

Eco-conscious/green consumption of FMCG hair care products in Pest county

The research was about examining the eco-conscious consumption of customers living in Pest county, in the sector of Fast Moving Consumer Goods, and hair care products. The research provides a comprehensive introduction to eco-consciousness and sustainability, climate change, and controversial opinions on plastic packaging. Different questions led the research to receive a wider overview of the behaviour of consumers, for instance, how open Hungarian consumers are to sustainable consumption. On the other hand, how much are they influenced by the knowledge they have about environmental problems and climate change, also what are the changes they have already made to have eco-conscious purchasing habits. To reach enough participants, the researcher used a questionnaire and later analysed the answers to find the answers. For more personal and deeper opinions, the research had several personal interviews with participants from different age and gender groups, and asked them about their habits regarding eco-conscious hair care consumption. Furthermore, the researcher had an interview with a member of Henkel Hungary, Schwarzkopf Professional unit. The results of the research reveal, that consumers have a high level of knowledge about environmental awareness, and they are conscious about their purchasing habits, but they lack the motivation to make changes in their purchasing habits. On the other hand, price is an important factor in decision-making, thus, there is a lack of sustainable options to choose from.