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**PEST MEGYEI LAKOSSÁG FENNTARTHATÓ VÁSÁRLÁSI
SZOKÁSAI A HAJÁPOLÁSI TERMÉKEK KÖRÉBEN**

**ECO-CONSCIOUS/ GREEN CONSUMPTION OF FMCG HAIR CARE
PRODUCTS IN PEST COUNTY**

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The composition of selectively collected waste

The composition of selectively collected waste			
Corporations carrying out public administration and activities			
(year, 2019)			
	Indexes		
Place of service	The (tons) amount of separated plastic waste from the collected litter	The (tons) amount of all separated waste from the collected litter	The amount (tons) of post-sorted of waste which is can not be utilized
Sum of all, place of services	67631,2	604522,3	22735
Central-Hungary	21763,7	210405,6	7680
Dunántúl / Transdanubium	23165,3	185637,2	1964
Great Hungarian Plain and North	22702,2	208479,5	13091

Source: Translated based on KSH, 2019

Table 2

Ranked aspects of hair care product purchasing

Ranking of aspects		
1	Scent	1-not important
2	Package	9-most important
3	Brand	
4	Availability	
5	Skin compatibility	
6	Type	
7	Package size	
8	Sustainability	
9	Price	

Source: primary research, 2021

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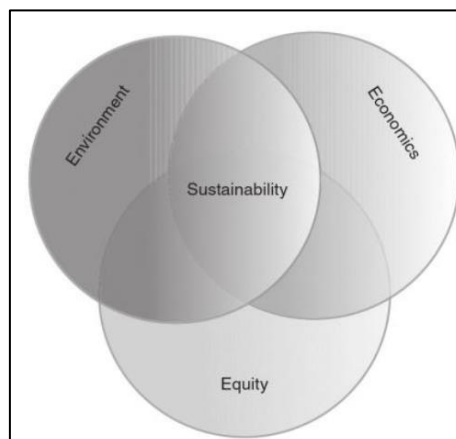
17 Sustainable Development Goals



Source: UNESCO, 2015

Figure 2

The three “E” s of sustainability



Source: Brinkmann, 2016

Figure 3

Label showing sustainability



Source: Survive Enviro, 2016

Figure 4

Label showing sustainability



Source: Survive Enviro, 2016

Figure 5

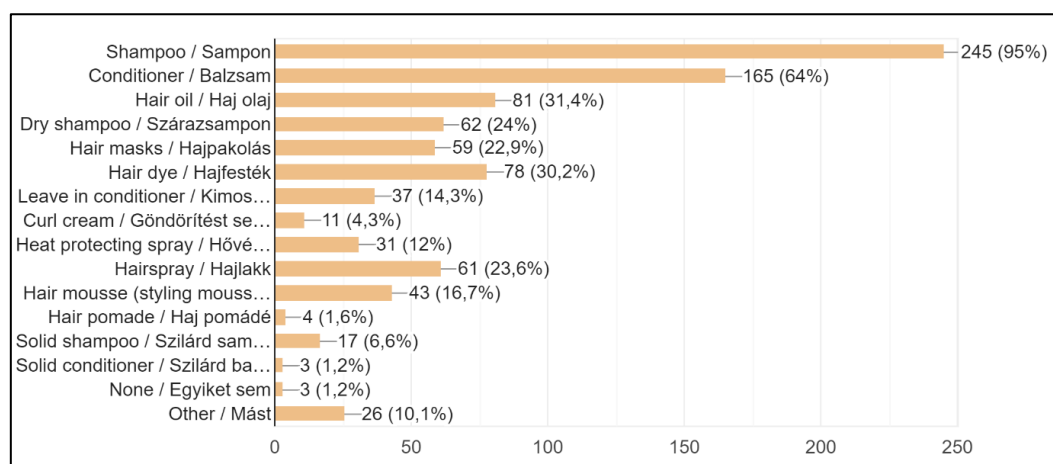
Label showing sustainability



Source: Survive Enviro, 2016

Figure 6

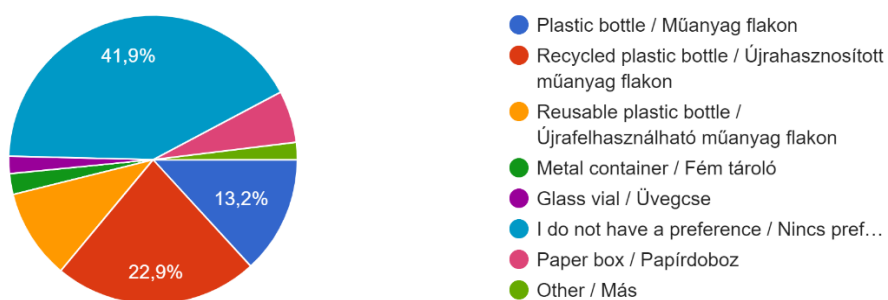
What kind of hair care products do customers use:



