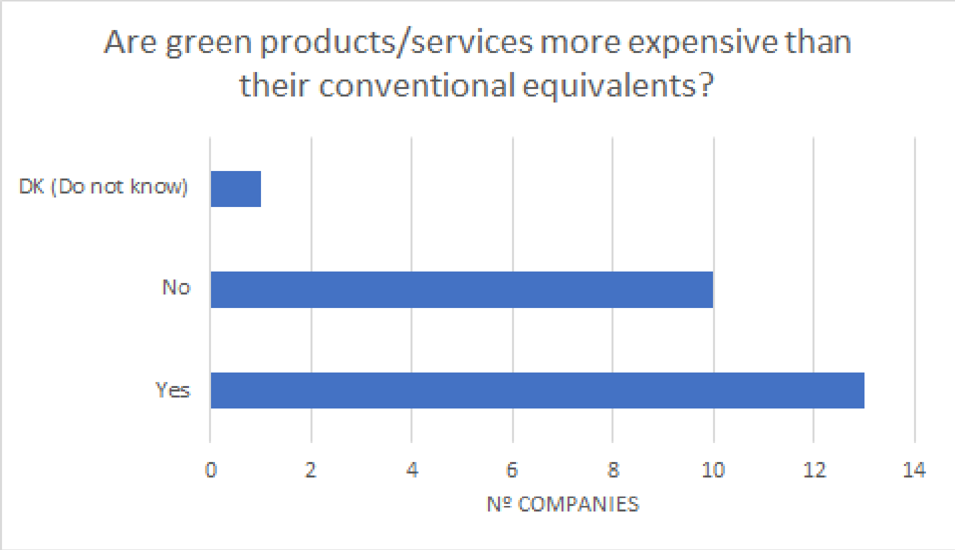

Illustration 18 Comparison to see if green products / services are more expensive. Source: Own preparation (business survey).

When we asked companies about whether it is necessary to increase the price of green products to make them profitable most of them answered "maybe". This might be because many factors interact calculating profitability and it depends greatly on the type of product and the type of company. So, it is difficult to extract a conclusion from these answers.

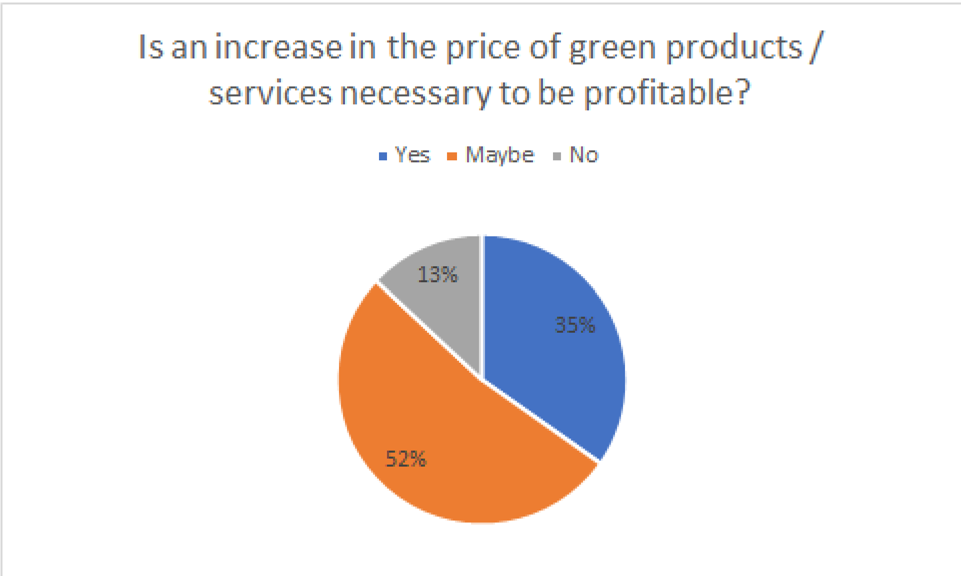

Illustration 19 Comparison to see if an increase in the price of green products is necessary to make it profitable. Source: Own preparation (business survey).

As we said in the methodology section, we wanted to measure the degree of willingness of companies. To do this, we wanted to see how many companies would be willing to lower their prices if they were able to capture those less aware consumers. This effort may trigger an acceleration of the expansion of this phenomenon. As we can see, most of them would not be willing to lower the prices of green products to attract more consumers. So, the disposition of the companies is very low due to the following most answered option being maybe.

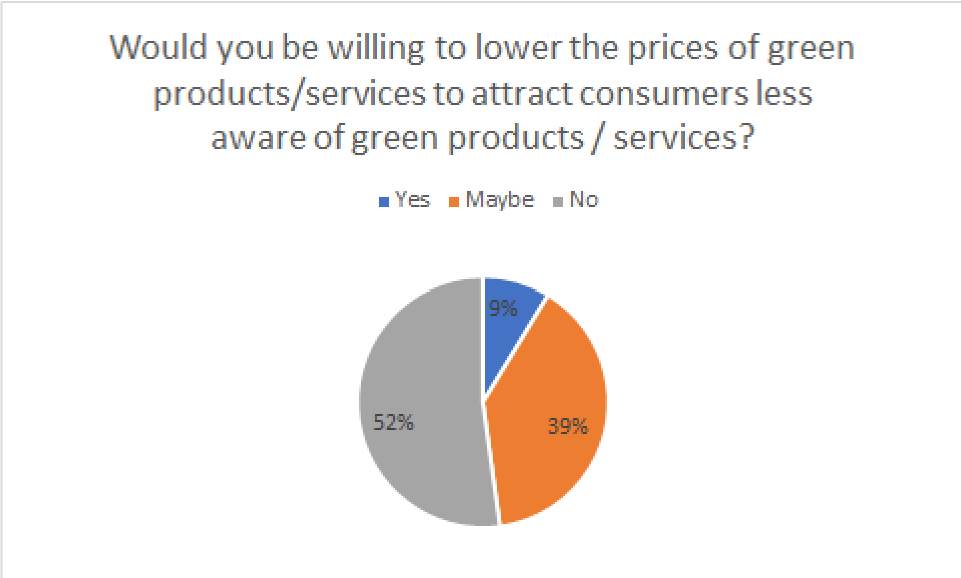

Illustration 20 Willingness of companies to lower the prices of green products to attract consumers less committed to the movement. Source: Own preparation (business survey).

As we have seen in other graphs, the supply of green products in the surveyed companies is substantially high. Nevertheless, we can see how their consumers do not only turn to them for these certain attributes (sustainable and healthy).

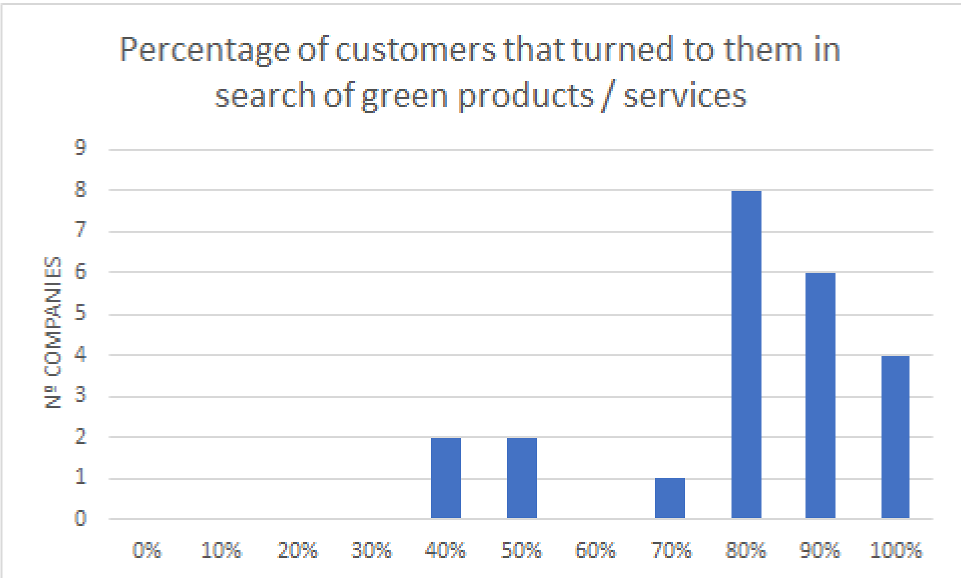

Illustration 21 Percentage of customers that turned to them exclusively in search of green products / services. Source: Own preparation (business survey).

