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Comportamiento del consumidor en la alimentación
sostenible

(Consumer behavior in sustainable food)

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Resumen

El presente Trabajo de Fin de Grado tiene como objetivo principal analizar el comportamiento del consumidor en la alimentación sostenible durante su proceso de compra y atendiendo el entorno que rodea dicha acción. Para ello, es imprescindible el análisis de factores como el proceso de decisión de compra, las fases del modelo de decisión del consumidor, la intención de compra en ámbito general y de manera más densa en la sostenibilidad y el “Green Market”. Es importante destacar que esta tendencia del mercado está evolucionando muy favorablemente a lo largo de los años, con una previsión positiva.

Para poder cubrir el objetivo principal del trabajo se ha realizado un estudio de campo, y de esta manera definir el perfil del consumidor de alimenticios sostenibles, sus gustos y hábitos, los atributos de los productos mejor valorados y su satisfacción. Todo ello está orientado para que tras el análisis de resultados obtenidos, se puedan aplicar a situaciones reales, y así poder ofrecer productos que se adecuen y cubran todas las preferencias y necesidades de los consumidores potenciales.

Palabras clave: comportamiento del consumidor/ decisión de compra/ intención compra/ sostenibilidad/ productos sostenibles/ consumidores potenciales

Abstract

The main purpose of this Thesis is to analyze consumer behavior in sustainable food during the purchasing process and taking care of the environment that surrounds the action. It is essential the analysis of factors such as the purchase decision process, the consumer decision journey, the intention to buy in general terms and also in the sustainability and the "Green Market". It is important to highlight that this market trend is evolving very favorably over the years, with a positive forecast.

In order to cover the main objective of the thesis, a survey has been carried out, to define the profile of the consumer of sustainable foods, tastes and habits, attributes of the best valued products and their satisfaction. All of this is oriented for the analysis of the results obtained, so they can be applied to real situations, and thus be able to offer products that are suitable and cover all the preferences and needs of potential consumers.

Key words: consumer behaviour/ purchase decision/ purchase intention/ sustainability/ sustainable products/ potential consumer.

Resumen en español

La importancia del sector sostenible ha ido logrando un gran significado y con ello el interés de investigadores, organizaciones comerciales y políticos. Su comprensión requiere entender el comportamiento del consumidor sostenible, no solo hablando medioambientalmente, también en el área de la economía.

Al hablar del concepto de sostenibilidad se divide en dos objetivos principales: la promoción y defensa del consumo responsable, y por otro lado, como el último logro que de manera conjunta la sociedad y el mercado quieren alcanzar. Esta es la razón por la que desarrollaremos el comportamiento sostenible y las diferentes perspectivas literarias que lo estudian. El Trabajo Fin de Grado comenzará con el análisis de los autores en cuanto a factores que motivan estos comportamientos y a continuación el desarrollo del consumidor “verde”.

El propósito del Trabajo es la demostración de las destrezas adquiridas a lo largo de los cuatro años de carrera en Comercio Internacional. Los objetivos principales son:

- El estudio de la situación actual del “Green market”, analizando su evolución a lo largo de los años.
- Los efectos económicos y políticos sobre los consumidores sostenibles
- Comprender cuales son las características de estos productos y cuales están mejor valoradas por los consumidores.
- Descubrir las fortalezas y debilidades del sector

La metodología empleada es una combinación de fuentes primarias y secundarias. La primera parte es teórica o cualitativa, y en ella se han usado libros, manuales y blogs, es decir, fuentes secundarias. Ha sido dividida a su vez en cuatro secciones: proceso de decisión de compra, viaje de decisión del consumidor, intención sostenible y “Green market”.

Una vez analizada la información teórica, se procederá al desarrollo del estudio empírico sobre el comportamiento del consumidor de alimentos sostenibles. El estudio se ha basado en la información obtenida mediante una encuesta. Es por tanto que para esta segunda parte se usarán fuentes primarias de información.

Cuando hablamos del “proceso de decisión de compra” el concepto de comportamiento del consumidor entra en juego. Es un componente fundamental para comprender cuales son los factores que influyen en este proceso, destacando las influencias del entorno (familiares y amigos), diferencias individuales entre consumidores (personalidad, valores, estilo de vida...) y procesos psicológicos (comportamiento y actitud).

Autores como Monferrer se refieren a ello como la parte del comportamiento de las personas relacionado con el acto de adquisición, con el propósito de cubrir sus deseos y necesidades.

Es esencial relacionar los “touch points” con los consumidores potenciales y la marca. Es por eso que la definición de Patterson se apoya en que es una interacción en la que la percepción del consumidor se ve afectada por los “touch points”, cambiando la forma en la que este entiende el producto o servicio.

Las fases en las que se divide el modelo son cuatro: reconocimiento de la necesidad, búsqueda de información, evaluación de las alternativas, decisión de compra y comportamiento post-compra.

Refiriéndonos al viaje de decisión del consumidor, nos indica que el consumidor reduce sistemáticamente todas las consideraciones iniciales tras analizar cada una de ellas. La fase de post-compra adquiere una gran importancia ya que en ella se determina la fidelidad del consumidor y la probabilidad de repetir la compra de ese producto en concreto. Este proceso se divide a su vez en cuatro fases: consideraciones iniciales, evaluación activa del producto, la compra en sí y el momento post-compra.

Cuando hablamos de la intención ecológica, hacemos referencia a los elementos y características que hacen único el proceso de compra para cada tipo de consumidor. Surgen aquí dos conceptos fundamentales, la actitud hacia el comportamiento sostenible, y las normas subjetivas que describen la influencia de la sociedad.

Los elementos integrantes de la intención de compra son: actitud hacia el comportamiento sostenible o verde, las normas subjetivas, la demografía, la disposición del consumidor a pagar productos sostenibles y las fortalezas de estas marcas verdes, y por último, las leyes y pautas medioambientales.

El concepto de “Green consumer” nace en los ochenta con la publicación del libro “The Green Consumer Guide” en 1988. Este libro aportaba directrices sobre cómo llevar una vida y un consumo de manera sostenible.

Para el autor Peattie, el consumidor sostenible es aquel que evita productos que: pongan en peligro la salud; dañen de manera significativa el medioambiente a causa de su producción, uso o a la hora de deshacerse de él; necesiten una gran cantidad de recursos naturales; causen una innecesaria contaminación por su empaquetado; estén compuesto por materiales dañinos para animales; que impliquen un abuso de animales; o afecten de manera negativa a otros países. De acuerdo con Oates, existe la posibilidad de segmentar al consumidor dependiendo de su interés y actitud hacia los productos sostenibles.

El concepto de consumo de alimentos sostenibles hace referencia a la compra de productos o servicios con las características anteriormente descritas, tratando de respetar el entorno que nos rodea. Hay estudios que se centran en los productos descritos como sostenibles, orgánicos, locales, de comercio justo, con seguridad animal... pero por otro lado, recientes estudios se dirigen más hacia áreas de investigación que no están suficientemente exploradas, es decir, desafíos sostenibles.

La intención de compra verde o sostenible según Kang y Hur se basa en las actitudes hacia las normas subjetivas, y estas a su vez están construidas sobre creencias individuales. De acuerdo con la Teoría de la Acción Razonada (TAR), las personas evalúan los resultados de sus acciones y comportamientos antes de decidir si participar o

no en una actividad específica. Es decir, la TAR se basa en la hipótesis de que los humanos no son normalmente irracionales y usan la variable de la información.

Se entiende por “brand equity” o valor de la marca, al conjunto de elementos relacionados con el nombre, el logo o emblema de la marca. Dentro de este concepto se diferencian varias características: conocimiento de la marca; fidelidad a la marca; calidad percibida; y la asociación de marca.

Cuando hablamos del comportamiento del consumidor de alimentos sostenibles, el estudio más importante se realizó en 2014 por el Ministerio de Agricultura, Alimentación y Medio Ambiente. En él se describe como personas bien informadas y con compromiso hacia el entorno que les rodea. Fruta y verdura son los productos con mayor demanda, a la par con productos sostenibles que ayudan al ahorro de energía.

Es esencial descubrir cuáles son los factores que motivan a estos consumidores sostenibles para poder seguir evolucionando en el sector. En esta categoría destacan: el uso de menos pesticidas y fertilizantes; seguir un modelo natural de producción; mantenerse en forma; el sentimiento de bienestar; salud del propio consumidor; la calidad de vida; y el cuidado del medio ambiente.

Hasta ahora hemos analizado aquellos factores y elementos imprescindibles para la compra de este tipo de productos, pero también existen barreras que influyen negativamente en la decisión de compra de alimentos sostenibles. La principal barrera es el precio, los consumidores perciben este componente de manera alta comparándolo con otros productos convencionales. Es por esta razón por la que los consumidores sostenibles adquieren también productos convencionales.

Aquellos que están dispuestos a pagar esta diferencia de precio necesitan justificarlo, de manera que estén seguros de los beneficios que les puedan reportar, y que los convencionales no hagan. El coste de oportunidad existe, ya que al comprar alimentos sostenibles los consumidores dejan de consumir otro tipo de productos, los cuales a su vez les reportarían un mayor ahorro.

En cuanto al mercado sostenible, actualmente cabe destacar que la preocupación por el medio ambiente ha ido creciendo a lo largo de los años. Por esta razón muchas compañías están adaptando sus productos y formas de producir, tratando de mostrar su compromiso por la creación e implantación de estrategias que puedan mejorar las condiciones medioambientales, y a su vez beneficiar a la imagen de la marca.

El comportamiento sostenible es una forma de defender el medio ambiente, y las consecuencias de no cuidarlo pueden ser la pérdida de la diversidad ecológica, el cambio climático (que ya está sucediendo hoy en día debido a las emisiones de CO₂ a la atmósfera), y el incremento de la necesidad de usar más recursos naturales.

En España, las zonas de agricultura ecológica han ido creciendo progresivamente a lo largo de los años, y se espera su continuidad, pero para ello es esencial que crezca la fidelidad de los consumidores en estos productos sostenibles.

Es importante destacar que España es el país con el porcentaje más alto de zonas de agricultura ecológica, pero al mismo tiempo, el país con menos tasa de consumo sostenible. Los expertos indican que esta situación se debe a la falta de conocimientos por parte de los consumidores y usuarios hacia las oportunidades que les rodean, así como el poco apoyo institucional y político del país.

Refiriéndonos a las emisiones de gas de efecto invernadero, cabe destacar que el siglo XXI ha sido devastador, sobrepasando los límites recomendados de emisiones y creando una situación de alarma sobre el futuro. Aquí es donde entra en juego el mercado sostenible, un lugar donde los consumidores y oferentes se relacionan e interactúan con productos y servicios sostenibles, que tienen como objetivo último el cuidado y respeto del medio ambiente.

La encuesta tiene como objetivo analizar el comportamiento de los consumidores en los alimentos sostenibles, describiendo el estilo de vida, las motivaciones de los individuos, hábitos de compra, sus percepciones y clasificando a los consumidores por grupos por su perfil sociodemográfico.

El propósito principal de este estudio es analizar los resultados de la encuesta para poder alcanzar conclusiones que sirvan para mejorar la situación actual del mercado sostenible, y así aumentar la satisfacción de los consumidores.

Conclusiones:

De acuerdo con el estudio realizado, la encuesta y todas las consideraciones obtenidas mediante el Trabajo de Fin de Grado, es esencial señalar al menos las siguientes conclusiones:

Los consumidores sostenibles tienen un papel fundamental a la hora de incentivar el crecimiento del sector sostenible de alimentos. El análisis de sus gustos y preferencias motivan a las empresas a seguir progresando e investigando, y de esta manera la totalidad del mercado se ve enriquecida favorablemente hacia un progreso conjunto.