Source: Primary Research, 2021

Figure 7

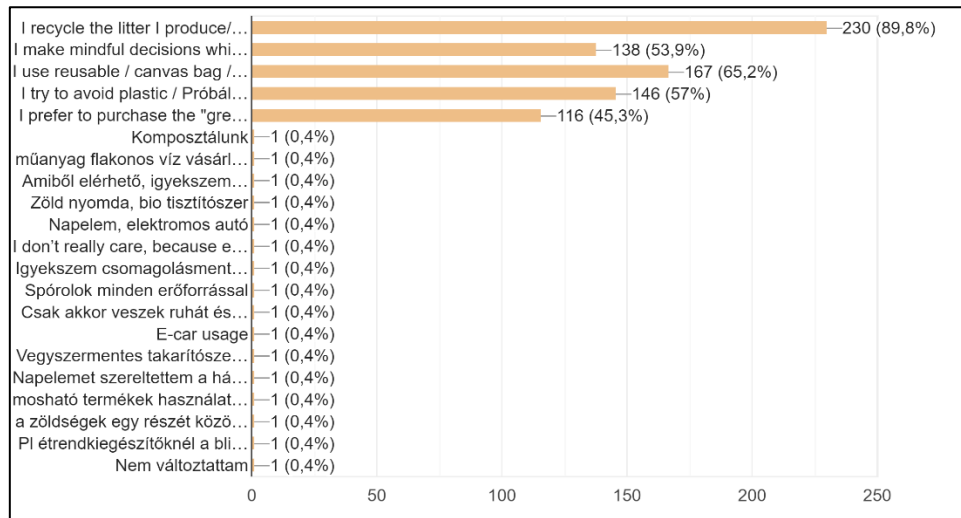
Answers for which packaging do customers prefer



Source: Primary Research, 2021

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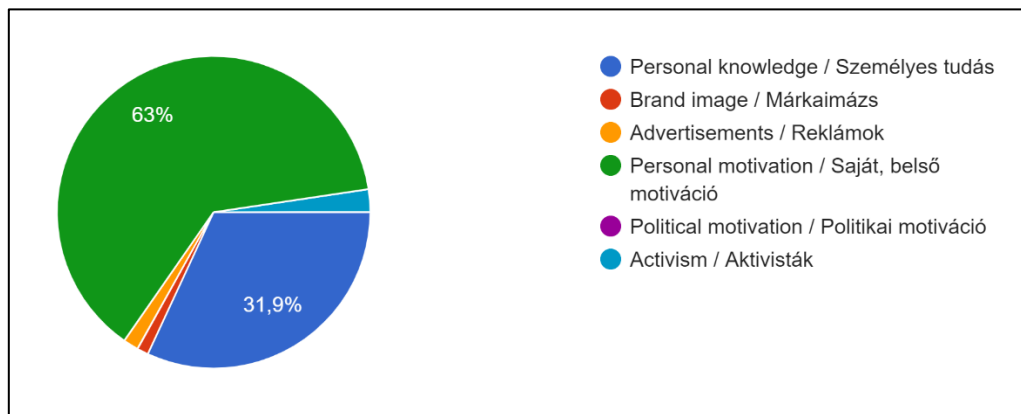
In what terms have consumers made changes in their habits to be more eco-conscious



Source: Primary Research, 2021

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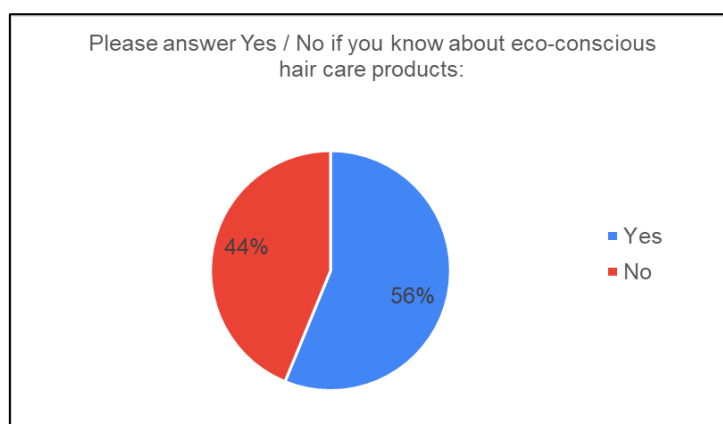
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Source: Primary Research, 2021

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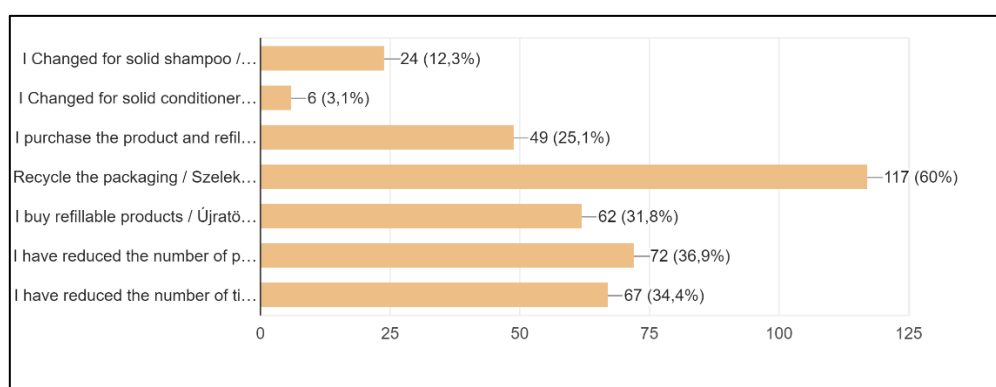
Answers about the knowledge of consumers about eco-conscious hair care products



Source: Primary Research, 2021

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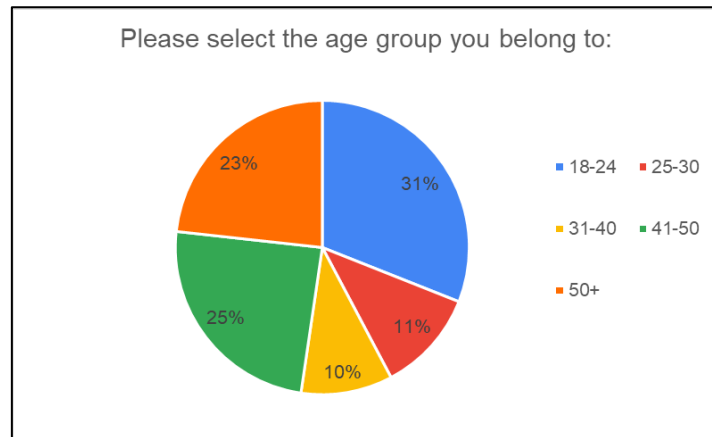
Answers for the sustainable changes in hair care product usage