Most of the companies surveyed believe that their customers read labels. It can be deduced that they will give a great amount of importance for the development of these labels. Enterprises that are certain that 100% of their consumers look at labels are food brands. Alternatively, the ones that thought that only 40% of their purchasers look at labels are in architecture and home cleaning products. It is true once again that when the product is closer in proximity to the person's body, the more we are aware of our choice and the more sensitized we are to what we consume. It should be said that the results are quite different (between 40% and 100%) and it will be necessary to be contracted with the answers from consumers to know the truth. We will also be able to see if companies know the attitudes of their consumers well.

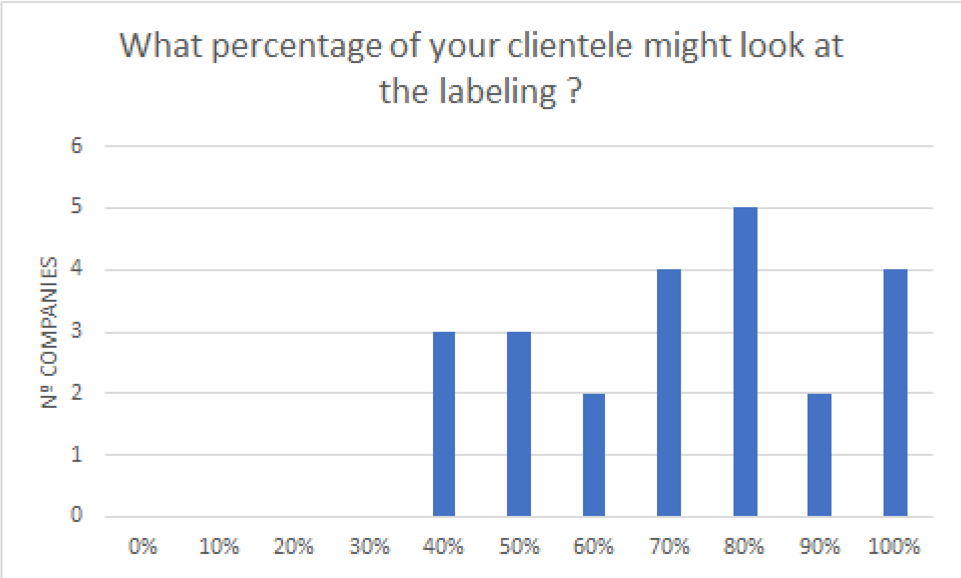

Illustration 22 Percentage of the clientele of each company that looks at the labeling. Source: Own preparation (business survey).

2.Charts and analysis of results (consumers survey):

As it could be seen in the following graph, the participation of this survey is characterized by a higher participation of women. 71% of the sample are women and only 28% are men. This is an aspect that may affect the results to some extent.

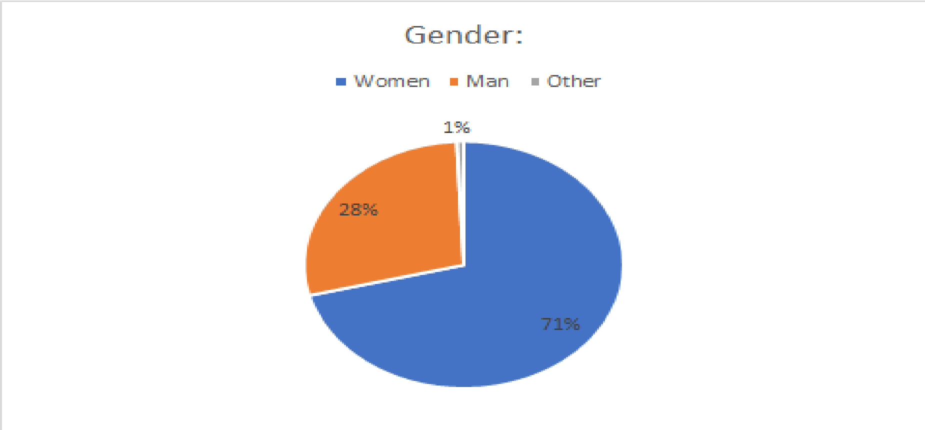

Illustration 23 Gender of respondents. Source: Own preparation (consumer survey).

The next figure shows the dispersion of ages of the surveyed consumers. It is distinguished by two relevant groups, the principal and predominant group is the one with ages among 22 and 35 years old and is succeeded by the one with ages between 36 and 54. So, it could be said that our poll is principally defined by a profile of a woman with an age between 22 and 54 years. Due to the age range (22-35) it is mainly composed of Millennials and the age range (36-54) by Generation X, we consider these to be more present in our sample. Nevertheless, Z generation is the next one with more presence and half of the sample is represented by people who are at the most 35 years old.

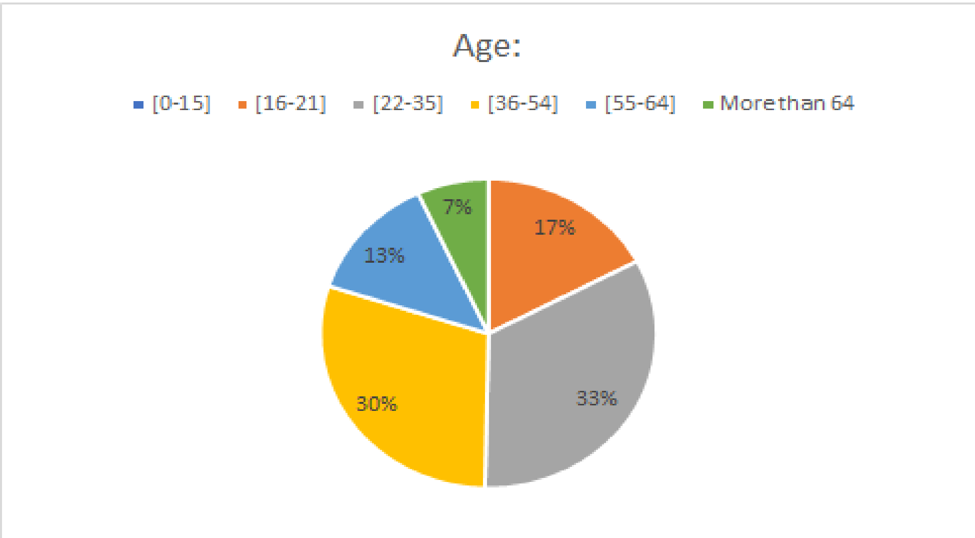

Illustration 24 Age of respondents. Source: Own preparation (consumer survey).

It is interesting to ask about their level of education because it is said in the literature that, if the consumer is more educated they are more likely to consume green products. With the results of this question, where only two of the people do not have studies, we may obtain a very clear sample about sustainable and healthy products. The option of higher studies includes those people with university studies and / or higher professional training and is the most chosen option by far.