Habiendo evaluado todos los factores que motivan la compra sostenible, se puede afirmar que los atributos mejor valorados por parte del consumidor a la hora de elegir entre varios productos son el respeto por el medio ambiente y la propia salud del consumidor. Esto nos indica el camino que deben seguir las empresas a la hora de priorizar elementos.

En materia de intención de compra, los rasgos demográficos son características fundamentales, ya que marcan una gran diferencia entre tipos de consumidores. Con esto, las empresas deben hacer segmentación del mercado y ser capaces de cubrir las necesidades específicas de cada grupo en concreto.

Actualmente la tendencia del mercado es favorable, viéndose envuelto este sector en la moda de estos años. Esta situación es de doble filo ya que si la moda decae o pierde fuerza, el sector se podría ver fuertemente afectado. Es por esto que los gobiernos deberán ser capaces de seguir incentivando estas prácticas sostenibles.

Como hemos ido viendo a lo largo del trabajo, es imprescindible llevar a cabo acciones que beneficien el medio ambiente para así poder frenar el cambio climático. Aquí es donde adquiere una gran relevancia el mercado sostenible, un lugar en el que se producen intercambios de productos y servicios de manera sostenible, y que influye de una forma positiva.

Para poder seguir progresando en el ámbito sostenible, es fundamental una educación desde edades tempranas. Con esta medida se podría intentar poner solución a la desinformación que ciertos sectores de consumidores sufren, dándoles la oportunidad de elegir entre todas las alternativas disponibles en el mercado en el momento de decisión de compra.

Uno de los problemas fundamentales al hablar de alimentación sostenible es el precio. El volumen de oferta por parte de las empresas es bajo, y eso provoca el encarecimiento de los precios de los productos, y esto a su vez, que muchos consumidores opten por productos no sostenibles que se adecuen más a sus presupuestos. Una medida sería incentivar el aumento de la producción con ayudas públicas para incrementar el volumen de oferta, y que de esta manera los precios de los alimentos sostenibles fuesen más competitivos.

Tras analizar los datos obtenidos en la encuesta realizada a consumidores de productos sostenibles, hay una clara evidencia de que la información acerca de este sector sigue siendo escasa, ya no solo en ingredientes sostenibles, sino también en procesos sostenibles. En este ámbito entran en juego de nuevo las empresas, que deberían ser las encargadas de aportar una mayor visibilidad a estos productos, ya que de esta forma también se verían beneficiadas.

1. INTRODUCTION

The importance of the sustainable industry has been gaining a great significant and the interest of researchers, commercial organizations and politics (Rettie et al., 2012), and the understanding requires a huge knowledge of the consumer behaviour around the sustainability, not only environmental, in a business way too.

Referring to the idea of sustainability, we can divide it into two main objectives: as the origin, it promotes the responsible consumption, and as the final aim, because it is the last achievement that the society and market want to reach. That is the reason why we will go through the sustainable consumption, and its different perspectives in the literature. First, I will describe the key points from authors related to the motivation of new tendencies in sustainable consumption, and finally the analysis of the green consumer, its identification, segmentation and motivations.

In the past decades, the study of the sustainable consumption has been a difficult and new topic to face. On one hand, the meaning of “consumption” is the action of “destroy and extinguish”, opposite of the meaning of sustain (Peattie & Collins, 2009). On the other hand, sustainable consumption has another perspective, especially talking about economy and marketing. Braga and Silva give a differentiation between “purchase”, and in most of the literature perspective the “purchase intent” (Braga Junior & Silva, 2014).

Nowadays, researchers and scientists based their studies about sustainable consumption in the post-purchase, because is the link between acquisition, satisfaction and loyalty of the consumer.

That is the reason why most of the companies have engaged with the development and commercialization of sustainable products, but they have to face off the distrust of the customers against the functional performance of the product and if its attributes are truly sustainable (Oates et al., 2008). We can say that little by little, enterprises are understanding that if they supply goods and services which cover the concerns' consumers about sustainability, these consumers will prefer their offers. By this way, the experience of purchase becomes in the main source of trust for the customers (Kang &

Hur, 2012). This is the reason why in the way to achieve sustainable consumption, companies should identify the opportunities to be able to optimize the characteristics of the products to strengthen the value of the brand (Chen, 2010). It is important to highlight that the management of sustainable brand has become one of the main activities of the marketing (Kang & Hur, 2012), and the success of sustainable brands will produce the tendency to the normalization of the green behavior (Peattie & Collins, 2009).

Following with the statements of Peattie and Collins, just referring to the meaning of consumption literally, it could produce misunderstands if you really want to comprehend the economic, social and environmental sustainability. It is necessary to reach the meaning of consumption through the process of sustainable association with the brand, decision making and the activities which include the purchase, the use of products and the rest of tangible ways of consumption.

Despite the knowledge increment and awareness of the unsustainable behavior of the society, the problem continues increasing (Finney, 2014). The keys of this problem inside the study of sustainable consumption are how to motivate this good uptake and how to be able to reach certain type of consumers, but without forgetting the different categories of customers.

As Peattie and Collins say (2009), the essential meaning of sustainable consumption is the link between behaviors and its social and environmental consequences, and moreover the impact of production systems. In fact, some companies have understood that the quality perceived and the image of green brand have a huge importance when the consumer must take a decision in the process of purchase. Hence, the brand could be the link between customers and the consequence of their consumption. In other words, to motivate sustainable consumption it is necessary that enterprises develop marketing programs to connect satisfaction and loyalty with sustainable products (Kang & Hur, 2012).

Another key point is the lack of awareness in the society, it is in this situation when governments must implant environmental politics in an institutional way and macroeconomic terms (Prothero et al., 2011). The activity of informing the customers by companies about the consequences of their consumption and the economic behavior, it is

essential to select sustainable products (Peattie & Collins, 2009). This lack of information, in certain occasions, derives in the concern of the “green-brands”, which invest a lot of money and resources to maintain the customer inform in each phase of the purchase process (Horne, 2009).

It is necessary to highlight that the continuous economic growth based on the best efficiency, “green” audit and informed consumers, could be compatible with the sustainability (Fisk, 1973). Since this statement, another way to reach and motivate sustainable consumption is the rational and environmental awareness of the users, which will take a decision based on deeper values (Ottaman, 2003). These types of consumers are called “environmental conscious consumers” (Ottaman, 2003) or “green consumers” (Elkington et al., 1990).

To end this part, analyzing the recent literature, Antonetti and Maklan (2014), they contribute with another key, but opposite to the previous ones. They speak about feelings (the pride and the guilt) as promotion of sustainable consumption. Thanks to their study, we can deduce that provoking feelings of pride and guilt, it is possible to influence in the perception of efficiency and effectiveness of the customers, which Antonetti and Maklan assume as the background of sustainable consumption.

Thanks to each key that we have already talked about, we can affirm that the company must work as a whole, to reach this sustainable consumption and take advantage of the synergies, taking a great importance the implementation of the marketing plan to be able to motivate the potential consumers.

The content of the thesis is about sustainability, the consumer’s behaviour, possibilities and their purchase reasons. I would start reflecting and analyzing the theories about behaviour in general, and then of the green behaviour. Through that, I will study the relations between causes and facts that have been produced, and they have made sustainable consumers. After that, I will describe the green market, and in particular the situation of the market nowadays.

And finally, after having analyzed the information, I will relate this behaviour of consumers with the purchase possibilities that they have. That is the reason why I will develop a survey with the aim of discover the motivations to purchase and understand the perception of consumers.

2. OBJECTIVES

The purpose of the Thesis is the demonstration of the skills acquired along the four years of the University studying International Trade. During this last years you learn several theoretical concepts, this is the reason why it is necessary to show finally them through the implementation of this thesis.

The main objective of the thesis is to study the consumer's behaviour of sustainable food, trying to obtain real conclusions about factors and variables that affect in this behaviour. With this we will reach the profile of the sustainable consumer, age, average income, wishes and preferences that could be useful to improve the sector.

To carry out the investigation there are also general objectives, which could be:

- The study of the actual situation of the green market, analyzing the evolution throughout the years
- The effects of economic and political factors over sustainable consumers
- To understand the characteristic of this type of products and why some of them are more valued by customers
- To discover which are the strengths and weaknesses of the sector

3. METHODOLOGY

This thesis implement a mixed methodology, it is formed by two different parts: the first one is the theoretical part or qualitative, and the second based on empirical study or quantitative.

The theoretical part refers to four sections: purchases decision processes, consumer decision journey, ecological intention and green market. Finally the importance of the sustainable consumer behaviour will be explained, including the motivating factors and barriers of the market.

Once analyzes the information of the theoretical part, it was carried out an empirical study about consumer behaviour of sustainable food. Thus this study has been based on the analysis of the information obtained through a survey.

To implement the thesis, the following steps have been followed:

- Decision of the topic
- Table of contents
- Definition of the objectives
- The search of information for the theoretical part
- Survey creation
- Data collection and analysis
- Conclusions

Secondary sources have been used in the theoretical part, as well as books, manuals, blogs and websites. However, in the section of the survey, the information has been obtained through primary sources, due to the data has been collected thanks to the survey.

4. PURCHASE DECISION PROCESS

The aim of this chapter is to know, in a theoretical way, the behaviour of the customers, to be able to apply these concepts to the main foundation of research. The consumer behaviour has stirred up the interest along the history because it is the star point of the companies to implement, with efficiency, different marketing actions (Monferrer, 2013).

Since 1950, the consumer's behaviour literature is based on two main assertions (Lee, 2005). On one hand, authors like Engel say that the consumer behaviour can be influenced by several factors, which can be divided into three parts: 1. Environmental influences (family, social class, culture...); 2. Individual differences (personality, motivations, life style, values...); 3. Psychological process (behaviour, attitude...) (Engel et al, 1993). On the other hand, the second statement is essential to understand that the consumer behaviour is the rationality through which consumers make their decisions, being able to overcome a process sequential decision-making process until an optional choice is reached between various options (Lee, 2005).

Monferrer reflects about the purchase behaviour, referring to that part of the behaviour of the people related with the decision making along the acquisition process of products, with the aim of cover their wishes and necessities. Therefore, the purchase behaviour shows three basic characteristics: it is complex, it changes based on the life cycle of the product, and it is variable related to the product in question (Monferrer, 2013).

Despite several studies about Consumer Decision Journey, to develop an investigation will be analyzed the five phases of Kotler. For this author, the sellers should not be focus just in the purchase decision process of the customer, but also they must pay attention about everything that involves the process which ends in the acquisition of a specific product. The purchase decision process is divided into five parts that will be develop then: Recognition of the necessity, research of information, evaluation of alternatives, purchase decision and post-purchase behaviour.

It is important to highlight that it is not necessary to go through each phase that we will develop then (Monferrer, 2013). For instance, talking about the main study of this project,

in terms of sustainable food consumption, it could be probable that the customer go straight to the evaluation of alternatives and purchase decision phases.

It is essential to realized and take care about the touch points that implies a better relation between the potential customer and the brand and product, for that reason, it is followed the definition by Patterson, in which he defines the touch point as any interaction or relation between the consumer that can influences in the perception of the subject, changing the way the consumer understand the products services or brand. The touch point can be either deliberated or unintentional, so we can affirm that each touch point has its own purpose to the final experience (Patterson, 2009)

Figure 4.1: Phases of the model



Source: Monferrer, 2013

4.1. PHASES OF THE MODEL

4.1.1. Need recognition

It is the first step of the model, and this recognition of the necessity is essential because, if the need of the consumer is not recognized, it will never occur the purchase. In this part of the model is when the customer realized about the need or the problem derived from the internal stimuli and the external stimuli. The internal stimuli can be defined as the transformation of the need into an impulse. In terms of external stimuli, where touch points appears, the importance of certain advertisement, talk with a friend or family can

achieve the creation of a new necessity through this interaction with the brand or product in a spontaneous way (Kotler & Armstrong, 2013).