Source: Primary Research, 2021

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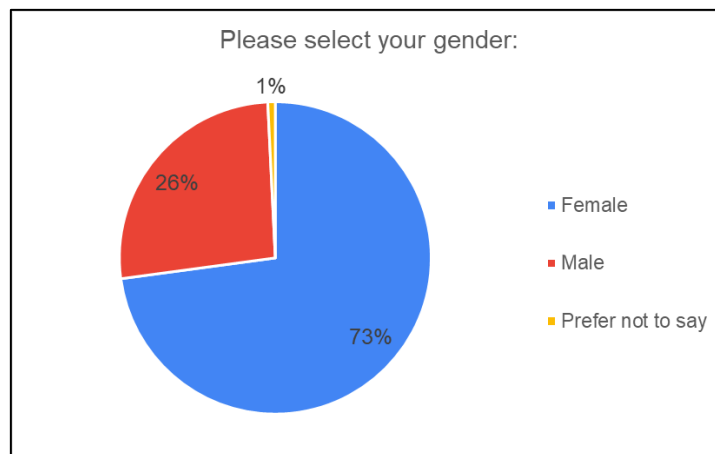
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Source: Primary Research, 2021

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Responses for gender



Source: Primary Research, 2021

Introduction

“A new type of thinking is essential if mankind is to survive and move toward higher levels.”

- Albert Einstein

Human exploitation of the Earth's resources has been going on for hundreds of years (Bell and Taylor, 2020). Albert Einstein's words outline what humanity needs to do to save the planet. Only in the last few years have companies begun to realize the serious consequences of their actions on Earth (Bell and Taylor, 2020). With this awareness, individuals, companies and governments have all tried to reduce their impact on the Earth as much as possible (Bell and Taylor, 2020). For example, Henkel GmbH, the chemical company headquartered in Germany, followed the Sustainable Development Goals. The company is aware of global warming and has made a commitment to comply with the United Nations Paris Agreement. As a result of their long history of engagement, they are almost able to contribute to all seventeen goals, particularly Goal Four: Quality education, Goal Eight: Decent work and inclusive, sustainable economic growth, Goal Twelve: Responsible consumption and production, Goal Seventeen: Partnerships for the goals (Henkel 2021b). Their goal is to participate actively in climate protection (Henkel, 2021a). The researcher chose this company, considering the researcher became a member of their workforce during their internship and had been inspired by the commitment of the company.

Governments are banning plastic straws, plastic food packaging and plastic cups as a response to climate change (European Parliament, 2019). Through the European Parliament, the Hungarian Government has also accepted the Bill, which eliminates the use of single-use plastic (European Parliament, 2019). Individuals have also started to reduce their impact on the Earth through the growth of environmental knowledge (Paul, et al., 2016).

Our society has already begun to walk on a different path to become aware of environmental problems and decide on making mindful actions (Carfora et al., 2017). We have started to think differently about our environment, make mindful decisions, and think before we purchase (White, et al., 2019). Consumers, whose preferences, and choices influence their decisions and actions by entrepreneurs, firms, and governments (Deaton & Muellbauer, 1980). “Today, progress is being made in many places, but, overall, action to meet the Goals is not yet advancing at the speed or scale required.” (United Nations, 2018, The Sustainable Development Agenda). This new type of thinking is spreading around in societies. There is not much time

left to reverse the breakdown of the Earth's resources (Bell & Taylor, 2020). Polluting waters and seas threaten the wildlife living there and clean water resources (Maler, 1990). More than 5.8 million hectares of Australian wildfire burned between September 2019 and January 2020 (Lindenmayer, et al., 2020).

The researcher will cover the topics of climate change and how human overconsumption have taken prevalence in recent years. Hojnek, Ruzzier and Konecnik Ruzzier (2019) have examined 47 research papers conducted about sustainability, environmental knowledge, eco-conscious behaviour. Their findings suggest the intention between consumers and their environmental concerns and their purchasing intention towards conscious products. Even though they have examined 47 different research papers, there is a gap for the researcher to have this examination, as these papers focused on habit, opinion, and knowledge about eco-consciousness in general. Also, these research papers examined topics close to this one, but none have examined specifically the purchasing habits of hair care products and the intention for sustainable products, moreover none of the research was based on the consuming habits of Hungarian consumers living in Pest County. The researcher will provide an examination of Hungarian consumers, regarding haircare products and their openness towards eco-conscious consumption. Customers must be aware of their decisions, of their acts and behaviour while purchasing (Chen & Hung, 2016). The generation born in the late nineties and early two thousand is as aware of their acts because (Yu, Yu, & Chao 2017) them and their future generations' will strive towards mindful, eco-conscious consumption. On the other hand, modern consumers are worried about their future and abilities of living on the planet, and they are more likely to decide on purchasing an environmentally friendly product (Khan & Mohsin, 2017). This consumer preference is evident in developed and developing countries as well (Khan & Mohsin, 2017).

I. The definition of sustainability

Both "sustainable" and "sustainability" originate from the Latin word *sustinere*. The word is combined from two words, *sub* (from below) and *tenere* (to hold), by that it means to "maintain", "sustain". The word later passed to English as the verb "to sustain" from the French word *soutenir* (Caradonna, 2014).