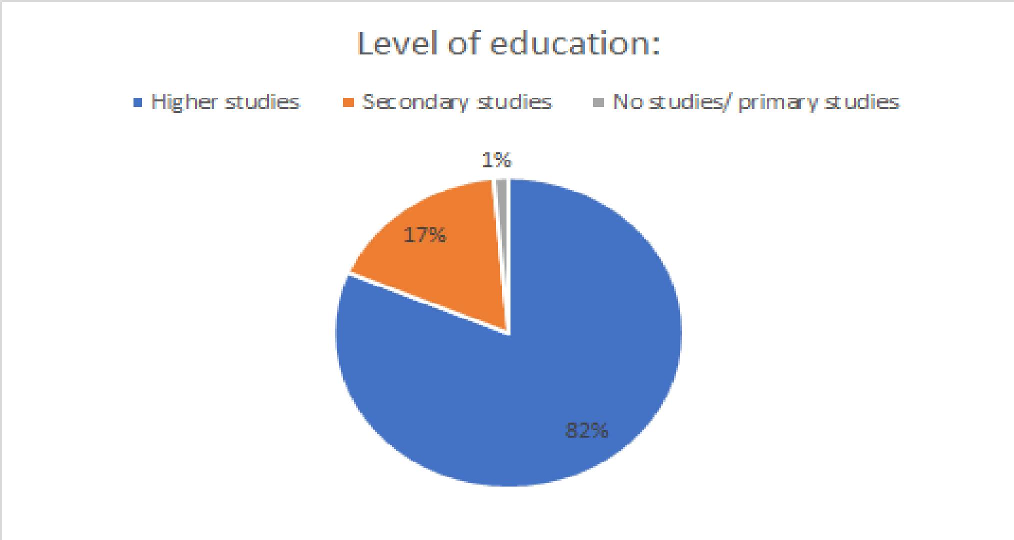

Illustration 25 Level of education of respondents. Source: Own preparation (consumer survey).

We have decided to combine, in one graph, the results obtained in two questions to see the differences among them. In one of the questions we have asked if they are concerned about the sustainability of the planet and in the other we asked them if they are concerned about their health. They had to score each of these options with a scale of values, where 0 represented no concern and 5 the maximum concern. Both results are quite similar and proof of this is their averages, the concern for the sustainability of the planet is 4.4 whereas the concern for their health is 4.3. It must be said that the concern for the planet obtains results with a larger dispersion.

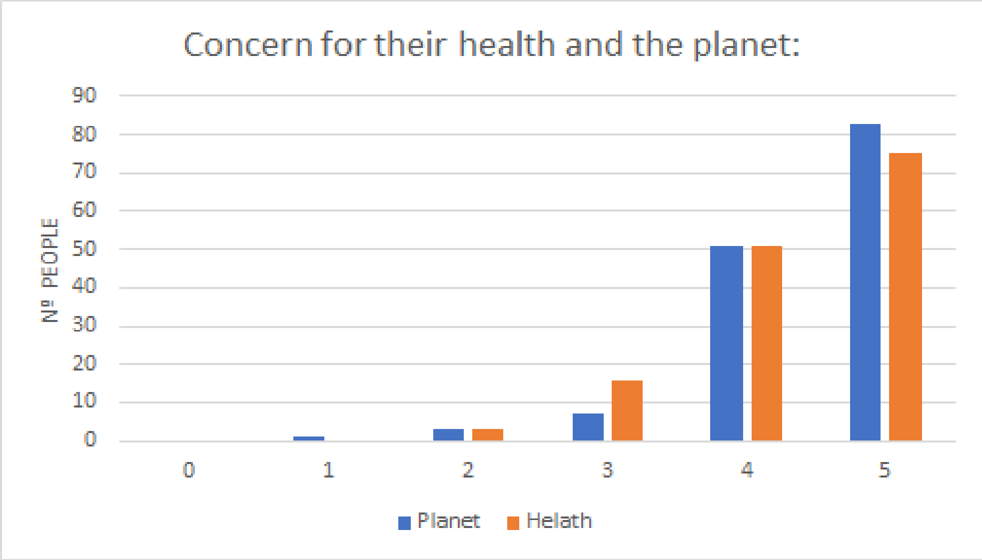

Illustration 26 Concern for own health and the planet. Source: Own preparation (consumer survey).

143 of the 145 respondents agree that it is necessary to act in the short term to avoid the degradation of the planet. This tells us that the trend towards the purchase of environmentally responsible and sustainable products could have a very pronounced slope since everyone agrees that it cannot be extended.

To see the degree of information of our respondents about the products / services sold in the market, we wanted to know if they believe that harmful products are being purchased. Most of them answered yes. If consumers know / believe that harmful products are sold, they would be more careful when choosing the goods they buy. Likewise, they will dedicate more time to the purchase process. This is characteristic of an educated consumer.

Illustration 27 Customer opinion about if harmful products are being sold in the market. Source: Own preparation (consumer survey).

As we have done several times in the business survey, we have divided the sample into two groups. One with people who care about the impact of the product they buy and one with people who do not care about the impact it has. Each group had to answer different questions with the aim of being able to go deeper with each one. As we can check below, only 2% of the consumers do not care and 142 of the responders do care about the impact. There are many people concerned about what they are consuming.

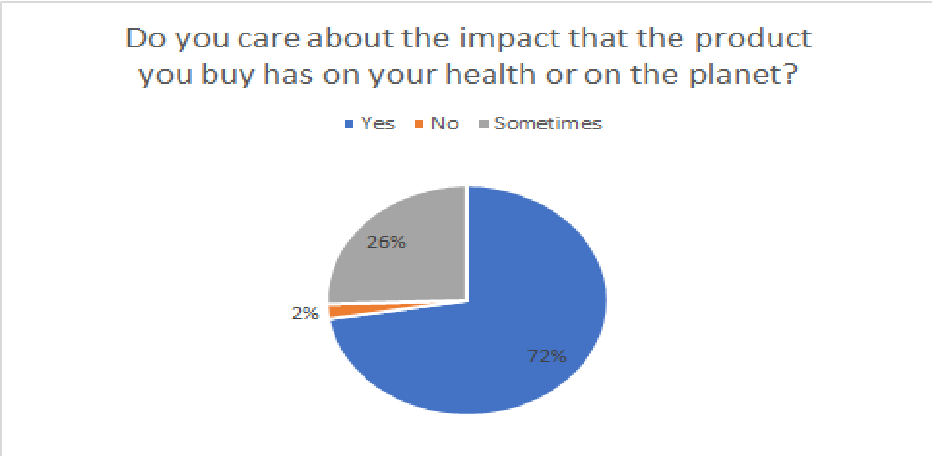

Illustration 28 Do they care about the impact of a product has on their health or on the planet? Source: Own preparation (customer survey).

We can see in the following image that the majority of consumers have begun to be more aware of the products they have been buying in the last 1-3 years. Nevertheless, we find a very large group that had started being concerned about the impact of the products more than 5 years ago. This second group of people are those most concerned about their health and the planet since they have been implicated for more years. On the contrary, the first group has some bases that are not yet as solid as the second group, so it will be hard to stop caring about the impact of the product they consume. We have a group that has begun to worry about what it consumes in the very recent past and another in the less recent past, which suggests that there has been a regrowth. In relation to companies, many of them have been producing green products for more than 5 years. This result agrees with what customers have said, especially the second group. Likewise, companies that manufacture healthy and sustainable products may have helped spark this interest in the first largest group.

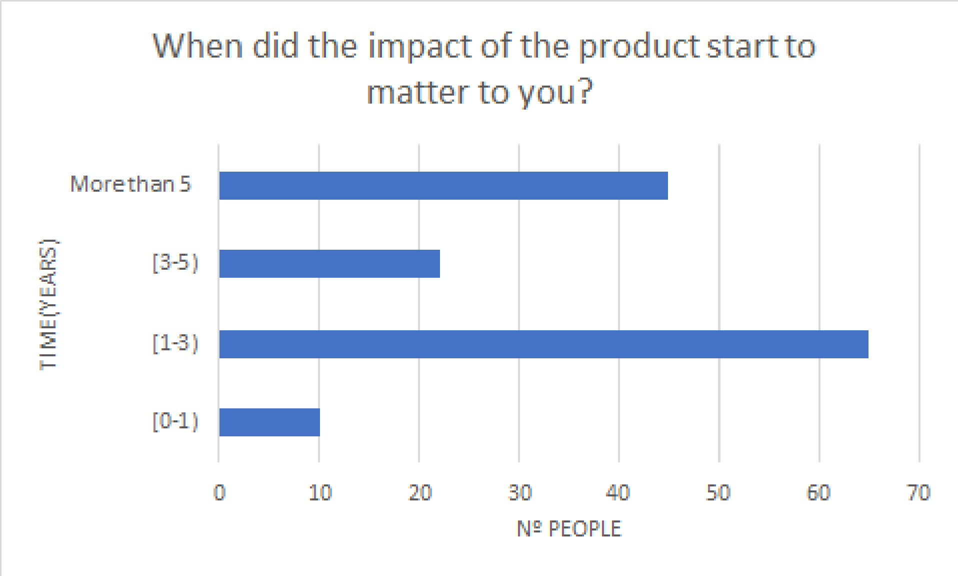

Illustration 29 When did the impact of the products start to matter to the respondents? Source: Own preparation (customer survey).