4.1.2. Information search

The information search is situated on the second phase of this purchase decision model. This search is in charge of the potential consumer, and it can be either internal or external. Talking about the internal search, it occurs when the consumer himself remember information already known, it exists in his memory about different products (Lee, 2005). On the other side, referring to external search, Kotler affirms that it could come from several ways: personal, public, experiences and commercial. The main factor of the external search is the personal one, because it is the most truthful, but commercial search, advertisement, publicity on internet, television, social media and so on are getting a huge role (Kotler et. al., 2013).

It is important to highlight that past years and related to the evolution of the technologies, consumers are using social media and forums as a daily tool to search information about the products and to know the experiences of other customers that they have already bought it. Hence, through the touch points, consumers are always creating impressions about brands and products thanks to news, conversations with friends and family, internet, advertisement or product experiences (Court et. a., 2009).

4.1.3. Evaluation of alternatives

The evaluation of alternatives can be defined as “the stage of the buyer decision process in which the consumer uses information to evaluate alternative brands in the choice set” (Kotler & Armstrong, 2012). With this part, the intention is to find the best alternative which fits with the need and wish of the customer. Therefore, the alternatives are evaluated and selected to fulfill a need. The consumers take into account all the possible alternatives, and then they do the evaluation concerning each one of them (Kotler, 2013). Lee says that consumers show importance to the different attributes in this process, and the main characteristic are name of the brand, country of origin of the product and price (Lee, 2015).

According to the funnel metaphor, the communication is unidirectional so that means each interaction with the consumer has a high cost being the “touch points” available for the customers when evaluating alternatives, mainly, the advertisements of the different media.

4.1.4. Purchase decision

In this part of the model the consumer creates the intention of purchase. The action of purchase can be divided into three different categories: purchases already planned by the consumer (both the brand and the product are already chosen before the consumer goes to the establishment); purchases partially planned (the consumer recognizes the need and has the intention of purchase, but he doesn't know which brand fits better for his need); impulsive purchase (both of the brand and the product are chosen in the establishment by the customer). Each type could suffer changes related to promotions, the time, purchase's atmosphere, etc. (Engel et. al., 1993).

Kotler affirms that it is in this phase when the consumer gets his favorite product, but there are two factors that can produce changes in the final decision. This factors are: the attitude of the rest (if someone close to the consumer recommend a specific product or brand for sustainable food, it exists a high possibility of inferring in the final decision process, and the consumer could change the initial purpose); and the other factors which produce this changes are the unexpected situations, for instance, a turn in the family economy or the closure of the establishment where the consumer was use to go for acquire a product or a brand (Kotler et. al., 2013).

In this part of the model of the purchase decision, it is important to take care about the touch points, because in several occasions the buyers go directly to the establishment without any decision about which product or brand are going to choose. That it is the reason why the merchandising and packaging has a huge role (Edelman, 2010).

4.1.5. Post-purchase behaviour

This is the last part of the purchase decision process, and it refers to the evaluation by the customer after buy the new product. If this process is successfully completed and the

consumer is satisfied with his decision, it is most likely to buy in the future similar products and the image of the brand will be perceived with higher value. This satisfaction with the product is more linked with the two first phases (need recognition and information search) (Lee, 2015).

The two factors related to the satisfaction are determined by the expectations of the consumer and the perceived efficiency or performance. Hence, as much difference between both factors, higher dissatisfaction of the customer (Kotler et. al., 2013).

4.2. CONCLUSIONS

Once we know the purchase decision process by Kotler and the meaning of each phase, I will give two main conclusions derived from this model. First of all, It is important to highlight that this process is very linked with the “funnel metaphor”, which is defined as the explanation of having a huge amount of potential brands to take into consideration in the firsts steps of the model by the potential consumer, and finally the consumer choose just one brand and product (Court et. al., 2009).

Figure 4.2: The traditional funnel



Source: Lee, 2015

Nowadays, due to the new technologies and the entrance of new products, this funnel metaphor can be considered as an outdated model. Kotler describes a new product as “a good, service or idea perceived by some potential clients as something new”, therefore it

is necessary to discover how buyers know the new products and they take purchase decisions (Kotler et. al., 2013).

As a consequence of the new digital distributions channels, this metaphor is insufficient to catch the key purchase factors. The consumer behaviour and the relations between customers and brands have changed because of the impact of Internet. That is the reason why some of the strategies and traditional structures of marketing are obsolete (Edelman, 2010). It is also important to take care and add the existence of a consumer more and more demanding or strict, and well informed. That is why the marketing strategies should follow an approach linear and more complex compared with the funnel model (Court et. al., 2009).

5. CONSUMER DECISION JOURNEY

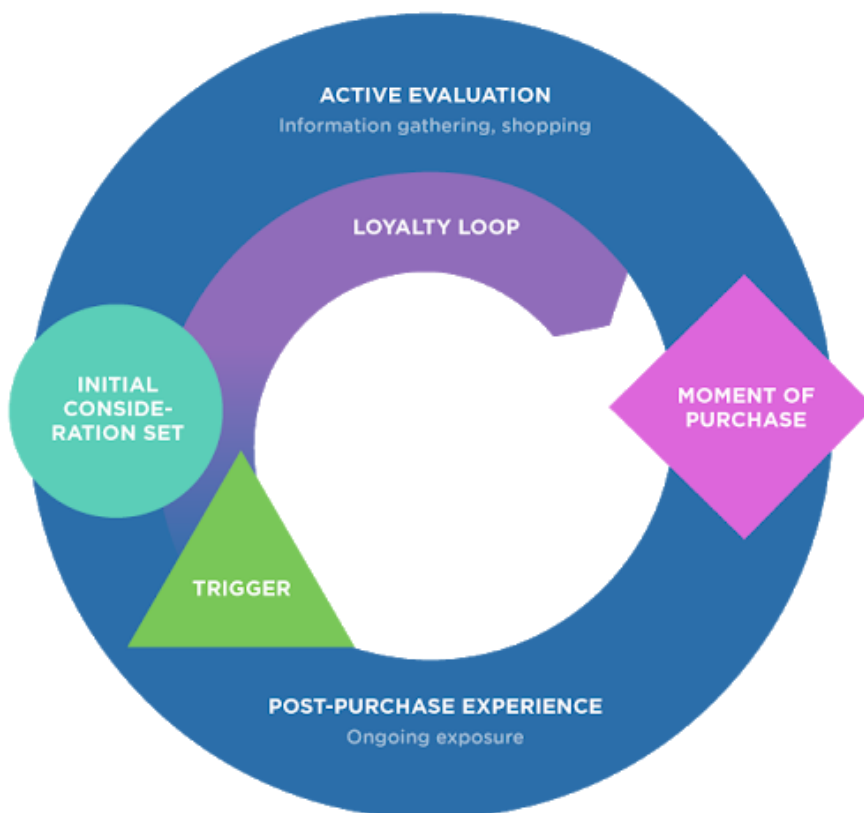
Comparing the purchase decision process of Kotler, as we have already mentioned, with a funnel, it suggests that consumers reduce systematically all the initial considerations after considering each option, take decisions and buy products. As main consequence, the phase post-purchase becomes into a proof period which determinates the consumers' loyalty towards the brand and the probability of repeating the purchase of the products. Sellers, people who through marketing influence in the behaviour of the consumers in the different phases of the funnel process.

Thanks to the study by David Court and three more authors, the edition of June 2009 of McKinsey Quarterly, we can affirm that it consists in the examination of the purchase decision process in almost 20.000 customers from five different industries around each continent. It obtains several conclusions which permit the acquisition of a concrete way of understanding how brands and consumers relate between them (Edelman, 2010). These conclusions were the foundation to elaborate the new behaviour theory of the consumers "Consumer Decision Journey" (the CDJ). This investigation shows that it is necessary (by marketing professionals) to find new ways to introduce their brands and products taking care about the consumers' previous considerations. On the other hand, it is good to say that before, the communication was unidirectional (from sellers to buyers), but now it becomes into bidirectional communication, where sellers have to take care the demand of the customers and manage the use of mouth to mouth to reach more consumers and achieve the perfect image for the product. Conversely, there are two models of loyalty of

the customer or client, that it is the reason why companies should look at the loyalty strategy and the way of managing the consumer's experience. Finally, thanks to this study, we can say that it is necessary to integrate the elements of the marketing in the whole of the company, to be able to reach the potential consumers and adapt the product to the perfect customer (Court et al., 2009).

As the consequence, it is better to say that the decision-making process is a circular journey instead of lineal journey, and it is divided in 4 phases: initial consideration; active evaluation; investigation process of potential purchases; the closing, where consumers buy the product of the brand; and the post-purchase, it happens when customers experience. Nowadays, consumers make a journey much more interactive and less reduced integrated by 4 stages: to consider, to evaluate, to buy and to enjoy.

Figure 5.1: Consumer decision journey



Source: Court et al., 2009

5.1. INITIAL CONSIDERATIONS

Compering with the traditional funnel, nowadays, the number of brands taken into consideration in an initial point by consumers are being reduced as consequence of the high amount of information proportionate by medias and the higher number of options (Edelman, 2010). Because of these two factors, consumers have to appeal to just a few brands that have managed to survive (Court et al. 2009).

5.2. ACTIVE EVALUATION

In the decision-making process of nowadays, marketing orientated to the consumer is increasingly more important, because consumers take the control of the process and they find the useful information that they need (Court et al., 2009).

5.3. PURCHASE

This phase of the model is the key point and the most powerful when decision process of buying, because there more and more consumers that postponed the decision making until the exactly moment of purchase, that is the reason why elements as colocation in the market, packing, prices or availability (touch points) are more important in the making-decision process of consumers (Edelman, 2010).

5.4. POST-PURCHASE

Once the customer has the product, it begins the evaluation process derived by the satisfaction and experience with the product. It is important to highlight the power of mouth to mouth, this boost the potential of the brand. If one consumer feels disappointed with the product acquired of a determinate brand, it is possible to break the relation with it, but on the other hand, if the link is strong enough, the buyer will enter in a loop trying to avoid the rest of the phases of the model of “the consumer decision journey (CDJ)” when he has to acquire another product with similar characteristics (Edelman, 2010).

As we have already mentioned before, nowadays it is possible to make a differentiation between two types of loyalty, when consumers make a decision in the moment of

purchase, the later experience will determinate the opinion for each decision that he will do in the future (Court et al., 2009). After the study of Court et al., it is known that not every loyalty is the same. We can divide between active and passive loyal. When we talk about active loyal, it includes the consumers who not only buy the product, they share their experience and recommendations to another people, whereas in the case of passive loyal are those who buy certain brand but they do not feel involved with it (Court et al., 2009).

6. ECOLOGICAL INTENTION (CONCEPTUAL MODEL)

After the checking of several investigations about ecologic purchases (or green purchase) and also ecologic intentions, authors believe that the next conceptual model represent the main problems and the elements which influence in these intentions of ecological purchases of consumers. As we can see in the graph below, there are two essential pointers which influence in the activity of green purchase, (1) the attitude toward green behaviour, which is the consumers' beliefs to green purchases, and (2) subjective norms which describe the social influence about the purchase action in green terms by customers. As the literature shows, we can find more agents that have direct influence through green purchase, for instance, demographic information, willingness to pay sustainable products, strength of the green brand and without forgetting the environmental laws. All of these factors have an essential importance through the green decision purchase, the intentions... That is the reason why is so important to understand the behavior and meanings of this agents, to be able to develop the correct sustainable food products to the perfect consumers (Kardash, 1974).

Figure 6.1: Green purchase intention

Source: Kardash (1974)

6.1. ATTITUDE TOWARDS GREEN BEHAVIOR

This term refers to the positive or negative feelings of the in people on a concrete behaviour and also it refers to the personal belief on the perceived consequences after doing or showing a behaviour. These beliefs create the evaluation for that particular behaviour (Kardash, 1974). According to the “TRA”, the attitude is influenced by two other factors: “behaviour belief” and “results evaluation” (Kardash, 1974).