The idea of sustainability can be traced back to Hans Carl von Carlowitz. As tax accountant, his thoughts and acts were related to being sustainable. Carlowitz in the 17th and 18th century

made sustainability in parallel with the wood which had been cut out. In his explanation, wood represents autonomy and a bright future of future generations (von Carlowitz, 1713).

“We must aim for a continuous, resilient, and sustainable use [of forests]...”

-Hans carls von Carlowitz, 1713

Furthermore, sustainability can be defined as what we are doing to preserve the environment for future generations (Brinkmann, 2016).

In 1987, the World Commission on Environment and Development (WCED) discussed the terms sustainability and its meaning in *Our Common Future* (also known as the Brundtland Report) and concluded the definition, “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (Development, World Commission on Environment and Development, 1987, Chapter 2).

Humans and nature must be in harmony (Caradonna, 2014). We must see them together and consider them as one, which move together and have influence on each other.

The term sustainability appeared in English beginning in the mid-19th century. When ecology became a discipline, the concept of sustainability became more inclusive, referring not only to forests but to all biological systems. Ecological sustainability, then, is the ability of an ecosystem to maintain its essential functions and to retain biodiversity over time (Rack, 2014).

I/1.1 History of Sustainability

Today, it is hard to imagine that once the words sustainable and sustainability were not part of daily thinking/ vocabulary. Today, we search for sustainable foods and sustainable agriculture, the United Nations has been keeping a tally on “sustainable development” as a strategy for global stability (Caradonna, 2014).

Sustainability first emerged as a social, environmental, and economic ideal in the late 1970s and 1980s (Caradonna, 2014).

Awareness of our overuse of resources and dependence on fossil fuels had been growing. Between 2015 and 2040 the Global energy consumption will increase by 28%. and fossil fuels provide 77% of energy consumption by 2040 (Showstack, 2017). The word sustainability later became a term to explain how humans live on the planet. This would ensure that we do not take everything and use all resources, we maintain the resources and save something for coming generations. (Rack, 2014).

In April 1968 around thirty individuals, scientists, educators, economists, humanists, industrialists, and national and international civil servants held discussions about future predictions of men. One of these meetings was the establishment of The Club of Rome. Club of Rome is an informal organization described as an “invisible college”. The purpose of the club was to promote the variety of interdependent components, economic, political, natural, and social that make up the global system we are all part of. They remain as an informal international association (Meadows, et al., 1972).

In 1972, Meadows, a member of The Club of Rome and one of the writers of the Limits to growth, and his colleagues concluded, that the collapse of global civilization is avoidable if there is no population growth and zero growth in industrial production. However, our civilization is still going and growing (Meadows, et al., 1972). Increasing population is a current problem. From 1804 to 2011/12, about 207 years, the population has reached 7 billion (Bell & Taylor, 2020). This has a positive side, that we did not die out from hunger, diseases of plagues but on the other hand, the negative part is that more people, more harm (Bell & Taylor, 2020).

For instance, we need food to consume and for that production we use agriculture. But agriculture facilities contribute to global warming with 20% of high emissions, land use change with about 14% and 60% is other resources (IPCC, 2007). On the other hand, climate change influences agriculture. Temperature changes, the change of rainfall patterns affect the plant. These changes are more likely to occur in tropical regions (Cresser & Aydinalp, 2008).

1981 was the year when the world was introduced to sustainable development (Medvéné dr. Szabad, et al., 2005). In 1983 the Brundtland committee spearheaded by Gro Harlem Brundtland, former Prime Minister of Norway, was established by the United Nations. Their aim was to find solutions for global problems, make strategic principles and to create a national joint force. This is where the story of sustainable development and its strategy began (Medvéné dr. Szabad, et al., 2005). Their findings were reported in Our Common Future. This report focused on the interactions of the natural environment and social changes and its processes. The conclusion of the report was that the changes in the environment have caused global problems, and these can only be fixed with international cooperation (Medvéné dr. Szabad, et al., 2005).

The strategic steps appear through the idea of Sustainable Development. In 2015, all United Nation Member States adopted the goals as part of the 2030 Agenda for Sustainable Development (United Nations, 2018). There are seventeen goals which are a call for the whole

society including individuals, corporations, and governments as well. It is all about seventeen goals for people and for the planet.

Figure 1

17 Sustainable Development Goals



Source: UNESCO, 2015

The Sustainable Development Goals consider changes in safer living, better education, reducing inequality, developing opportunities, solving climate change, and preserving the natural environment. (United Nations, 2021).

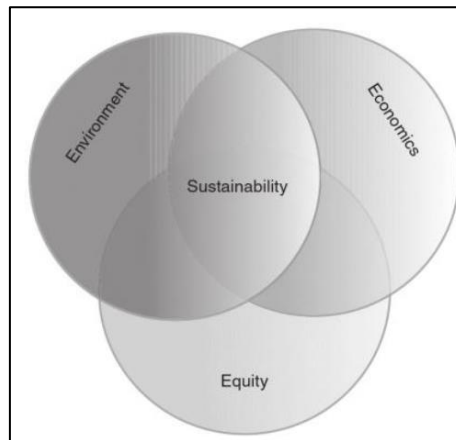
I/1.2. Parts of sustainability

The word sustainability has a deeper meaning. These are the three “E” s of sustainability. The three main components of sustainability are environment, equity, and economics.

Sustainability is achieved when the three are taken into consideration (Brinkmann, 2016).

Figure 2

The three “E” s of sustainability



Source: Brinkmann, 2016

The three Es contain 3 principles of sustainability. Environment the first E is what we aim to defend. Equity focuses on ensuring fairness in the present and in future environmental decision making. Economics focuses on reality to make sure that human sustenance is protected, and we aim to protect the environment for future generations (Brinkmann, 2016).