One of the key questions in this questionnaire is the reason that has made them worry about the impact of the product they consume. It must be said that the most repeated answers are health, the planet, the future of the next generations and consumption of local products.

Talking about health, they have expressed that one of the reasons they buy green products is to feel better as well as to have a better quality of life, consuming products that are good for our body. In addition to avoiding future diseases, eating disorders, pathologies, overweightness... The second most common answer is because they want to protect the planet from climate change, radiation, global warming, fires, massive deforestation, pesticides, chemicals, preservatives, excessive use of plastics among others. The intention is to preserve the original characteristics of the earth as well as biodiversity. Some have told us that it is because they care about if the products they buy are zero kilometer, that is, proximity. At the same time they tell us that it is very important for them to know the origin of what they buy. Because if the product has been manufactured in a very distant place, it will mean more contamination to transport that good to the point of delivery. In addition they want to promote the consumption of local products. Social responsibility for leaving a world in good condition to future generations has also been said in polls.

Only 3 people have said they do not care about the impact of what they consume. Their answers to why they do not care is because they do not think about the long term and because they want to enjoy themselves without worrying too much. One of the three people has told us that they will most certainly give more importance to green products and a healthy lifestyle in the future. The other two have said they might give some thought to it in the future.

We have asked all the participants if they look at the labeling of the products and three quarters have said yes. Looking at the labels means making a more thoughtful purchase. They will not be consumers who will tend to get carried away by the green washing, since when checking the ingredients they will be able to see the reality of the product.

The reasons why they look at the labeling are very diverse. The main reason is to see if the product is healthy and what it is made of. The next main interest is to check the fats and calories it contains. Fourth, they do it to verify if the packaging is environmentally responsible. To a lesser extent, other incentives to look at the label are for reasons of allergies, to check the expiration, the manufacturing process and the origin of the goods.

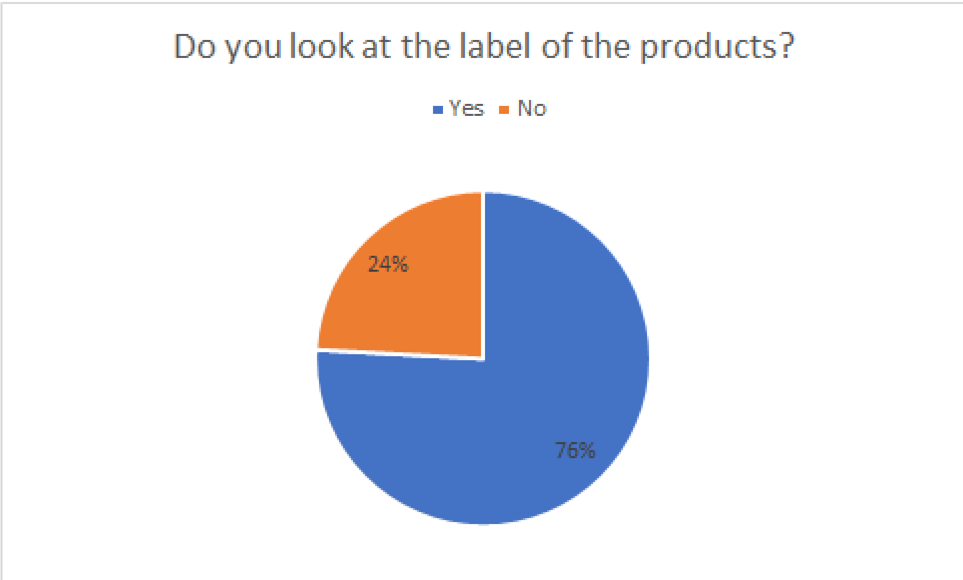

Illustration 30 Do the respondents look at the label of the products? Source: Own preparation (customer survey).

We can see how the current consumer, to a greater extent, does not get carried away by the momentary benefit that a product brings. It is a consumer profile that despite being aware of the present has a look towards the future. This is common in societies with a long life expectancy.

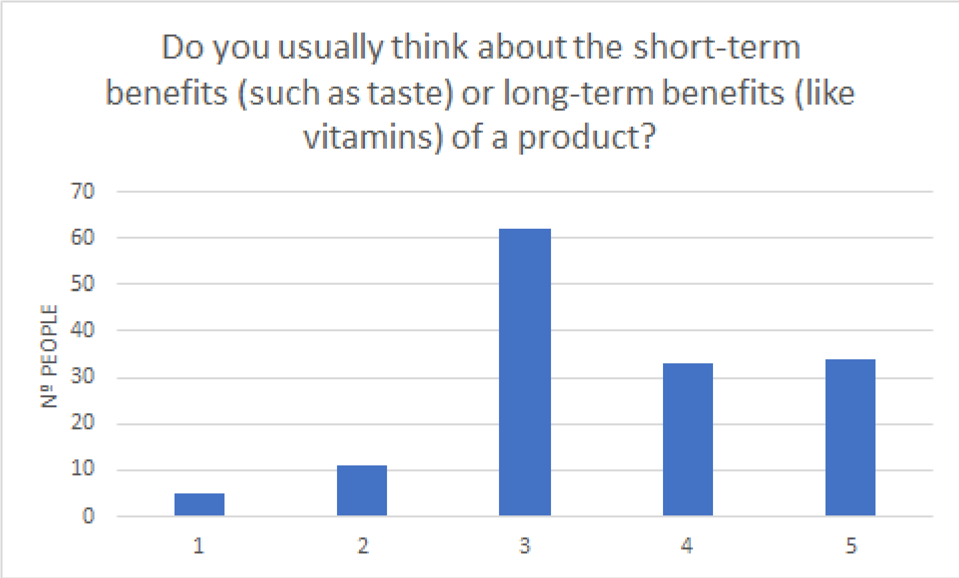

Illustration 31 Do they usually think about the short-term benefits of long-term benefits of a products? Source: Own preparation (customer survey).

In the next two questions we wanted to check the consumers' degree of willingness to have a more sustainable and healthy lifestyle. We asked them first (A) if they would buy a healthier or more sustainable version of a product they like. Second (B), we have asked if they are willing to give up some features that they like if it is more beneficial to them. The first question is more general and the second really checks whether they are aware or not of the impact of the product on the environment as well as the sacrifices they are willing to make to lead a better life. As we can see in the next graph, many people who said they wanted to buy a healthier or more sustainable version of a product they like, were hesitant about giving up a feature they appreciate about it. This movement of people from yes in the first question to maybe in the second question represents 11% of the respondents.

We can extract that there are people who are not fully committed and aware of the movement towards the consumption of green products. For these types of people, who are not entirely convinced, it is necessary that green products are identical to non-green in terms of characteristics in this case.