Belief itself could be created with different indicators, for instance the efficiency of the product in the market, consumer’s satisfaction, trust...

As we have already mentioned, the purchase intention process can be different depending on the performance of the product, and this characteristic can promote the confidence on sustainable products by customers.

One of the main problems is that companies don’t invest money on market research to discover the wishes and needs of the market, so there is not any knowledge about dissatisfaction about clients and consumers.

6.2. GREEN SUBJECTIVE NORMS

It is the second term in the TRA model, and it refers to the pressure of the social perception when someone is having a concrete behaviour (Kardash, 1974). It is influenced by “normative belief” and the “motivation to complete it”. The first is related to the belief of people about what are the things that the rest should do or shouldn’t do in an objective behaviour, while the second is the individual motivation to achieve what the society is expecting (Kardash, 1974).

Subjective norms are linked with the individual perception and motivation evaluations for instance members of the family, friends... (Finney, 2014). The subjective norms have the aim of measure the social influence in the behaviour of people. Furthermore, Kardash (1974) added that family and friends opinion are influencing in the attitude, intentions and behaviour of the person.

Rettie (2012) explained that family is an essential factor which has direct influence on the purchase of products. Family is considered as the main source in the construction of individual norms and beliefs. Family can have direct relation between sustainable awareness and sustainable behaviour when purchasing, because family transmits values and attitudes (Rettie 2012). It is also important to say that if members of the family show engagement with green purchasing, the person can have the same behaviour (Finney, 2014).

6.3. DEMOGRAPHIC

Rettie (2012) and Kardash (1974) indicated that others external factors as demographic could have influence on the behaviour, so the comprehension of the behaviour could improve. Several studies recognized that demographic has an important role in the green attitude of the consumers. They have shown demographic for instance age, gender, education and the salaries can be useful to define green awareness, which ends in the purchase intentions.

6.4. WILLINGNESS TO PAY FOR GREEN PRODUCTS AND GREEN BRAND STRENGTH

Strength's brand in the sustainable food consumption has a huge importance over customers. This involves the consumer's behaviour, formation attitude, satisfaction and brand loyalty (Etzioni, 1998).

Brand's name has an important effect in the consumers' behaviour when choosing a product. These names represent the attributes of a specific product and they have a huge influence on the purchase intentions because these attributes are linked with the necessities and wishes of consumers (Kardash, 1974).

Many studies affirm that real purchase behaviour on sustainable consumption of food is related with emotional benefits of the brand. It is also important to highlight that in occidental countries, products with green labels acquire positive opinions between consumers (Finney, 2014). Conversely, consumers can show a negative opinions or reactions to certain green products if brand's performance or its environmental effects are not in accordance with what is expected by the consumers or users (Finney, 2014).

Rettie (2012) refers to the brand positioning and strength of the brand with a direct impact between consumer's knowledge and willingness to pay. He said that companies and efficient communication are the best strategies to influence on the sustainable characteristic perceived. That is the reason why consumers are more likely to pay highest prices for a sustainable food products.

6.5. ENVIRONMENTAL LAWS AND GUIDELINES

This two factors encourage consumers to acquire sustainable products in greater quantity (Consumers Motivation in Purchasing Green Products, 2010). The main guidelines are the reduction of energy when producing, environmental impact and the use of healthy process (Compliance with environmental laws and regulations, 2008).

The first conference about environmental and development of United Nations (UN) was celebrated in Stockholm in 1972 and it becomes into an important point about environmental concerns and regulatory measures (Swedish environmental policy, 2007).

6.5.1. Environmental Protection Agency (EPA)

This organization has established principles about which environmental products are the best for consumers. These principles include environmental factors, price considerations and the performance. They describe also the pollution prevention in the purchase process. In addition, they examine environmental attributes along the lifetime's product or service. Finally, this organization is in charge of collecting and made purchase decisions based on concrete information in environmental terms (EPA, 2012)

6.5.2. International Green Purchasing Network (IGPN)

This is an international organization orientated to promote sustainable products, activities and sustainable purchases. It is located in Japan and it is in charge of international conferences, workshops in each region, supply information about sustainable purchases and know market's trends (IGPN, 2012).

Many authors think that with all of this guidelines and with the reinforcement of these kind of organizations, the behaviour of the customers can change toward sustainability.

7. GREEN MARKET

7.1. THE GREEN CONSUMER

The concept of "green consumer" was born in the 80's with the publication of the first book about the topic: *The green Consumer Guide* (Elkington & Hailes, 1988). This guide provided instructions about how to live and purchase in a sustainable way.

As Peattie says (2001), the green consumer is who avoid products that: (1) endanger the health of the users and another people, (2) damage in a significant way the environment because of the production, use or refuse, (3) need a huge amount of natural resources for the process of production, (4) cause unnecessary pollution due to the packaging, (5) use materials obtained from endangered ecosystems and species, (6) implies animal abuse, (7) affect in a negative way another countries. That is the reason why in our case of sustainable food consumption, the consumers of this type of food make this choice and they are aware of what are the consequences of their purchase activity, and therefore, they decide to choose sustainable food.

There are a lot of points of view to answer the question about the meaning of “green consumer”, but most of the studies are not conclusive. For instance, Peattie (1999) says that instead of trying to understand the customer, it should be understood the purchase of this customer, because nowadays the segmentation of the market of sustainable consumers does not respond with traditional parameters. Another investigator, Kardash (1974), he assumes that every single consumer is “green”, so between two identic products and with different economic behavior, every consumer will choose the most sustainable item. However, when products are not identic in some of the characteristics, as the price or way of consumption, the consumers’ decision will be affected (Peattie, 2001): (1) because of the higher price by sustainable taxes and (2) because of the decreasing functionality of the product related to the highest level of sustainability in the production system.

In front of numerous theories, it seems that actual studies have reached an agreement and same results. As the study by Oates et al. (2008), in which he says that there is the possibility of segmenting the consumer according to the interest and attitude toward sustainable products. Continuing with Oates et al. (2008), the purchase of sustainable items didn’t answer with the declared intentions of the consumer. Just to simplify and divide the consumers, the investigation carries on by these investigators, they divide the consumers by purchase decision process and analyzing, at the same time, the level of voluntary simplicity (VS). The VS was defined as “the personal choice to limit the expenditure on products and services, and grow sources of satisfaction no materials” (Etzioni, 1998). In the study of Oates et al., (2008) it was discovered that “the will simplifiers”, are those who look for a lifestyle simpler, not for stress reasons, labor pressure or familiar, just because they really believe in the necessity of protect the environment. On the other hand, the no volunteers (NVS) are the consumers who don’t base their purchase decision on their environmental concerns. It is important to say that both groups, volunteers and no volunteers, consult diversity of reliable information sources (the label, publicity, promotion...). It could be said that no volunteers trust in retailers, whereas volunteers prefer to stay sceptic regarding to retailers, that is the reason why they contrast the information with impartial publications, environmental networks and mains media. In this part of the process is when the sustainable brand play an important role, as we have already said, this can provoke inside customers associations

with the product and their trust (Kang & Hur, 2012), being able to save the skepticism of the volunteers.

According to Oates et al. (2012), inside the actual study which is based on de conception of Peattie (1999), it refers to the inexistence of differentiated pattern of segmentation, and it talks about three different strategies related to certain consumer groups according to the information obtained. So, based on this study, the voluntary simplicity are divided into three groups: (1) the translators, which consumption is motivated by the feeling of try to do the best option (or what is perceived as the best option by them); (2) the selective, which concerns are about just one sustainable characteristic, without paying attention to ethical issues; (3) the sceptic, the motivation of this group is the personal philosophy which is fully integrated in the activity of purchase. This last group conceive sustainability in a more sophisticated and deepest way, and it is characterized by the necessity of looking for information but without affecting to the purchase intention.

In our case of sustainable consumption of food, in is important to highlight that thanks to these studies, nowadays is simpler to follow the correct strategies of segmentation and offer the consumer the best sustainable food that it fits with him. Few years ago, this market segmentation wasn't possible, and every single customer of sustainable food was treating as the rest, without any differences between them. Thanks to these new tools, now companies are able to concentrate their effort in another areas, as the quality or the reduction of emissions, commitments well linked with sustainable brands or "green brands".

7.2. SUSTAINABLE CONSUMPTION OF FOOD (SCF)

This characteristic consumption (SFC), is a concept originated by customers which refers to the application of sustainable elements in the consumption and production of food, trying to respect at the same time the natural ecosystems around it (Kang & Hur, 2012). It is a key point to highlight that the good election of customers can lead to the requirements in accordance with the origin's place, the process of production and producers, sustainability laws, geographical indicators, local brands and green

certifications of the brands (Kang & Hur, 2012; European Commission, 2016). Until today, several studies related to the SFC, they have focused on specific foods well linked with the concept of sustainability, as organic, locals, fair trade, animal safety and also voluntary norms of feeding (Kang & Hur, 2012). But on the other hand, recent studies about SFC investigations have shown that just focusing on concrete areas of investigation are insufficient to understand in an efficiency way the sustainable challenges (Peattie 1999).

When we talk about the characteristics of sustainable products, it is necessary to carry on efficiency measures to give to the consumer the opportunity to select these products in the foods' election (Peattie 1999). Organic food systems and local systems put a lot of effort to implement environmental impacts, social and nutritional of process and products by increasing value added.

7.3. GREEN PURCHASE AND INTENTION

After being influenced consumers and clients because of the environmental awareness and green knowledge by society, the next step is the ecologic purchase intention of consumers (Oates et al., 2012). As Kang and Hur (2012) affirm, behaviors are based on intentions; the intentions are based on attitudes toward behavior and subjective norms, and each of this three (intentions, attitudes and subjective norms) are built on individual beliefs. According to the Theory of Reasoned Action (TRA), people evaluate the results of their actions and behaviors before they decide to participate or not in a specific activity and it is not regulated by unconscious reasons or wishes (Kang and Hur, 2012).

In general terms, the TRA is based on the hypothesis that humans are not usually irrationals and they use the available information (Kang and Hur, 2012).

Among more theories, the TRA was felt through other authors a good way to study consumers' behavior. However, it can be said that the TRA theory doesn't provide a meaningful proof of this behavior of customers, because it has been revealed that in this hypothesis, the mediators mediate (Peattie, 1999). Moreover, Peattie (1999) says that it exists another mediators and he also speaks about more variables that can mediate inside

this theory. Nevertheless, it is important to say that this theory (TRA), has changed taking into consideration more influencing factors that were not being covered by the TRA, for instance green knowledge and ecological literacy, demographic, willingness of paying, strength of the brand and without forgetting the environmental laws.

7.4. GREEN BRAND EQUITY (MANAGEMENT OF THE BRAND)

In this part of the Thesis I will talk about the management of the sustainable brand through the application of the model “brand equity” by Aaker (1996). One of the main advantages are the possibility to reach competitive advantages related to products, trying to establish the differentiation in the market, and being able to reach more potential customers (Keller & Ailawadi, 2004).

Aaker (1996) defines “brand equity” as the set of assets and liabilities related to the name, logo, term and emblem of the brand, that it permits the improvement or depreciation the value which generates a concrete product or service to the consumer and in the brand themselves. Referring to Aaker (1991), in the model of the “brand equity”, it is formed by: (1) brand awareness, (2) brand loyalty, (3) the perceived quality and (4) brand association.

7.4.1. Brand awareness

The brand awareness reflects the buyer’s capacity to identify and classify correctly the brand into a concrete category, as we have already said before, consumer considers automatically the brands with sustainable characteristics that he would like to purchase (Spry et al., 2011). That it implies that consumer has trust with the brand because it represents the product that satisfies the wishes and needs. The trust is influenced by every direct appreciation (use, consumption and test) or indirect contact (publicity, recommendation) with the brand (Keller, 1993). It is the reason why “green trust” in the brand can be identify as the tendency of the consumer to believe that the brand maintains the promise of green product (Holbrook & Chaudhuri, 2001).