I/1.3. Importance of sustainability

Corporations rely on the natural environment for resources for operating facilities (Shrivastava & Hart, 1995). Organisations are mostly connected with unsustainable actions (Etzion, 2018). Corporations as groups here reflect someone’s original beliefs and values (Schein, 2010). When a group is formed or they are facing a new task, it reveals the individual’s own assumptions about what will work (Schein, 2010). Later the influential group member will try to affect other members, but still there is no common action (Schein, 2010). In the case of managers, the same case is relevant. If the corporation’s manager can influence the employees, it becomes a shared value or belief then into a shared assumption (Schein, 2010). On the other hand, there is an increasing openness for sustainable reporting (Siew, 2015). It is a tool for the organization to communicate about societal issues and have a positive relationship with its stakeholders. It also ensures transparency (Herzig & Schaltegger, 2011).

Individuals’ change is important in developing a more sustainable future. Individuals are more easily motivated in their comfort zone. Still the question remains, how could an individual be motivated to act sustainably (Brem & Puente-Díaz, 2020). There is a practical example from

China, positive behaviour is encouraged but negative behaviour is punished, but this brings up another ethical question, “how far does or must a society go?” (Brem & Puente-Díaz, 2020).

In conclusion, the importance of sustainability lies in different elements, but all elements represent sustainability. The elements separately include making mindful decisions, considering our personal acts and behaviour, protecting the environment, and making fair decisions. Sustainability depends on individuals, corporations, and governments as well. Different levels of the elements must be considered by all and with small steps, the whole society would be able to make crucial changes.

I/2. Environment

Our environment contains components of alive and dead, natural, and artificial (man-made) elements (Medvéne dr. Szabad, et al., 2005).

Another but simple definition of the environment is the epigraphy, the collection of environmental conditions; air, water, and land in or on which people, animals, and plants live, influencing the feeling and effect of personal work (Cambridge Dictionary, 2019).

Mankind has been dominating the world for thousands of years. Climate change can be originated back in the 1800s when experts forecasted that carbon dioxide and other gases could insult the Earth (History.com Editors, 2017), on the other hand back to the Industrial Revolution (Medvéne dr. Szabad, et al., 2005). Fossil fuel companies take advantage of the use of coal, oil and gas. This drives global warming on dangerous levels. The fossil fuel industries are responsible for greenhouse gas emissions and major air and water pollution. We must phase out fossil fuel production and promote the transition of our economy to a 100% renewable energy (Donaghy, 2019). Some have said, this led to detriments both ecological and environmental. This complex progress faces nowadays’ civilization as a whole with a big question (Medvéne dr. Szabad, et al., 2005).

I/2.1. The relation between humans and the environment surrounding them

Human activities have led to climate change and environmental damage as their acts have not local, but global impacts (European Commission, 2021; Hardy, 2003). Humans their activities increasingly influence climate and Earth’s temperature, which are burning fossil fuels, cutting down forests and farming livestock and these result in greenhouse gases and increase greenhouse effects and global warming. Rising emissions are the result of the acts listed before (European Commission, 2021). Coal, oil, and gas burning lead to deforestation and the

beneficial effect of trees is lost, and the carbon stored in the trees is released back to the atmosphere (European Commission, 2021). Another activity is livestock farming, as cows and sheep produce large amounts of methane while they digest their food (European Commission, 2021).

Our civilization and nature are in threat. For example, plastic pollution is flooding the waters and harming wildlife (United Nations Environment Programme, 2018). These materials stay in their actual form for ages and just then start to split up into pieces (United Nations Environment Programme, 2018). Another problem is that the small pieces choke animals (United Nations Environment Programme, 2018). We all must take into consideration personal, regional, and global changes, which must be agile and strict, also kept by all humans to keep our environment and life together (Medvé né dr. Szabad, et al., 2005).

Nowadays we have different problems to deal with (Jianping, et al., 2014) which are problems related to the Earth. Global warming, the gradual rise of temperature, is a phrase that refers to the effects of human actions on the climate caused by burning fuels and rapid disappearance of forests caused by various acts (Houghton, 2005). There are periods of the existence of forests, dry seasons causing ground fires and then rainy seasons which help to regain fuels from the ground which have been lost (Aubréville, 2013). This would be the ideal system for forests, but these dry seasons are longer, causing more forest fires and rainy seasons do not come as frequently as needed (Aubréville, 2013). On the other hand, water and marine pollution are caused by oil spills and explosions. For instance, the BP's Deepwater Horizon catastrophe ended in spilling 4.9 million barrels of oil into the Gulf of Mexico, killing animals and destroying their living area (NrDC, 2015) There are different kind of pollutions, water, air, land pollution and the Earth is already at a one Celsius temperature rise, and wildfires occur more frequently (Jianping, et al., 2014). Polluting the environment means not just polluting our current living place but polluting the environment of future generations' safest place for living. We are already affected by the outcomes of pollution, such as global warming, and ozone layer degradation (Medvé né dr. Szabad, et al., 2005).

I/2.2. Environmental awareness

Environmental awareness is a behaviour, which underlines the personally liable behaviour towards protecting the environment. This is also an ethical responsibility (Medvé né dr. Szabad, et al., 2005). In other words, the change and development of awareness, understanding toward

the biophysical environment and its problems (International Environmental Education Programme, 1983).

Between the members of our society and the environment, positive environmental common thinking should be developed for a healthier relationship. We must all realize the values of nature, establish an environment-oriented behaviour. These should target the maintenance of environmental quality, and these should perform in the shapes of conscious and responsible acts. (Medvéné dr. Szabad, et al., 2005).