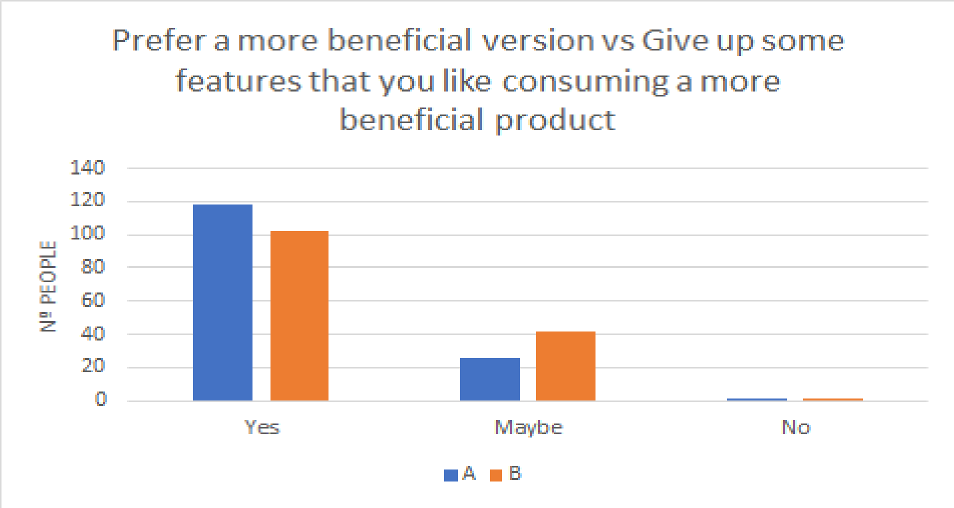

Illustration 32 Do the respondents prefer a more beneficial version of a product? & Are they willing to give up some features that they like consuming a more beneficial product? Source: Own preparation (customer survey).

Another factor that could make the consumer doubt about the consumption of green products is its price. As we see in the following graph, most of them would be willing to pay more, but not much more than what they pay for a conventional one. Most respondents say they would pay between 1% and 10% more. It should be noted that we found two groups very equal in size, one that chooses to pay between 11% and 22% more and another group that would pay the same. We found in this second group, 31 people who are not willing to make any sacrifice to consume green products. However, many of them say they care about the impact of the product they buy. If green products or services have a higher price it can be a factor that slows down the expansion of this consumption trend as well as when a green product does not meet the same characteristics as an ordinary one.

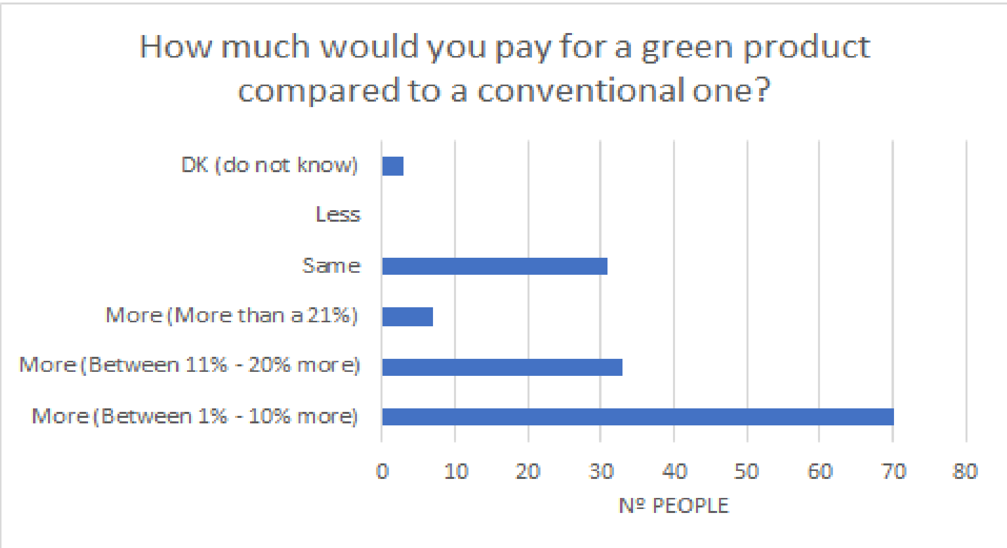

Illustration 33 How much are they willing to pay for a green product compared to a conventional one? Source: Own preparation (customer survey).

To divide the sample again, we asked how many people buy green products (for example: organic, ecological, sustainable, bio, recyclable, biodegradable products ...). As we can see, very few do not consume this type of product ever or almost never. These represent 7.6% of the people surveyed. It shows us that this trend is real in the population and it is very widespread among consumers. However, despite the fact that there are people who buy green products very regularly, we found a group that buys them sporadically. Some factors mentioned above such as price or differences with the non-green product can affect this consumption habit. We must emphasize that most people consume them regularly, specifically 61.4%.

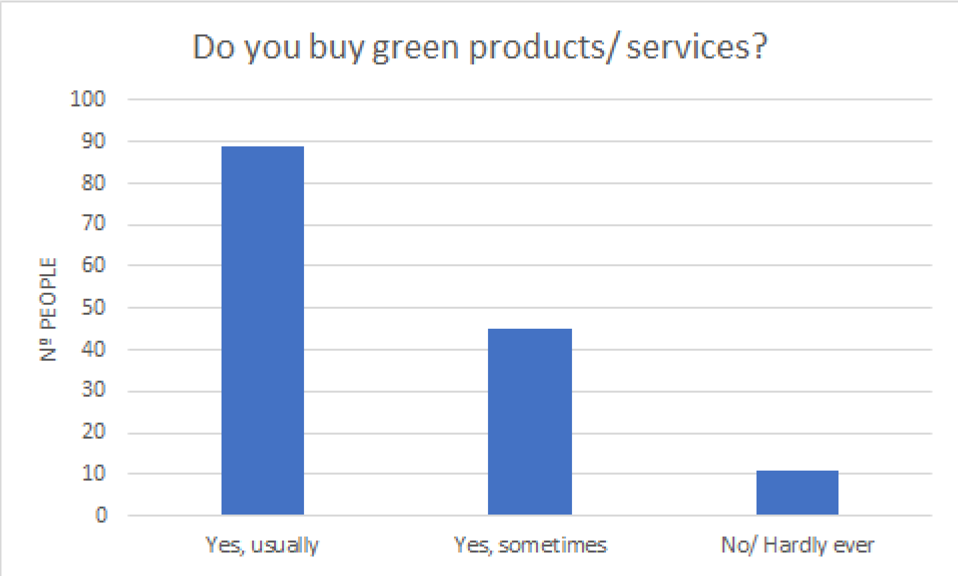

Illustration 34 Do they buy green products / services? Source: Own preparation (customer survey).

We have also asked what has been the reason that made them start buying green products. Like with other development questions, health concerns are what has made more people join the movement. Ther incentives have been to lead a healthy lifestyle and to take care of their diet. Some of the respondents have mentioned that the illnesses of their relatives or their own have made them take the plunge as well as the results of their medical tests. Diets such as veganism or vegetarianism have also been the drivers of this trend.

But without a doubt, the engine that has made this phenomenon grow is the arrival of information to consumers. The information has been distributed through news in the media and social networks. They show images of the effects of plastics, chemicals and pesticides, the deterioration of the planet, environmental disasters and the harmful products that are sold. These are examples of the many factors that have shocked the population and have changed their consumption habits.

The need to stop pollution and climate change in order to preserve the original state of nature and the planet has moved many people to consume sustainable products.

For many of the people who have not been affected by the news and images, what has really made them join the change has been the word of mouth from their family and friends. They have told them about the benefits of consuming these types of commodities and the harm that comes from consuming non green products.

Other people have been motivated to promote fair trade which means products that are produced in a responsible way, taking into account the well-being of the environment and workers. Moreover, local and proximity commerce has also been a driver for others.

In other cases, the sense of responsibility has been necessary to start buying these types of products. These people feel indebted to future generations that can suffer from the harmful effects from the consumerism of damaging products.

We consider that it was necessary to know what category of goods the green products they bought were. As you can see below, the majority of green products consumed belong to the food and beverage category. It could be said that the majority of companies that participated in the green products and services survey were companies from this sector. Followed by personal hygiene and cosmetic products that were present in the survey of businesses. As we have been able to extract from the corporation survey, the closer the product is to the body, the more responsible we are about what we consume. In the case of food, we inert those products and in the case of cosmetics and personal hygiene products that come into contact with our skin and can be absorbed.