Aaker says (1991), the name of the brand has links with the memory of the consumer. That it is the reason way consumers can relate the knowledge of the band with the name of the brand, what is known as capital of the brand or brand association (Aaker, 1991; Keller, 1993).

On the other hand, it is important to highlight that publicity creates and increases brand's awareness through the exposition of the brand to consumers (Aaker, 1991). This implies a better performance of the brand in the market and more probability of be considered by potential consumers.

7.4.2. Brand loyalty

Aaker (1991) understands that preferences of brand and the union of brand derive in "brand equity", whereas brand trust and allegiance brand are components of "brand loyalty". Aaker says that brand loyalty is the union between consumer and brand. To measure the increment of price or another element of brand capital is useful to segment the market according to loyalty, where each group have a different perspective of brand equity (Aaker, 1996). Aaker identifies five levels of loyalty, the lower or "not loyal", and the highest or "loyal".

It is essential a good management of brand loyalty to reach the perfect brand equity, because that implies that consumers are connected with the brand and they are interested in it (Aaker, 1996).

Talking about a perfect green brand equity, it develops through the interaction with consumers, so companies should carry on strategies of relational marketing, where satisfaction of consumers, their loyalty and sustainable brand affection are key factors (Kang y Hur, 2012).

7.4.3. Perceived quality

It is another element to take care when we speak about brand equity (Aaker, 1996). In the literature, green perceived value means the improvement of the sustainable purchase intentions (Cheng & Chang, 2012). So perceived quality difference the brand and it offers a reason to purchase for consumers. The attributes which consumer associates with the brand (packaging, distribution, post-purchase...), they accumulate in the customer's mind and create the image perceived of the absolute quality (Aaker, 1991). As much customer evaluate in a positive way the quality of products of a concrete brand, it would be higher the possibility to influence in the sustainable perceptions and attitudes of the brand. Aaker (2001) proposes several tips to measure the perceived quality based on the comparison between more companies but in the same sector and category. These guidelines are related to the comparison with the quality of the brand and the medium quality of the market in the same sector. Another pattern is the brand consistency (Aaker, 2001). This is the brand's capacity to maintain their visual and verbal identity over time, creating stables and memorable identities. Aaker (2001) says that leadership is an important tool to measure perceived quality.

7.4.4. Brand association

In this last part, brand association is also a key element when we talk about brand equity. To be able to understand this term it is important to relate it with the personality and brand's value. The measure of this brand's value is an indicator of success of the company in the creation of value. To measure this value there are two key elements: (1) if company offers a good quality related to the price and (2) if there are reasons to prefer to buy this brand instead to the competitors.

Aaker (2001) says that perceived quality is more linked with prestige and respect generated by the brand, but on the other hand, brand's value connects more with functional benefits and the useful of the purchase and use or consumption of the brand.

The personality of the brand, as the last term, it is the connexion between consumers with emotional benefits and also the auto expression of the brand, way to establish the differentiation with competitors and the relation between customers and brand (Aaker,

2001). In the guidelines offers by the author to measure the personality, we can highlight two: (1) if the brand is interesting and (2) if companies have a clear image about which is the type of consumer that could buy the product. Talking about sustainable consumption of food, we can affirm that the brand has an increasing interest for a consumer because of the sustainable individual self-image and the environmental awareness (Aaker, 2001).

8. SUSTAINABLE FOOD CONSUMER BEHAVIOUR

The most relevant study about sustainable food consumer is the one made by GFK in 2014 to the Department of agriculture, feeding and environment. It describes the consumer of sustainable food as people well informed and committed with environmental topics. Vegetables and fruits are the most purchased, with ecological products related to the energy saving out of this category, these are the most consumed.

8.1. MOTIVATING FACTORS OF SUSTAINABLE FOOD CONSUMPTION

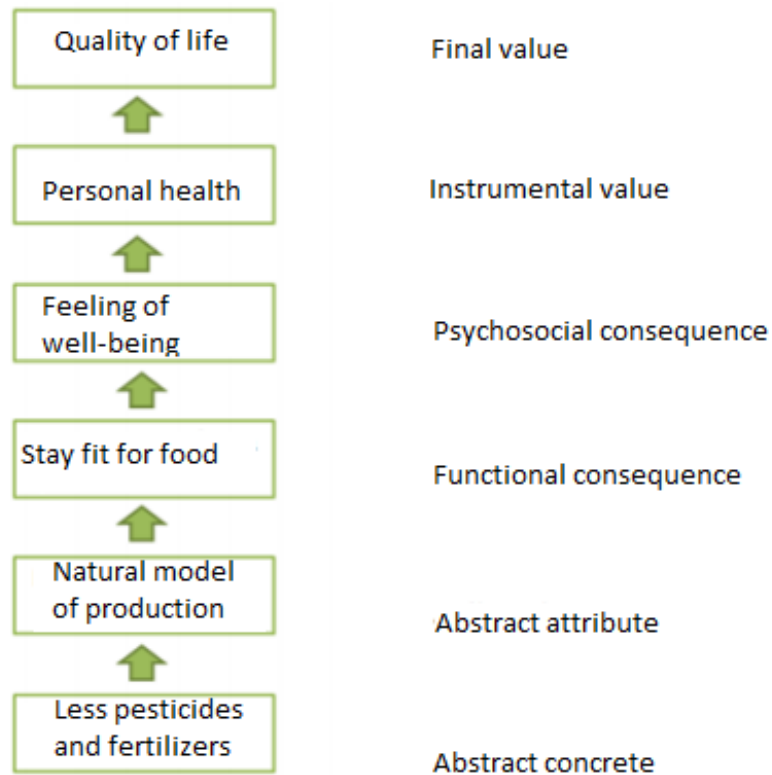
Nowadays the main reasons why consumers decide to acquire a sustainable food is because of two factors, concern of the health and food diet, and protection and environmental care.

Talking about health, there are several investigations which affirm that the health is a key factor in the consumption of sustainable food. Current consumers are trying to follow a healthier diet, and because of that, improving their nutrition and lifestyle (Diehr & Baresford, 2003).

The investigation conducted by Diehr & Baresford (2003), it shows that the purchases of sustainable food are mainly made by people whose priority is to improve their health.

All of this factors provoke the increase of the demand of this kind of food, because these products are more natural, they have more nutrients and they help with the health and wellness of customers.

Authors as Schmid, De Fontguyon and Sans (2007) synthesize into the following figure the principal aim for consumers to acquire sustainable foods, the health. This synthesis is defined as the next way:

Figure 8.1: Motivating factors of sustainable food consumption

Source: De Fontguyon and Sans (2007)

Not only health is important, another key factor why consumers decide to acquire sustainable food is the improvement and conservation of the environment. Sustainable behaviour of consumers are not only related to the recycling and reuse, they are also concern about acquire products which do not harm and permit its conservation. However, Schmid et al. (2007) affirm that consumers have an egocentric behaviour, so they are not only worry about the environment, they are concern about themselves, quite related to the health care.

It is important to highlight that usually, consumers of sustainable food are more likely to participate in activities about conservation and care of the environment, for instance, recycling, with the aim of demonstrate their level of environmental concern.

8.2. BARRIERS TO PURCHASE SUSTAINABLE FOOD

It is essential to study the factors that influence negatively in the decision process of purchase sustainable food, if you really want to understand the consumers' behaviour in that kind of products.

It is possible that many of the consumers are willing to acquire beneficial products for the environment, but just if they are able to avoid some types of lifestyles, sacrifice comfort, accept low levels of functionality or pay a higher price for the product or service (Peattie & Crane, 2005).

The main restriction for the purchase of sustainable products is the price. Customers perceive sustainable food as products with a price higher than the conventional products that is the reason why they don't buy just this kind of items.

Customers who are willing to pay this higher amount of money, they need to justify this price, so they have to be sure about the benefits that this products bring (Diehr & Baresford, 2003).

Some studies have shown that many of the consumers who buy sustainable products they see reduced their savings, so we can affirm that the opportunity cost exists when acquiring this foods, because with this high prices, users are leaving consuming another types of products (Peattie & Crane, 2005).

According to the study made by GFK to the Department of Agriculture, Foods and Environment in 2014, the second factor that influences in the decision process of purchase in sustainable food is the availability and accessibility, so they have problems when they try to find this products. Consumers announce that sustainable foods are not found in the same place where they usually purchase the rest of items or products.

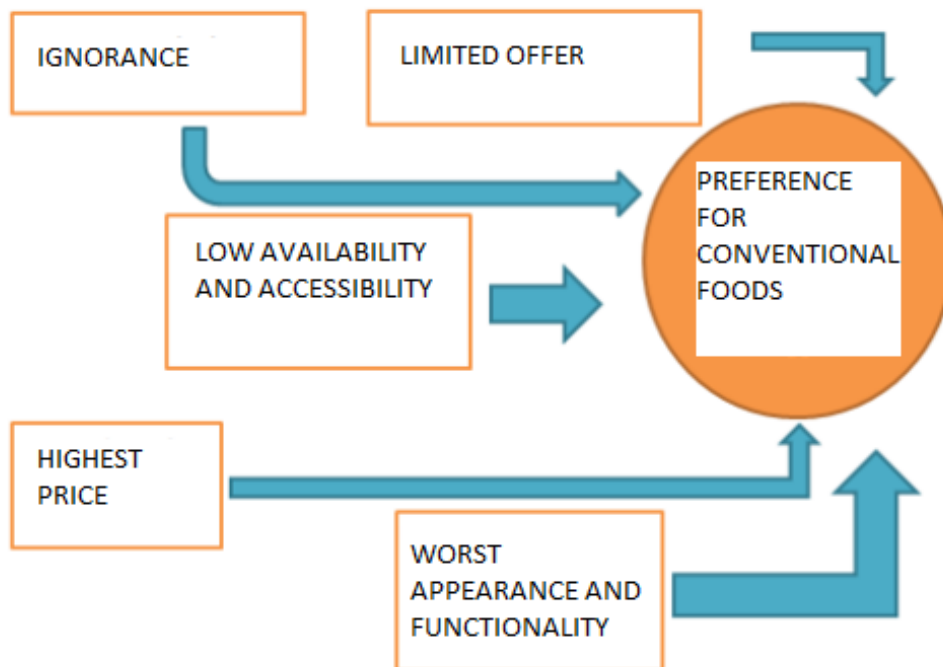
To sum up the information, consumers are motivated to buy sustainable foods but the lack of availability made this action more complicated and consumers do not get them.

Other factors that influence negatively in the purchase of sustainable products are the physic aspect and the functionality. Sometimes, several sustainable products have an

inadequate aspect, especially fresh food, because that have been extracted directly and they have not suffered any modifications or process to modify the characteristics. (Izagirre-Olaizola1, Fernández-Sainz, Vicente Molina, 2013: 116).

To finish this part, the knowledge about the sustainable sector is a key factor in the purchase decision process of this type of products. However, nowadays the communication about this sector is limited, so this provokes certain total distrust toward sustainable food.