On the other hand, environmental awareness is increasing but generally people do not develop a connection between their micro-consumption patterns and the macro problems. The concern is high, but it does not translate into a buying habit (Orzan, et al., 2018).

To develop and spread environmental awareness the United Nations, UN, has created different establishments for environment protection (Bell & Taylor, 2020). They have a foundation, Environment Fund, which is the basis for their work, but luckily 95% of their contributions are voluntary ones (Environment, 2021). They work together with governments, private sector, and civil society as well. Some of the civil movements they work with are the following.

School Strike for Climate is a movement created by Greta Thunberg. Their aim is to show the importance of climate change. They do not go to school on Fridays, instead they strike for the environment (Bell & Taylor, 2020).

Another movement is called the Extinction Rebellion. They began their movement in 2018, London. They avoid violence, use their voice and put pressure on the government to make mindful decisions regarding environment protection (Bell & Taylor, 2020).

Also, a movement for reusing products has outgrown from Germany. They are the repair movement, they fix tools, everyday objects (Bell & Taylor, 2020). Their campaign Right to Repair has launched in 2019, and now they are already active in sixteen European countries. They started the campaign because of one simple problem, the products we use are harder and harder to be repaired. Their aim is to achieve their Right to Repair (Right to Repair, 2021).

These campaigns are developed and created from beneath governmental bodies, from society. Luckily these associations and movements are receiving acknowledgment, attention and are gaining power, so they can reach the country's society they are present and other nations as well (Bell and Taylor, 2020). In the beginning of the 2000s the knowledge about climate change started to grow and people started to create associations (Bell & Taylor, 2020).

All in all, for the ones this topic is important, for them it is a stake, they are more likely to support environment protection. Green New Deal is a program which motivates people to join, and they make awareness about climate change and economic inequality (Bell & Taylor, 2020).

Some of these movements have reached Hungary and touched citizens and established their Hungarian communities. For instance, there is the community of Green Peace Hungary, WWF Hungary and Fridays For Future has its Hungarian association. Fridays For Future has been inspired by the movement of Greta Thunberg (fridaysforfuture.hu, 2021). With the help of their protests their aim is to make climate change and environmental problems understandable for citizens. On the other hand, they try to explain that individual, communal and governmental acts are all important to make system-wide changes. In their communication 6 aims are always repeated and they encourage their community members and other citizens to try following as many of these aims as possible (fridaysforfuture.hu, 2021). These aims are reducing the purchasing of unnecessary things, purchase seasonal food from local farmers, try lowering the amount of meat and animal originated food consumption (fridaysforfuture.hu, 2021). On the other hand, take care of our personal belongings and if possible, always reuse or repair first. Furthermore, the way of transportation should be always reconsidered and if possible, use bicycle and public transportation. Finally, try to visit and participate in the protest and with joined forces, put some pressure on decision-makers (fridaysforfuture.hu, 2021).

I/3. Global Problems

Under global problems are all societal, economic, and environmental phenomena and processes which cannot be narrowed down to countries, regions, micro-regional level, but covers the whole Earth and endangers humans with catastrophes which can only be turned away or operated globally (Medvéne dr. Szabad, et al., 2005).

I/3.1. Problems growing since 1900

Since 1900, the population on the Earth has increased by three times. Until 2050 the population has increased and grown over 9 billion (Medvéne dr. Szabad, et al., 2005). Of most of the population increase, almost 90 percent will happen in developing countries (Medvéne dr. Szabad, et al., 2005). Not just the population, but the production has increased as well. Mineral sources of energies have been processed 30 times more, industrial production has grown 50 times more globally. All these productions have negative effects on our biosphere, risking all positive and safe favourable conditions (Medvéne dr. Szabad, et al., 2005). Overall, at least 1.6 billion people live without electricity, and this has hardly changed since 1970 (Ahuja &

Tatsutani, 2009). In the 21 century, emerging economies provide electricity for those, who have not been able to receive any, on the other hand focus on modern energy services and clean, low-carbon energy services (Ahuja & Tatsutani, 2009). As countries are on their route to restrict the use of fossil fuels, some countries have already made actual changes. France has passed the law to ban oil and gas production in all territories by 2040 (Frost, 2021). Greenland's new elected government put climate issues in the center of their policies and banned new oil exploration (Frost, 2021). Furthermore, Ireland has banned the licenses for new oil and gas exploration (Frost, 2021).

The air, waters, lands, oceans are covered in plastic waste (Bell & Taylor, 2020). Slowly, all forests die because of deforestation, dryness, and fire. Trees are an important element of our living (Bologna & Aquino, 2020). Humans and animals would be nowhere without trees and forests (Bologna & Aquino, 2020). They clean the atmosphere; provide fresh and clean oxygen and provide safety and home for wild animals (Bologna & Aquino, 2020). Resource consumption, population growth and particular forest consumption leads to deforestation and if mankind keeps it this way, we only have few decades left (Bologna & Aquino, 2020). Animals die out; not all are able to adapt to the new environmental and climate conditions (García-Valdés, et al., 2018). Our way of life depends on the environment. For living, we need forests, air, medicines, and other essential elements (Bell & Taylor, 2020).

Climate change is here, this is the present. There has already been a 1 Celsius degree rise in global temperatures (Bell & Taylor, 2020). There are already signs showing that this is happening now. There is aridity, hurricanes, floods, heatwaves and to bring another important note, the price of groceries have raised. In Hungary, the average purchasing prices were 3.3 % times more in 2020 than the year before (KSH, 2020). The last time the inflation rate 4,7% at the beginning of the year was in 2012 December (KSH, 2020). The price raise of groceries increased above average, by 7,2% (KSH, 2020). The Covid-19 pandemic situation resulted in this high price raise (KSH, 2020). Because of the unusual quantity purchased of flour, cooking oil, yeast, sugar and rice, the prices of these products have increased (KSH, 2020). The prices of fresh products have increased because of the lockdowns and lack of interest in their purchase. Later in the year, their prices started to settle and lowered a bit (KSH, 2020). Our chance for change is in the details as proof of changing the way the industry works, changing behaviour, cleaning the soils and lands, replanting forests. The important part is not that we need to, it is how we do it (Bell & Taylor, 2020).