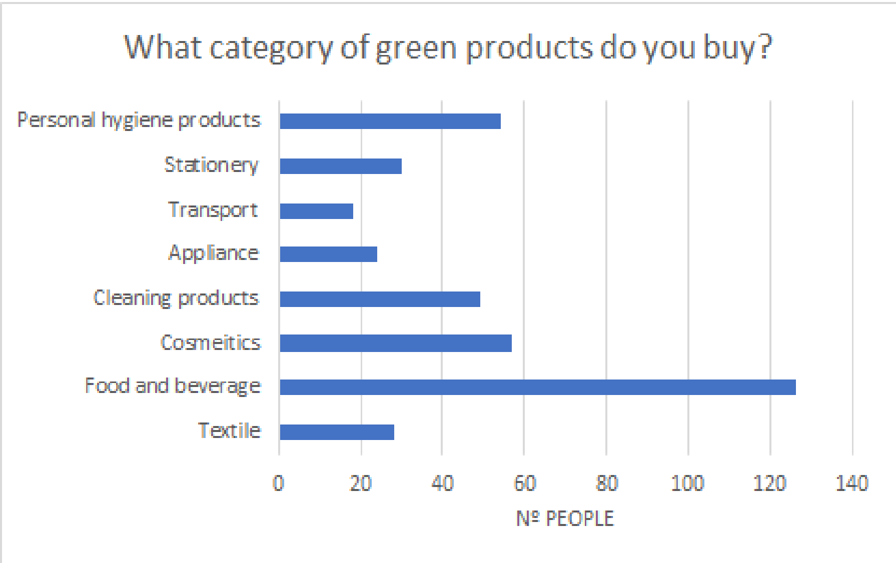

Illustration 35 What category of green products do they buy? Source: Own preparation (customer survey).

We have asked consumers who do not buy green products what were the factors that made them not interested. The most repeated fact by far is the price. As previously stated, this may be one of the barriers to the expansion of this current trend. Next, they indicate that they consider it difficult to find them due to the lower supply. They also say that they are uninformed and they do not know how to recognize them.

We conclude that the characteristics that do not remind them of the original product, the price, the misinformation and the low supply are the factors that have been decisive up to now in the expansion of this movement.

Likewise, we wanted to know what reasons had caused them to stop consuming some green products or otherwise they had never stopped. 67 people told us that the price of the product was what made them not consume it anymore. But, 37.9% have told us that they have never stopped consuming these types of products and have never returned to the less healthy or sustainable version. To a lesser extent, some reasons have been cited that have led to the decline in this process is due to its characteristics as well as the taste of the healthier product. Likewise, the shortage of supply of these products has also been mentioned again.

90.2% of the respondents would like that their favourite brands offer more green products. This is because the supply of these products is still insufficient to satisfy the growing demand for them. As we have said in the previous paragraph, consumers complain about the low provision that is currently on the shelves of supermarkets. In addition, if there is more supply this will mean more research in the creation of these products and can lead to lower prices.

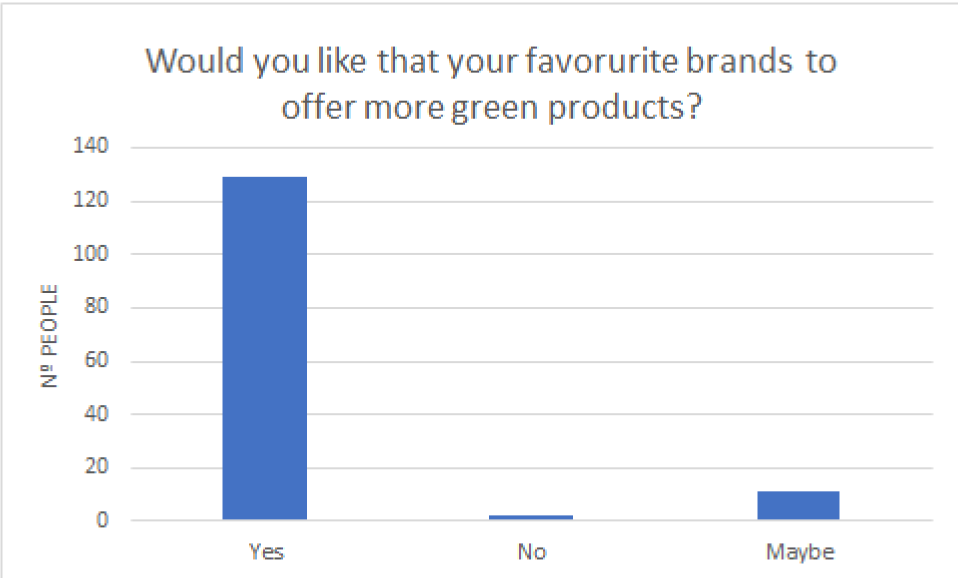

Illustration 36 Would they like that their favourite brands to offer more green products? Source: Own preparation (customer survey).

To measure the loyalty of consumers to brands that do not offer sustainable or healthy products, we have asked the question represented in the following figure. As can be seen, 78.6% of those surveyed would abandon their preferred brand if the competition creates a greener version. This factor must be considered by brands as it could lead to the loss of many clients. However, this represents an opportunity for all those companies that are dedicated to offering this type of product. It must be said that more people have answered "maybe" in this question than in the previous one, these people represent brand loyalty at all costs. 16% of consumers do not believe they would abandon their loyalty to a brand if it does not produce green products.

Illustration 37 Are they willing to try a product that they like but from another brand if they offer a healthier or sustainable version? Source: Own preparation (customer survey).

To end up with, we have asked if the brand's image is affected by its commitment to the planet and the health of consumers. On a scale of 0 to 5, where 0 is that the engagement does not affect the image and where 5 is that the engagement affects it a great deal, the average is 3.9. It can be considered that the commitment to the planet and the health of the clientele affects what consumers think about the company.

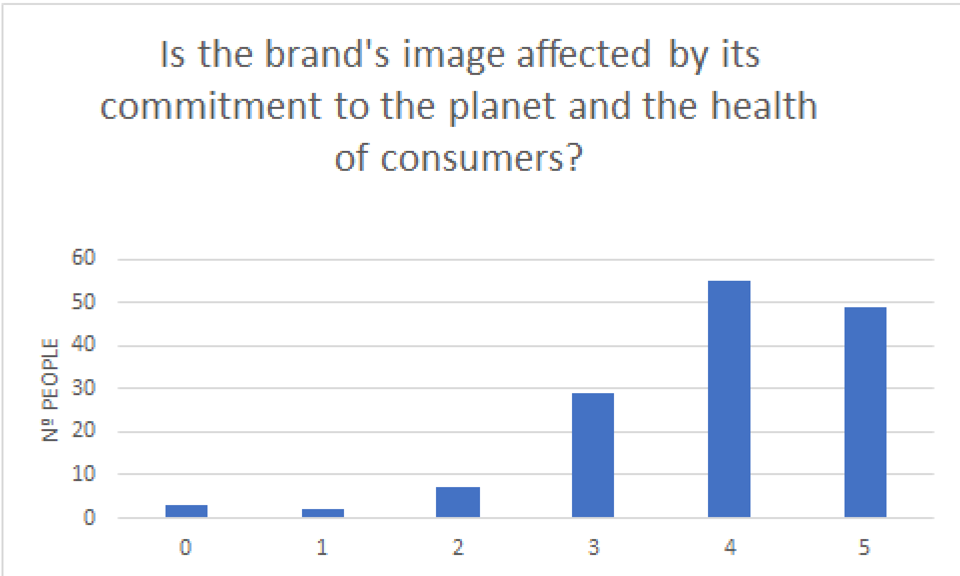

Illustration 38 Is the brand's image affected by their commitment to the planet and the health of customers? Source: Own preparation (customer survey).

VII. Conclusions and Limitations

The thesis proposal that a well educated generation is more disposed to the consumer behavior change as well as that news and information through the media has been the engine of this phenomenon in the consumption industry, can be accepted despite the limitations of the survey encountered. Thus the second goal of the thesis has been met.