Figure 8.2: Barriers to purchase sustainable food



Source: Peattie & Crane, 2005

9. SUSTAINABLE MARKET NOWADAYS

To be able to understand the actual situation in global terms about people's behaviour referring to sustainability, it includes several factors for instance the low sustainable education that we receive when we are younger, the disinformation about the possibilities that we have, alternatives and the danger of certain practices, the lack of rules and added

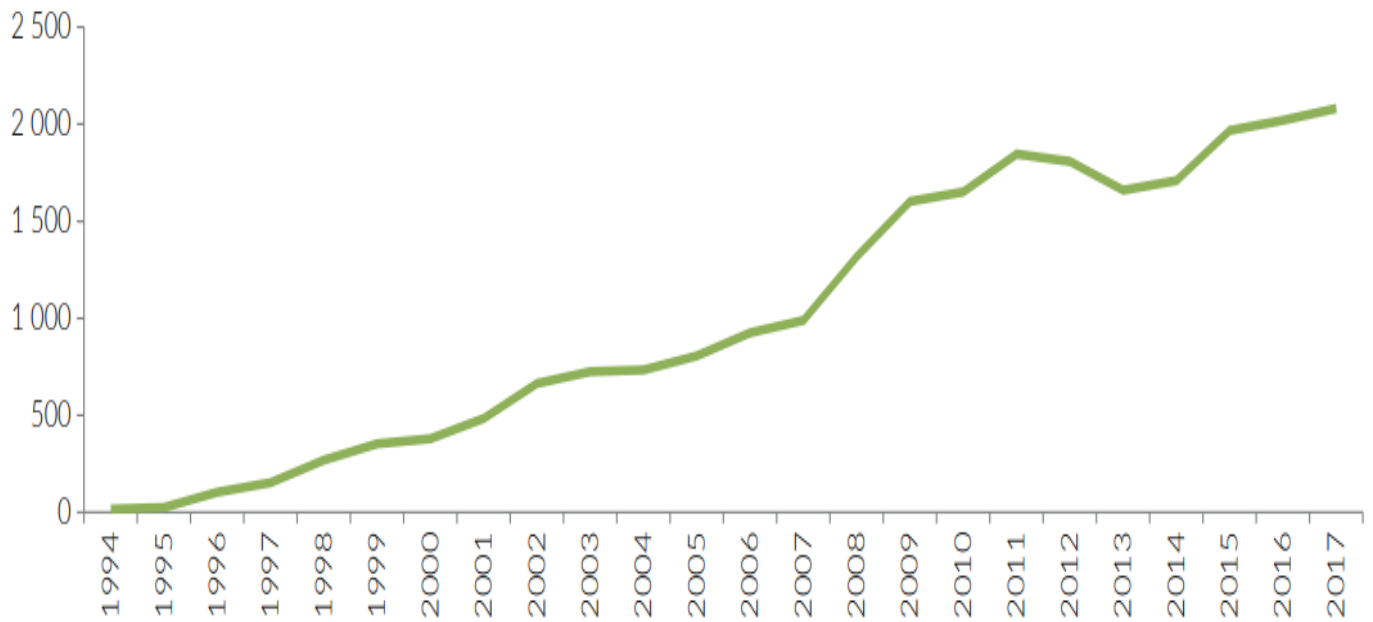
to the poor culture about how to take care of our environment. Hence, all of these factors do not provoke the social awareness.

On the other hand, the concern about the environment has been increasing these last years. Because of that, this preoccupation about the environment has come to form part of the attitudes of the world population. That is the reason why companies are adapting their products and ways of production, trying to show their commitment about the creation and implantation of strategies that can improve the environment conditions and by the way benefiting the image brand.

Why in global terms there are many people who are interested on carry out sustainable habits? Consumers who choose to uptake this type of sustainable products are aware that the good habits of food, and other habits, they will permit to treat the environment better, and they could reduce some of the natural catastrophes that have been happening in the last decades, for instance, Java's earthquake, the tsunami in the Southeast Asian, hurricanes as the Katrina, the increase of the temperatures... etc. (Yarzabal, 2015).

Sustainable behaviour is a way of defending the environment, believing that if we try to improve the environment around us we will receive a reward. The consequences about a sustainable insensibility can already be seen and they will be worst in the future if we don't take any responsibilities now. Some of these consequences are the loss of ecological diversity, the climate change that is happening nowadays because of the emissions of CO₂ to the atmosphere, and the increase of the need of more resources, although stagnation is expected in the next years (Alier, 2015).

Now I will analyze the actual Spanish territory of the organic farming area. The reality of the sustainable market in Spain according to the Department of Environment in its study about the "Environmental profile of Spain" (2018), it says that is a big production sector while it is weak in the internal commercialization. That is the reason why the consumption in Spain is lower than the possibilities that we have. Thus, it is more complicated the knowledge by consumers of this sustainable products, being this situation opposite than other European countries.

Graphic 9.1: Organic farming area (1994-2017)

Source: Department of Environment (Spain)

As we can see in this graph of organic farming area, Spain has reach a progressive development and it is expected to continue in the next years, but it is necessary to increase the loyalty of consumers over this sustainable products.

According to the study by the Department of Environment in 2018, “one third of the Spanish population acquire or has acquired sustainable products with its identifying label. The medium profile of the sustainable customers in Spain it is found in a person around 45 years old and with less predominance in women”.

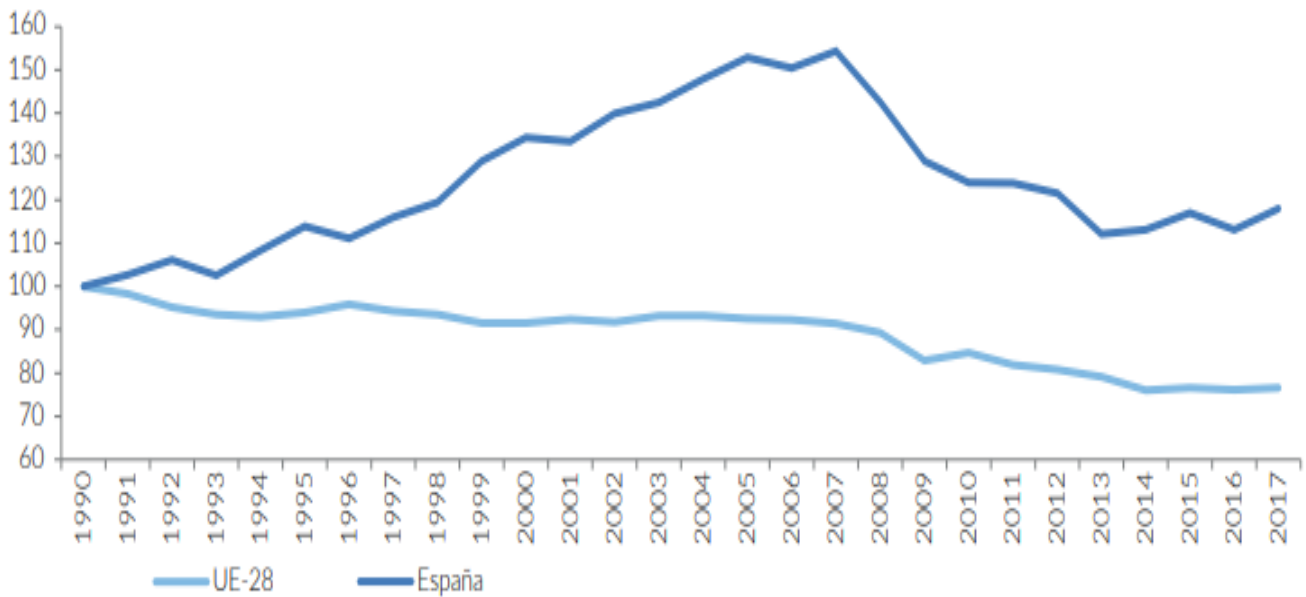
It is quite interesting that Spain is the country with the higher organic farming area and at the same time we have the lowest percentage of sustainable consumption. Because of this exceptional situation, experts of the sector explain that with the ignorance of consumers and users about the opportunities that they have, and the lack of institutional support.

Climate change and economic crisis are the two faces of the unsustainable development model. As consequence of this global concern about the environment and to solve this topics, it arose an international agreement called Kyoto Protocol. The aim is to reduce the

greenhouse emissions which cause the Greenhouse Effect and to promote a sustainable development to be able to fight against future catastrophes.

Nowadays we are situated in the second period of the Kyoto Protocol, known as Doha Amendment, covering from 2013 to 2020.

Graphic 9.2: Greenhouse gas emissions (1990-2017)



Source: Department of Environment (Spain)

As we can see in this graph, first years of the 21st century have been devastating, surpassing the recommended levels of emissions and creating an alarm situation about our own future. Consumers have a lot of opportunities to support this ideology, because in the market have been appearing in a progressive way many products that respect the environment, for instance, in the food sector with the agriculture and livestock.

10. FIELD STUDY AND ANALYSIS OF RESULTS

10.1. OBJECTIVES

Analyzing the behaviour of sustainable food consumers, it is important to set forth the primary sources with the aim to delve into the lifestyle and behaviour of this type of consumers due to the growth of the sector nowadays. It is a sector that is growing in a continuous way and it is reaching a huge importance inside the food sector.

As a consequence of the above described, enterprises of the food sector are showing increasingly their interest in sustainable sector, so that is the reason why researching the market is essential.

With the aim of prove all of this and reach the main objective of the investigation, it has been established several sub-objectives related to the principal:

- To segment the sustainable food consumer regarding the behaviour as consequence of the lifestyle.
- To discover the motivations to purchase sustainable products.
- To analyze the different behaviour habits in order to the segment market.
- To understand the perception of sustainable consumers.
- To classify groups because of the lifestyle and sociodemographic profile.

Table 10.1: Composition of the survey

Objective	Terms to analyze	Authors	Questions
Sustainable food consumption habit	Purchase frequency / average amount / type of products	Engel and Monferrer	- What is the average amount of your purchases in stores of this type? (<50 /50-100/ 100-200/ >200). -How many purchases have you made in the last month in this type of store? (1-2/ 3-5/ >5)

			<p>-What type of sustainable products do you usually consume? (food/ home/ beauty/ hygiene)</p> <p>- How long have you been shopping in sustainable stores? (<1 año/ 1-3/ 3-5/ >5)</p>
Motivations for sustainable food consumption	Motivations	Diehr, Baresford and Schmid	- Main reason for buying sustainable food (price/ health/ quality/ respect for the environment/ others).
Offer of sustainable food	Number of stores	Court	<p>- Would you say there are enough sustainable food establishments in your environment? (yes/no)</p> <p>-Where do you usually buy this products? (Internet/ shops).</p>
Information and sources	Information available / way to enter in the sector	Kotler and Court	<p>- Would you say there are adequate information about sustainable process? (yes/no)</p> <p>- Would you say there are adequate information about sustainable ingredients? (yes/no)</p> <p>- How did you know about this type of establishment? (Internet/ friends or family/ media/ others).</p> <p>-How do you search for sustainable information?</p>

			(Internet/ friends or family/ media/ others).
Labeling and knowledge	Sustainable labels /consumer awareness	Lee, Armstrong and Finney	- Do you usually pay attention to the labeling of the products when choosing between one or the other? (yes/no) - Have you seen or heard in recent months any advertisement about sustainable products? (y/n) -Through which channel has it been? (Internet/ media/ radio/ newspaper/ others)
Satisfaction with the quality of the sustainable food	Satisfaction level	Kotler	-Level of satisfaction with sustainable food products (very happy/ happy/ neither good nor bad/ very bad) -If you do not find your usual brand, do you wait or you buy another brand, even if it is not sustainable? (Wait/ another brand).
Perception of sustainable consumers	Purchase intention	Yarzabal	-Would you say that you will continue to buy the products you are currently buying? (yes/no)
Lifestyle of sustainable consumers	Habits	Kotler	-In case of going out, do you usually prefer

			establishments with sustainable food? (yes/no) -How many times do you usually eat out in a month? (1-3/ 4-6/ >6)
Demographic and socioeconomic data	Gender / age / studies / income / type of consumer		-Gender (female/ male) -Age (18-30/ 30-45/ 45-60/ >60) -Level of studies (no studies/ high school/ primary studies/ university) -Average family income in monthly terms (<1000/ 1000-2000/ 2000-3000/ >3000€) - Would you consider yourself a sustainable consumer? (yes/no)

10.2. STUDY AND SAMPLE DESCRIPTION

The aim of the study is to be able to analyze results of the survey and reach conclusions about the behaviour of sustainable food consumers with primary sources. The sample has been formed with 299 people.