We are at the time when our natural resources are less than ever before. Our society still brings people to these places. These people do not care about these natural values, they pay for a visit but degrade the values (Horváth, 2020). It means, that some natural places are in a deteriorating phase. By visiting these places and littering them, decrease the ability of the environment to rebuild itself.

Only one species dictates the future of the Earth, us, mankind and puts tremendous pressure on the planet. This era is called as the Anthropocene era. It is a geological era we live in right now, featuring all impacts of humans on the planet and on other species (Bell and Taylor, 2020). The Anthropocene Working Group (AWG) was established in 2009, which decides on the time, name, rank, and stratigraphic markers of new geological periods (OGG, 2004). The term originated from Paul Crutzen as he improvised at a conference in Mexico, 2000 (Steffen, et al., 2011). They have been charged to decide, whether this be defined as the Geological era. The team is made up of stratigraphers, palaeontologists, and because it involves evaluation of human impact upon the Earth System, professionals from these sectors; climate science, ecology, archaeology, human history and the history of science, oceanography, polar science, and even international law had been participating in the research (Vidas, 2011). There has been discussion to precise the date. Finally, the sixth of July 1945, 5:29 am has been defined as the day when the US army blew up the first nuclear weapon in the desert of New Mexico (Bell & Taylor, 2020). This is one of the marks that has been engraved in the elements of the Earth (Bell & Taylor, 2020).

We are only able to decrease the damages of climate change. This is a catastrophe. The 2 Celsius warming is close, and we do not have much time left (Bell & Taylor, 2020). Under climate change we mean the unit of all terms that refer to any climate impact. This term can be used to describe situations e.g., the damages in the Amazon rainforests (Lenton, et al., 2008). Also, we have already paid the price for perishing different species over and over. Although we think about these times as the glorious days of food production (Horváth, 2020).

As the population grew, people became richer and the demand for food, water and energy usage has increased (Ritchie & Roser, 2020). These three are strongly linked to each other. Food production requires water and energy, energy generation requires water, and agriculture provides a potential energy source (Ritchie & Roser, 2020). The challenge in this to make a nutritious diet in a sustainable way accessible for everyone (Ritchie & Roser, 2020). Food production is responsible for one-quarter, 26% of the world's greenhouse gas emission (Ritchie

& Roser, 2020). Each food type has a percent of emission. In the supply chain, most emissions come from land usage and from processes at the farm; only beef production emits 60 kilograms of greenhouse gases (Ritchie & Roser, 2020). Other elements of the supply chain are animal feed, processing, transport, retail, and packaging (Ritchie & Roser, 2020).

I/3.2. Solution for global crisis

One solution which can be applied is circular economy an economic transition that can create economic growth in line with sustainable environmental and economic development. The system provides a model which is cyclical. The approach emphasizes reuse materials, repairing and remanufacturing (Ellen MacArthur Foundation, 2013).

The circular economy is not a linear system, where we should throw away everything after one use. In this system we keep our products and reuse them. If the lifetime of the product is coming to an end, there is the possibility to renew it, reuse. This system of living should be taken over by our society (Bell and Taylor, 2020). Consumer and user acceptance could be the impediment of a circular economy (Camacho-Otero, et al., 2018).

An easier way of excluding plastic and reducing waste is the usage of biodegradable materials as there is a growing demand for eco-friendly plastics (Iwata, 2015). Biodegradable plastics are positively promoted in Europe (Iwata, 2015). Governments have outlawed that the only acceptable bags in stores could be biodegradable plastic bags (Giacovelli, 2018). These biomaterials are made from renewable carbon resources which are extracted from plant and wood, for instance starch or cellulose (Iwata, 2015). These biodegradable plastics could overcome the plastic bags used now and could help in developing a more sustainable society (Iwata, 2015). These should be as well strong and long lasting (Iwata, 2015). On the other hand, the society must keep on recycling recyclable plastics (Iwata, 2015).

Regarding Global problems ecological crisis is one of them. Ecological crises are when the changes in the environment have negative effects on the community of organisms (Medvé né dr. Szabad, et al., 2005). The economic development and strong focus on economic growth is the genial cause of environmental issues. After the Industrial Revolution, countries had miraculous developments regarding their economies. These rapid developments brought global environmental issues (Jianping, et al., 2014). Development and growth were placed in the foreground, pushing backwards the awareness of ecological environment protection (Jianping, et al., 2014). Methods which are harmful were adopted and led to an environmental crisis. Over the past twelve thousands of years humans turned available resources for own resources

(Bentley, 2013). Powerful technological skills and abilities and caused global pollution (Bentley, 2013)

Capitalism is a system in developed countries. Under the system, there are the roots of environmental problems. It can be tracked back there because in capitalist systems the environment is not in perspective, humankind is the domain and an element of economic growth, which is the number one goal (Jianping, et al., 2014).

In contrast with the availability, not every eco-friendly possibility is suitable for all consumers. The main barrier is the price of sustainable products. Paying more for these products may cause a financial risk for consumers. The prices of these products are high (Biswas & Roy, 2015a). The price sensitivity of consumers is high. Researcher Barbarossa & Pastore (2015) state that higher price is the main barrier to green purchasing (Barbarossa & Pastore, 2015). If green products would be offered with discounts it would boost the consumption and the conditional value (Biswas c Roy, 2015a). Even though the motivational instrument is to protect the environment, the human feeling about nature is being environmentally sensible but they do not behave in an ecological way (Peattie, 1995).