Throughout this paper we have been able to verify what have been the drivers and barriers in the growth of this recent green movement but there is a need for further research on each and every factor that affects the demand curve (Gong, et al., 2020) and apply on the consumption sector .

On the one hand, we can say that the factors that have driven this trend have been mainly the distribution of information (Vittuari, 2020), especially the last three years. Many consumers have been aware of news and images that show the detrimental effects of certain products (Wacker, 2020) that are consumed on a regular basis. Images of the state of the planet caused by deforestation, climate change, pollution, environmental crises (Kumar, et al., 2020) have also been spread. These events have greatly sensitized and moved the population, leading to the consumption of green products (Szabo, & Webste, 2020). The word of mouth effect between family and friends has also been a relevant trigger (De Angelis, Florio, & Amatulli, 2020). The enforcement of social responsibility, leaving the planet in good condition for future generations (Bosetti, 2020), is very present in our society and thus we recommend further research on each factor studied here deeply. Furthermore, living in a county with a high life expectancy makes its citizens want to keep their bodies in better condition (Pfeffer, 2020). That is why they are more aware of what they eat and consume (BBC, 2019). They want to preserve good living conditions (environmentally and personally) for the future (Covey, & Covey, 2020). We also see a trend towards the consumption of km 0 products to avoid the contamination generated in the transport of merchandise (Marmiroli, et al., 2020) and highly recommend further research to improve efficiency on this factor (Larrodé, & Muerza, 2020).

On the other hand, there are some elements that represent a barrier in the growth of this phenomenon. These factors hinder the rapid expansion of this new consumption trend (Casado et al., 2020). Through surveys we have been able to extract that these are the higher prices, adaptation to new tastes, low supply and ignorance. It is certainly known that the prices of green products and services are higher than the price of conventional products and services (Shen, et al., 2020). This fact affects the purchase decision of consumers less aware and committed, opting, on many occasions, the cheapest alternative (Polat & Morkan, 2020). The same happens with the flavours and characteristics of these types of products (Calvo-Porral, et al., 2020). Many of them intend to find in green products the same tastes and features as in the conventional ones (Kaur & Singh 2020) and it cannot always be achieved (BBC, 2018), for this reason there is a need for further research. Likewise, not all consumers are trained to make a good distinction between green and conventional products (Naidoo & Verma,

2020) due to the lack of knowledge (Facua, 2020) to make a purchase of green products since they do not know their properties or benefits (Polat & Morkan, 2020). Finally, despite the fact that companies work to offer these types of products, their supply is still insufficient (Arnal, 2019). Due to the scarce supply on the supermarket shelves, many consumers choose the only option available, which in most cases is not green (Krishnan, et al., 2020).

We have been able to define the type of consumers that tend to buy green articles, extracting and analyzing data from the surveys conducted. We could distinguish two different groups. The first of these is a consumer profile that has been purchasing these products for more than 5 years. These will not be affected by the barriers mentioned above since their awareness is much more solid (Graziano, 2020). Their health and sustainability are their priorities in a product, more than the price (Orquin et al., 2020). They will also be able to go to other supermarkets to find the most beneficial good.

However, the other consumer is sometimes less willing to sacrifice certain elements for consuming green products and could be affected by the barriers mentioned. In some cases, they are less involved in the movement and their shopping habits are more irregular. They have begun to be aware of what they buy from one to three years ago. They are a less solid group .

In relation to companies, all of them already offer sustainable or healthy products. However, most of them do not offer 100% green. With the exception of companies born in recent years that have been founded, all their products and services are green. This could be in contrast to what consumers have told us, they want their favourite brands to create more green products. Therefore we can verify that the offer of these products is not abundant, which is consistent with the aforementioned shortage barrier.

Otherwise, despite companies recognizing that it is expensive to develop green products and services, they are not willing to decrease their prices to capture the less conscious consumer. This is why the price will continue being a limiting factor to the acceleration of the growth of this trend.

That is why we presume that companies should further adapt their offer by investing resources in R&D (Howell, et al.,, 2020) to develop cheaper ways to produce these products and make them more similar to the conventional ones without losing the beneficial properties of the green ones. Likewise, more information should be given to the consumer to facilitate the process of purchase.

The limitations of this study, in addition to the ones listed, and that may lead to its continuation are the following. We consider the survey could have been carried out with more people, in order to be more representative. In addition, a sample with more male representation is necessary to avoid gender inequality, since only 28% of the respondents were men. Due to the COVID 19 crisis we were not able to reach out to more people. Moreover, the sample of companies can also be amplified. It could be interesting to obtain a portrayal of all business sectors. We can also highlight that the survey especially represents people living in Catalonia. These surveys could be done in other geographies, in order to represent a global consumer. All this has been done to raise awareness of the importance of a change in the food consumption sector, achieved with the goals of this thesis, opening the line of further research.

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Annex 1

3/6/2020 Comportamiento del consumidor (GREEN PRODUCTS)

Comportamiento del consumidor (GREEN PRODUCTS)

Producto verde: Se define como aquel bien que otorga beneficios ambientales, sociales y económicos, al tiempo que protege la salud, el bienestar y el medio ambiente.
*Obligatorio

1. Sexo *

Marca solo un óvalo.

- Mujer
- Hombre
- Otro

2. Edad

Marca solo un óvalo.

- Menos de 16 años
- Entre 16-21 años
- Entre 22-35 años
- Entre 36-54 años
- Entre 55-64 años
- Mas de 64 años

3. Nivel de estudios *

Marca solo un óvalo.

- Estudios superiores (universitarios y formación profesional superior)
- Estudios secundarios (bachillerato y formación profesional)
- Sin estudios / estudios primarios
- Otro:

4. Te preocupa la sostenibilidad del planeta ? *

Marca solo un óvalo.

	0	1	2	3	4	5	
Nada	⬭	⬭	⬭	⬭	⬭	⬭	Mucho

5. Te preocupas por tu salud? *

Marca solo un óvalo.

	0	1	2	3	4	5	
Nada	⬭	⬭	⬭	⬭	⬭	⬭	Mucho

6. Crees que es necesario actuar a corto plazo para evitar la degradación del planeta? *

Marca solo un óvalo.

⬭ Si
⬭ No

7. Crees que se venden productos perjudiciales? *

Marca solo un óvalo.

⬭ Sí
⬭ No
⬭ Tal vez

8. Te importa el impacto que tiene el producto que compras en tu salud o el en el planeta? *

Marca solo un óvalo.

- Si *Salta a la pregunta 9*
- No *Salta a la pregunta 11*
- A veces *Salta a la pregunta 9*

Si o a veces te importa el impacto que tiene el producto que compras en tu cuerpo o en el planeta

9. Desde cuando le das importancia? (Tiempo) *

Marca solo un óvalo.

- Desde hace menos de 1 año
- Desde hace 1 a 3 años
- Desde hace 3 a 5 años
- Desde hace mas de 5 años
- Otro: __________

10. Porque te importa? *

Salta a la pregunta 13

No te importa el impacto que tiene el producto que compras en tu cuerpo o en el planeta

11. Porque no le das importancia? *

12. Crees que se la darás en un futuro? *

Marca solo un óvalo.

- Sí
- No
- Tal vez

Salta a la pregunta 13

Sección sin título

13. Miras el etiquetado de los productos cuando compras? *

Marca solo un óvalo.

- Sí
- No

14. Porque miras el etiquetado de los productos? *

Selecciona todos los que correspondan.

- Por razones de alergias
- Por ver si es saludable
- Para ver sus grasas, calorías...
- Para ver si el envase es responsable con el medio ambiente
- Para ver de que esta compuesto
- NO miro el etiquetado

Otro:

3/6/2020 Comportamiento del consumidor (GREEN PRODUCTS)

18. Cuánto pagarías por este producto? *

Marca solo un óvalo.