This study is about the consumer's behaviour around Spain, and the main objective is to obtain information that could be applied in actions to improve the situation nowadays of the sustainable market.

The survey has 24 questions based on specific authors, terms and objectives.

10.2.1. Study variables

The investigation has been made by the design of a survey that appears at the end of the thesis. The aim has been to identify the sustainable consumer profile, the variables that have had influence on purchase decisions and knowledge of strategies.

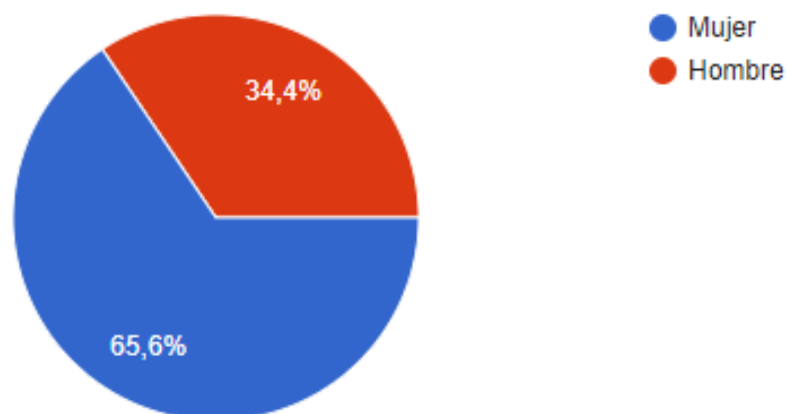
The survey has been divided into different groups of questions, with the purpose of make easier to answer and further analysis.

10.3. CHARACTERISTICS OF THE SAMPLE

In this part, I would develop the different characteristics, demographics as well as socio-economics, of the people who answer the survey, people considered sustainable consumers.

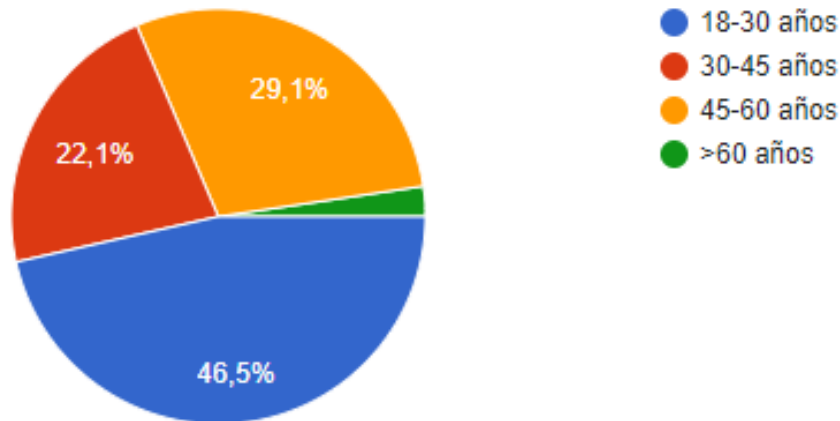
Regarding the variable by gender the 34,4% of the participants were men while the rest of 65,6% were women despite trying to follow equity between both genders.

Graphic 10.1: Gender of respondents



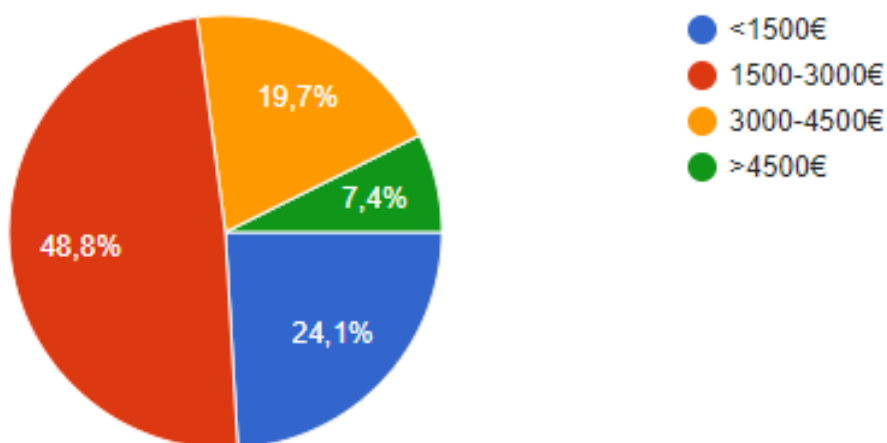
The next graph analyzes the age of the participants, where it could be important to highlight that most of the survey respondent were between 18 and 30 with the percentage of 46,5%, the group between 30 – 45 has 22,1%, between 45 – 60 implies the 29,1%, and finally, the group with ages over 60 just the 2,3% of the total.

Graphic 10.2: Age of respondents



Another factor to describe is the monthly family income of the participants. It refers to the economic possibilities. The main group is between 1500€ – 3000€ with the 48,8%, in the second position with 24,1% less than 1500€, then the group 3000€ - 4500€ with the figure of 19,7%, and finally income over 4500€.

Graphic 5: Monthly family income of respondents



In terms of level of studies, the 63, 9% of the participants have university degree, high school degree 25, 8%, no studies just the 5, 7% and another type of higher studies add up to the total the 4, 7%.

At the end of the survey, I added as a final question if after having answered the whole questionnaire and realizing about their purchases behaviour they still consider themselves as a sustainable food consumer. The results were relevant because just the 41, 5% accepted the statement, whereas 58, 5% denied it.

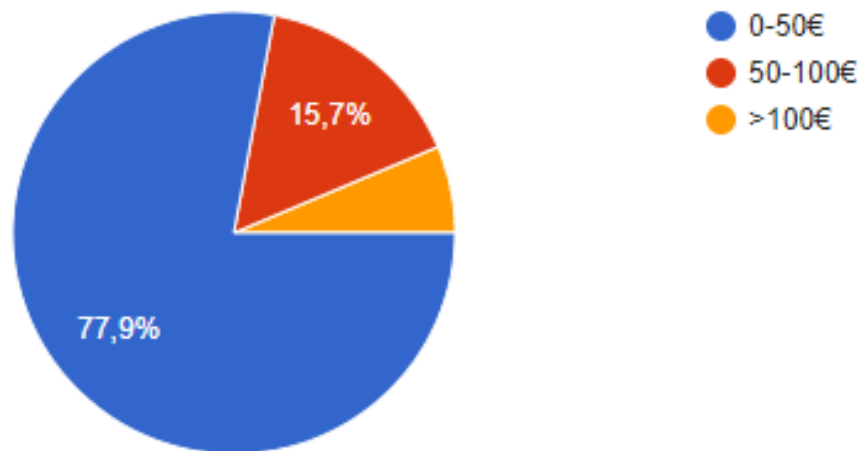
10.4. ANALYSIS OF RESULTS

The results of the survey are useful to understand the reality but taking care about the limitations because of the size of the sample.

Through the information collected and other conclusions already studied obtained in the thesis, we could start defining the characteristics of the sustainable food consumer in comparison with the rest of consumers.

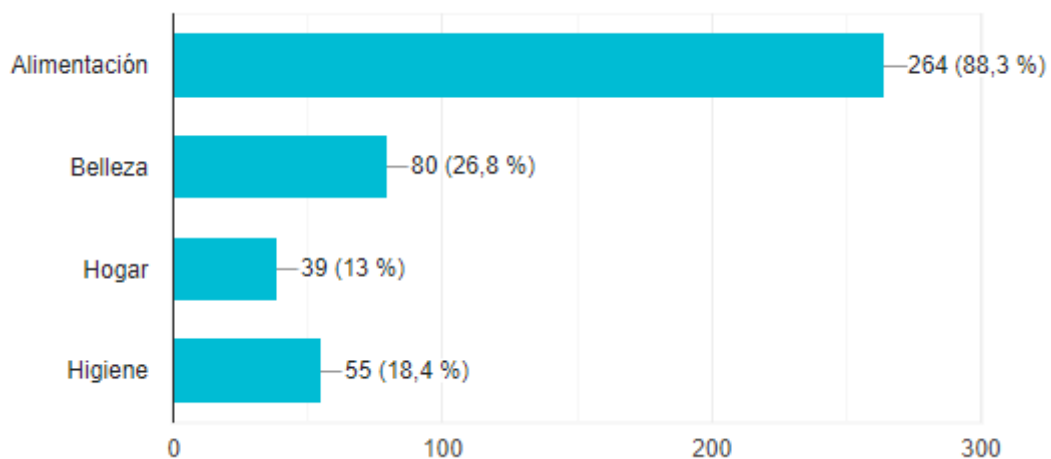
As we have already known, for general sustainable consumers, the price, quality and health are the main characteristic for this type of products. That is the reason why the questions are focused on go deeper into this information, with the aim of obtain conclusions to propose actions.

In terms of average amount of purchases in sustainable stores we have three different groups, 77, 9% between 0€ - 50€, the second one between 50€ – 100€ with 15, 7% and the last one with just 6, 4% over 100€.

Graphic 10.4: Average amount of purchase of respondents

In the question of number of sustainable purchases during the last month, most of the people answered that 1 or 2 times (80, 3%), so we can assume that there are no special features because of the fact of being sustainable products.

Inside sustainable stores there are different types of products. The most consumed product is the food, then beauty, hygiene and the last one home's products.

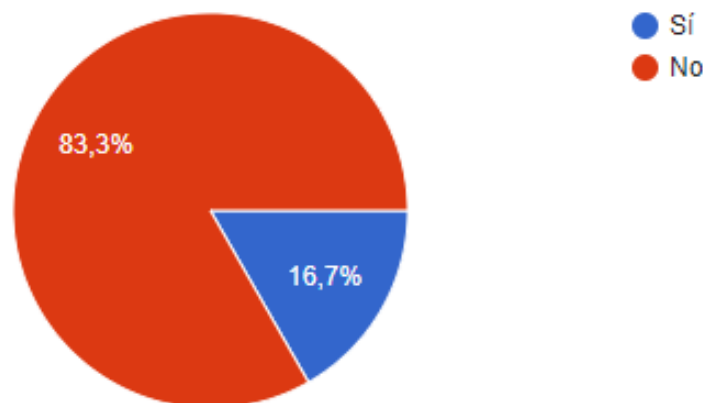
Graphic 10.5: Preferences of type of products

When referring to the time that consumer has been buying in sustainable stores, most of the participants answered less than a year with the 47, 8%. With the figure of 34, 8% the group between 1 – 3 years, then 11, 4% for 3- 5 years and just 6% for more than 5 years.

In the study of sustainable consumer behaviour it is essential to know which factors motivate the consumer to make purchases of this type. As we can see in the graph, the main factor is “respect the environment” with 44, 1%, then “the health” with 34, 4% and finally with a 16, 7% “the quality”. The rest is for the factor “price”. The price is a characteristic that does not encourage to purchase.

To be able to understand the situation of sustainable food stores, it is interesting to ask if they would say that there are enough sustainable establishments in their environment. The result reflects a negative opinion, so despite the growth of the sector it seems insufficient.