- Más (entre un 1% y un 10% más del precio del producto menos saludable)
- Más (entre un 10% y un 20% más del precio del producto menos saludable)
- Más (más de un 20% del precio del producto menos saludable)
- Lo mismo
- Menos
- Otro:

19. Compras productos verdes (ejemplo: productos orgánicos, ecológicos, sostenibles, bio, reciclables, biodegradables...)?

Marca solo un óvalo.

- Si, habitualmente *Salta a la pregunta 20*
- Si, de vez en cuando *Salta a la pregunta 20*
- No / Casi nunca *Salta a la pregunta 22*

Habitualmente o de vez en cuando compras productos verdes

20. Que te hizo iniciarte a comprar productos verdes? *

21. En qué tipo de productos sueles comprar productos verdes? (textiles, alimentación, cosmética, productos de limpieza, electrodomésticos, transportes, papelería, productos de higiene y otros) *

Selecciona todos los que correspondan.

- [ ] Téxtiles
- [ ] Alimentación
- [ ] Cosmética
- [ ] Productos de limpieza
- [ ] Electrodomésticos
- [ ] Transportes
- [ ] Papelería
- [ ] Productos de higiene

Otro: [ ] ____________

Salta a la pregunta 23

No compras productos verdes

22. Que te desmotiva a probar/ consumir productos verdes? *

____

____

____

____

____

Salta a la pregunta 23

Sección sin título

23. Has dejado de consumir algún producto verde y te has pasado a su versión menos saludable o sostenible? *

Selecciona todos los que correspondan.

- [ ] Nunca
- [ ] Si, por su precio
- [ ] Si, por sus caratceristicas

Otro: [ ] ____________

24. Te gustaría que las marcas que te gustan ofrecieran más productos verdes?

Marca solo un óvalo.

- Sí
- No
- Tal vez

25. Probarías un producto que te gusta pero de otra marca a la que sueles comprar si esta ofrece una versión más sostenible o saludable? *

Marca solo un óvalo.

- Sí
- Tal vez
- No

26. Afecta a la imagen que tienes de una marca su compromiso con el planeta y la salud de sus consumidores? *

Marca solo un óvalo.

	0	1	2	3	4	5	
No							Mucho

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Annex 2

3/6/2020 Comportamiento de la empresa (GREEN PRODUCTS / SERVICES)

Comportamiento de la empresa (GREEN PRODUCTS / SERVICES)

Producto/ servicio verde: Se define como aquel bien que otorga beneficios ambientales, sociales y económicos, al tiempo que protege la salud, el bienestar y el medio ambiente.
*Obligatorio

1. Sector empresarial (objeto social) *

2. Antigüedad de la empresa *

3. Alcance de la empresa (ámbito donde desarrolla el comercio) *

Marca solo un óvalo.

- Local
- Regional
- Nacional
- Multinacional
- Otro:

4. Tipo de negocio (dimensión) *

Marca solo un óvalo.

- Autónomo
- PYME
- S.L.
- S.A
- Otro:

5. ¿Os adaptáis a lo que el consumidor demanda? *

Marca solo un óvalo.

	1	2	3	4	5	
No	◯	◯	◯	◯	◯	100%

6. ¿Que técnicas utilizáis para saber que demanda el consumidor? *

7. ¿Cuanto tiempo de media tardáis en ofrecer lo que el consumidor demanda? (en caso de adaptar vuestra oferta) *

8. ¿Que métodos utilizáis para validar la viabilidad de un producto que vais a lanzar?

9. ¿Que porcentaje del coste del producto aproximadamente supone el marketing en vuestra empresa? *

Marca solo un óvalo.

	0	1	2	3	4	5	6	7	8	9	10	
0%												100%

10. ¿Habéis notado un creciente interés en los consumidores por productos / servicios (de vuestro sector) responsables con el medio ambiente o con la salud ? *

Marca solo un óvalo.

- Sí, mucho
- Si, pero poco
- No
- No lo se
- Otro:

11. En vuestro sector ¿Que porcentaje de gente consideras que busca este tipo de productos? *

Marca solo un óvalo.

	0	1	2	3	4	5	6	7	8	9	10	
0%												100%

12. ¿A raíz de que se ha desencadenado este interés en los consumidores? ¿Cuál ha sido el desencadenante? *

13. Afecta a la imagen que tienen de una marca / empresa el compromiso con el planeta y la salud de sus consumidores? *

Marca solo un óvalo.

- Sí
- No
- Tal vez
- Otro:

14. ¿Cuales crees que son las tendencias actuales en los consumidores?

15. ¿Ofrecéis algún producto / servicio responsable con el medio ambiente o con la salud (producto/ servicio verde) como por ejemplo: biodegradables, orgánicos, sostenibles, reciclables, bio, ecológicos, envases sostenibles... ? *

Marca solo un óvalo.

- Sí *Salta a la pregunta 16*
- No *Salta a la pregunta 26*

3/6/2020 Comportamiento de la empresa (GREEN PRODUCTS / SERVICES)

Si ofrecéis algún producto / servicio responsable con el medio ambiente o con la salud

16. ¿Desde cuando ofrecéis productos / servicios verdes? *

Marca solo un óvalo.

- Menos de 1 año
- De 1 a 3 años
- De 3 a 5 años
- Desde hace mas de 5 años
- Otro:

17. Que porcentaje representan los productos / servicios verdes del total de productos/ servicios que comercializáis? *

Marca solo un óvalo.

	0	1	2	3	4	5	6	7	8	9	10	
0%												100%

18. ¿Supone un mayor coste desarrollar productos/ servicios verdes? *

Marca solo un óvalo.

- Si
- No
- Otro:

19. Los productos verdes que ofrecéis tienen algún distintivo que valide dichas caracteristicas o que haga fácil su distinción? *

20. ¿El coste de marketing de un producto/ servicio verde es menor o mayor a uno convencional? *

Marca solo un óvalo.

- Mayor a uno convencional
- Menor a uno convencional
- Igual
- Otro:

21. ¿Los productos / servicios verdes que vendéis tienen un precio superior a sus equivalentes no verdes ? *

Marca solo un óvalo.

- Si
- No
- Otro:

22. ¿Es necesario un aumento el precio de los productos / servicios verdes para que sean rentables? *

Marca solo un óvalo.

- Sí
- Tal vez
- No
- Otro:

23. ¿Estariais dispuestos a bajar los precios de los productos/ servicios verdes para captar a aquellos consumidores menos concienciados con los productos/ servicios verdes?

Marca solo un óvalo.

- Sí
- No
- Tal vez
- Otro:

24. ¿Que porcentaje de vuestra clientela busca productos / servicios verdes? *

Marca solo un óvalo.

	0	1	2	3	4	5	6	7	8	9	10	
0%												100%

25. ¿Que porcentaje de vuestra clientela creéis que mira el etiquetado de vuestros productos? *

Marca solo un óvalo.

	0	1	2	3	4	5	6	7	8	9	10	
0%												100%

No ofrecéis ningún producto / servicio responsable con el medio ambiente o con la salud

26. ¿Habéis llegado a estudiar la posibilidad de lanzar algún producto / servicio verde? *

Marca solo un óvalo.

- Sí
- No
- Otro: ____________

27. ¿Por qué no ofrecéis productos / servicios verdes? *

28. ¿Para que salga rentable vender un producto/ servicio verde se debería vender a un mayor precio? *

Marca solo un óvalo.

- Mayor
- Igual
- Menor
- Otro: ____________

29. ¿Que creéis que desmotiva a los consumidores a comprar este tipo de productos / servicios? *

30. ¿Consideras que la demanda de productos/ servicios verdes en tu clientela es insuficiente para que salga rentable ? *

Marca solo un óvalo.

- Sí
- Tal vez
- No
- Otro:

31. ¿Notáis la pérdida de una parte de consumidores al no ofrecer este tipo de productos / servicios? *

Marca solo un óvalo.

- Si
- No
- Otro:

32. ¿Que porcentaje de vuestra clientela creéis que mira el etiquetado de vuestros productos? *

Marca solo un óvalo.

	0	1	2	3	4	5	6	7	8	9	10	
0%												100%