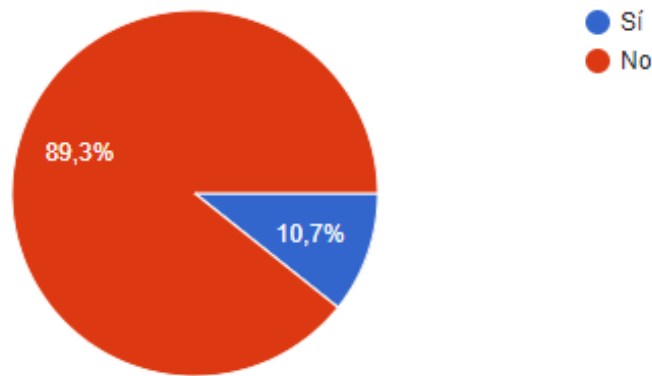
Graphic 10.6: Accordance with the number of stores



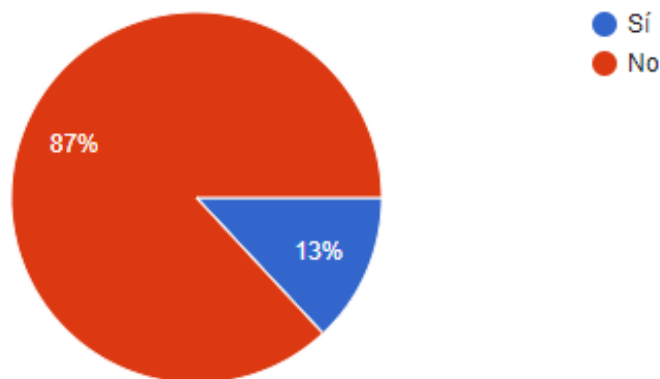
When we talk about where consumers usually buy these products, there are two ways. Internet has only 22, 4% whereas shops 77, 6%. We can affirm that consumers prefer to buy these sustainable products in establishments where they can compare prices and see the product directly.

In general terms, referring to the quantity of information about sustainable processes and sustainable ingredients, just the 10% of the survey respondents in both questions answered positively.

Graphic 10.7: Accordance with the quantity of information in sustainable processes

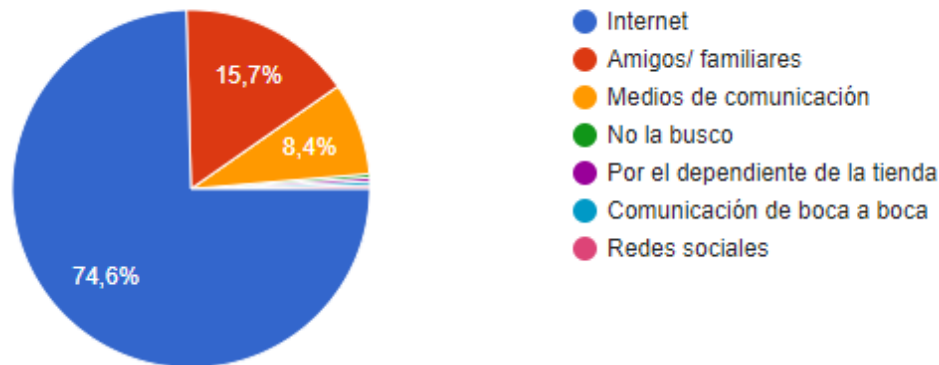


Graphic 10.8: Accordance with the quantity of information in sustainable ingredients



According to how consumers knew about sustainable establishments, there are three main causes, with a 43, 5% by friends or family, in second position on Internet with the figure of 33, 1%, and the last one due to social media with 18, 4%. The rest is because the consumer saw the establishment directly on the street.

Another factor to analyze is how consumers search for sustainable information. The most important for the participants is Internet with 74, 6%, then family and friends with 15, 7% of the total, and with just an 8, 4% for the media.

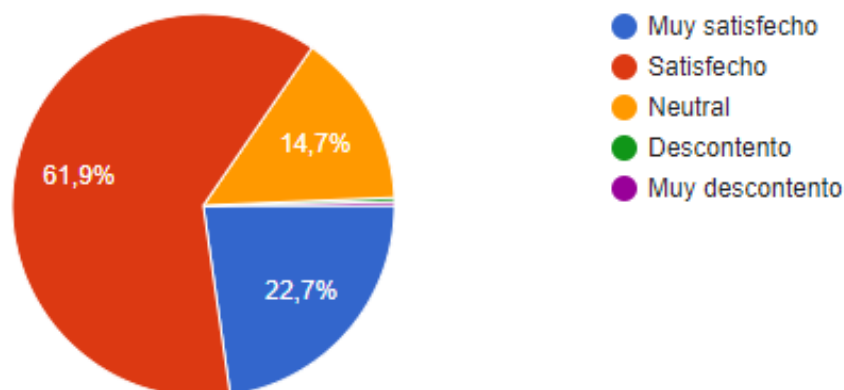
Graphic 10.9: Information sources used by respondents

Referring to the labeling of the sustainable products in the moment of purchase, the 88,3% of sustainable consumers pay attention to it, whereas just the 11, 7% of participants are not used to doing it.

In terms of publicity, the question about if they had seen in recent months advertisements about sustainable food products, 55, 9% of the survey respondent answered affirmatively, and the other half with 44, 1% said no.

Related with this last question, we ask through with channel. The 55, 7% thanks to social medias, 32, 4% of the consumers by television, and by radio the rest of the total.

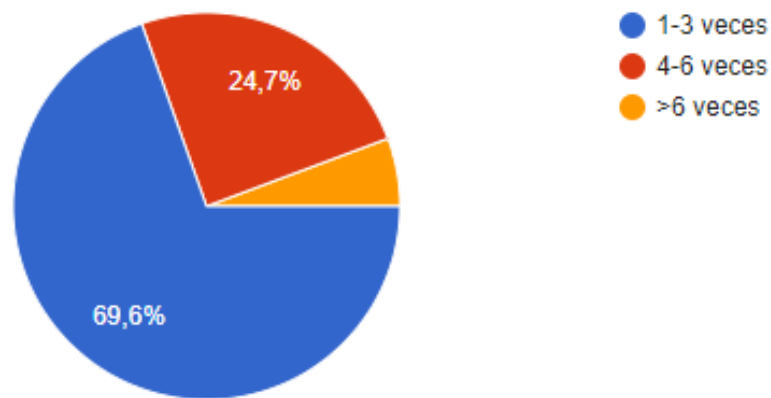
According to the level of satisfaction with sustainable products that consumers acquire, 84, 6% of them are very satisfied or satisfied.

Graphic 10.10: Satisfaction of respondents

Referring to the loyalty of the product and brand, with the question “If you do not find your usual brand, do you wait or you buy another brand, even if it is not sustainable?” consumers answered with just 27, 8% that they would wait, but 72, 2% of the survey respondent said that they would buy another brand even if it is not sustainable.

Related to the previous question, the 96, 3% of customers would continue buying the sustainable products that they are already acquiring.

Graphic 13: Frequency of eating out of respondents



In this last graph, it shows the frequency of eating out, in which 69, 6% marked between 1 – 3, and 24, 7% of the participant answered between 4 – 6.

In cases of going out to eat, the 36, 5% of the participants prefer sustainable establishments, while 63, 5% choose the unsustainable ones.

11. CONCLUSIONS

Due to the study, the survey and all of the considerations made throughout the thesis, it is essential to highlight at least the next conclusions:

Sustainable consumers have a fundamental role in stimulating the growth of the sustainable food sector. The analysis of their tastes and preferences motivate companies to continue progressing and researching, and in this way the entire market is favorably enriched towards joint progress.

Having evaluated all the factors that motivate sustainable purchasing, it can be stated that the attributes most valued by the consumer when choosing between various products are respect for the environment and the consumer's own health. This indicates the path that companies must follow when prioritizing elements.

In terms of purchase intention, demographic characteristics are fundamental elements because they make a big difference between types of consumers. With this, companies must segment the market and be able to cover the specific needs of each different group.

Currently the market trend is favorable, this sector is being involved in the fashion of these years. This situation is double-edged because if fashion declines or loses strength, the sector could be strongly affected. This is why governments must be able to continue encouraging these sustainable practices.

As we have seen throughout the thesis, it is essential to carry out actions that benefit the environment in order to stop climate change. This is where the sustainable market acquires great relevance, a place where exchanges of products and services take place in a sustainable way, and that influences in a positive way.

In order to continue progressing in the sustainable field, education from an early age is essential. This measure could try to solve the disinformation that certain consumer sectors suffer, giving them the opportunity to choose among all the alternatives available on the market at the time of the purchase decision process.

One of the fundamental problems when talking about sustainable food is the price. The volume of supply by companies is low, and this causes the prices of the products to rise, and this in turn means that many consumers opt for unsustainable products that are more suited to their budgets. One measure would be to incentivize the increase in production with public aid to increase the volume of supply, and thus make sustainable food prices more competitive with the rest of the market.

After analyzing the data obtained in the survey of consumers of sustainable products, there is a clear evidence that information about this sector is still scarce, not only in sustainable ingredients, but also in sustainable processes. In this area, companies come into play again, which should be in charge of providing greater visibility to these products, since this would also benefit them.

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Annex:

Comportamiento del consumidor en la alimentación sostenible

La presente encuesta tiene como finalidad estudiar el comportamiento, estilo de vida, motivaciones y hábitos del consumidor de alimentos sostenibles.

Esta investigación forma parte del Trabajo de Fin de Grado.

La encuesta es totalmente anónima.

Muchas gracias por su colaboración.

***Obligatorio**

¿Cuál es el importe medio de sus compras en tiendas sostenibles mensualmente? *

- 0-50€
- 50-100€
- >100€

¿Cuántas compras ha realizado durante el último mes en este tipo de tiendas? *

- 1-2
- 3-5
- >5

¿Qué tipo de productos sostenibles consume habitualmente? *

- Alimentación
- Belleza
- Hogar
- Higiene

¿Cuánto tiempo lleva comprando en tiendas sostenibles? *

- <1 año
- 1-3 años
- 3-5 años
- >5 años

Principal razón para la compra de alimentos sostenibles: *

- Precio
- Salud
- Calidad
- Respeto al medio ambiente
- Otro: _____

¿Diría que hay suficientes establecimientos de alimentos sostenible en su entorno? *

- Sí
- No

¿Dónde suele adquirir este tipo de productos? *

- Internet
- Tiendas físicas

¿Diría que hay suficiente información acerca de procesos sostenibles? *

- Sí
- No

¿Diría que hay suficiente información acerca de ingredientes sostenibles? *

- Sí
- No

¿Cómo conoció este tipo de establecimientos? *

- Internet
- Amigos/ familiares
- Medios de comunicación
- Otro: _____

¿Cómo busca información sostenible? *

- Internet
- Amigos/ familiares
- Medios de comunicación
- Otro: _____

¿Se fija en el etiquetado de los productos a la hora de elegir entre uno u otro? *

- Sí
- No

¿Ha visto u oído en los últimos meses algún anuncio publicitario sobre productos sostenibles en algún medio de comunicación? *

- Sí
- No

En caso afirmativo, ¿a través de que canal?

- Televisión
- Redes sociales
- Radio
- Periódico
- Otro: _____

Nivel de satisfacción con los productos alimenticios sostenibles que adquiere *

- Muy satisfecho
- Satisfecho
- Neutral
- Descontento
- Muy descontento

Si no encuentra su marca habitual, ¿suele esperar o compra otra marca aún sin ser sostenible? *

*

- Espero
- Compro otra marca aún no siendo sostenible

¿Diría que va a continuar comprando los productos que está adquiriendo actualmente? *

*

- Sí
- No

En el caso de comer fuera de casa, ¿suele preferir establecimientos con comida sostenible? *

*

- Sí
- No

¿Cuántas veces suele comer fuera de casa en un mes? *

*

- 1-3 veces
- 4-6 veces
- >6 veces

Género: *

*

- Mujer
- Hombre

Edad: *

18-30 años

30-45 años

45-60 años

>60 años

Nivel de estudios: *

Estudios secundarios/ ESO/ Equivalente

Bachillerato/ FP/ Equivalente

Título universitario

Otros superiores

Ingresos mensuales familiares *

<1500€

1500-3000€

3000-4500€

>4500€

¿Se consideraría a sí mismo como consumidor sostenible? (La doctrina define el consumo sostenible como: "El uso de servicios a las necesidades básicas para llevar una mejor calidad de vida y reducir al mínimo el uso de los recursos naturales y materiales tóxicos, así como las emisiones de residuos y contaminantes sobre el ciclo de vida del producto o servicio a fin de no poner en peligro las necesidades de las generaciones futuras") *

Sí

No

Enviar