I/4. Consumption

Consumption is the act or process of using, eating, or drinking something (Merriam-Webster, 2019). Consumption is the largest element of the GDP (Attanasio, 1999). Multidimensional consumption values affect the consumption behaviour of consumers. Each influence in different circumstances and consumption is the function of these values (Chi & Kilduff, 2011). Consumption is the function for serving basic human needs (Shaw, et al., 2006).

I/4.1. Consumption as daily habit

When there is an increasing frequency of a way of behaviour, it means a habit or routine has evolved. This behaviour can relate to a change. Nowadays many behavioural changes are related to sustainable consumption (Southerton, 2012). Chetty and Szeidl (2016) compares “consumption commitment” to forming a habit, relating to the regularity of consumption (Chetty & Szeidl, 2016). Consumption is habit-forming and consumers can get addicted to goods (Eisenhauer, 1996).

I/4.2. Increasing consumption

After the Second World War the economic upswing made it possible to have mass consumption and allowed consumers to buy more (Medvé né dr. Szabad, et al., 2005).

Moreover, increased production enabled more people to be able to have goods. Wealth made it possible for most living standards to increase. At the beginning it was meant to be a positive attitude. Nowadays the purchasing habit is more like a dangerous and negative action (Medvéne, dr. Szabad et al., 2005).

Increased production and purchasing are now associated with wasteful consumption and conspicuous consumption (Medvéne, dr. Szabad et al., 2005).

Fashion is also fast changing and most of the big brands are concerned fast fashion brands which urge consumers to buy more (Bruce & Daly, 2006). Fast fashion is a term used when talking about low-cost clothing with collections based on current trends, it has a fast-response system, encouraging disposability and new consumption (Fletcher, 2008). Fashion industry is the second largest polluter in the world (Sustain your Style, 2020). These industries pollute waters, as after the production of clothes, the used, untreated toxic water waste are dumped directly into the rivers (Sustain your Style, 2020). This industry uses thousand litres of water for cloth dyeing and finishing processes and cotton, the material usually used, needs a lot of water to grow. Other problems and pollutions happening because of fast fashion industry is microfibers pollution, waste problem, chemicals used, greenhouse emissions, soils degradation, and forest destruction (Sustain your Style, 2020). Inside the industry there is another constant problem, how the workforce is treated. Workers must work hours, without rest, they work for minimum wages, which is almost enough for living, they must work in hazardous conditions (Sustain your Style, 2020). In this industry, companies use child labour, 168 million children are forced to work. All these workers are forced to work, they work under strict rules and under restrictions (Sustain your Style, 2020).

Prestige consumption invites customers to consume, purchase more from the actual trends and never be out of the group of owning that one piece. This behaviour occurs in the purchasing of food. Customers intend to buy things which are valuable, they like luxury products and they intend to have high quality food (Heide & Olsen, 2018).

Commercials are tools to deliver messages for the audience and the chosen target group, designed to trigger the customers' buying behaviour (Harris, et al., 2009). Furthermore, commercials aim to make us dissatisfied (Horváth, 2020). Unfortunately, they do not deliver meaningful, cautionary messages, they increase and motivate its audience for more consumption and regrettably for over consumption. Over consumption is described as the purchasing of hedonic goods but there is no specific definition for overconsumption

(Håkansson, 2014). Over consumption can be felt at global, national, and societal levels due to the over usage of natural resources and the degradation of the natural environment (Mathur, 2018). The industry of commercials is based on the influence of consumers (Medvéné dr. Szabad, et al., 2005). Consumers are influenced by brands and price which overwrites the consumers' environmental consciousness (Bittar, 2018). Even though most products' packaging costs more than the actual product, customers still buy them and do not realize the amount of unneeded waste they produce, because the packaging immediately goes to the bin.

I/4.3. Not conscious consumption

The one big question is how consumption could evoke an economic societal and ecological crisis. In conclusion we can say that overconsumption can be called a negative habit, because it puts every other value into the shade and end is a wasteful consumption. Consumption has become the commission of life (Medvéné dr. Szabad, et al., 2005). Basic needs are produced in large quantities. We are all influenced by the available amounts, and we all participate in the support of permanent profit for producers (Medvéné dr. Szabad, et al., 2005). The maximized consumption has put pressure on the biosphere as well. Wasteful consumption also means extremely fast usage of earthly possessions like fossil fuels and mineral resources. Everything slowly converts into waste, and it increases our problems. All these tendencies risk future generations' quality of life (Medvéné dr. Szabad, et al., 2005).

Regarding not conscious consumption, it also depends on the government. Without sustainable consumption policies, the government is irrespective of spread of green awareness among customers (Biswas & Roy, 2015a). The government could offer subsidies and supportive policies to boost industries. With the help of discounts, a high influence could be achieved (Biswas & Roy, 2015a). They should tilt the preference of non-green consumption into a different direction and put green- consumption into a preferential segment. The government must take care of the post-consumption phase, the afterlife, and the disposal of products (Biswas & Roy, 2015a). Even though the type of product purchased by consumers depends on the consumers' choice, behaviour, perceptions, and habits, governments can influence those (Biswas & Roy, 2015a).

There is another crucial factor in non-conscious consumption is greenwashing. It seems natural that companies go green because of the increasing concerns about global warming, climate change, pollution, extinction of species and deforestation (de Jong, et al., 2019). Companies go green because of the beneficial positioning of the company (de Jong, et al., 2019). We talk

about greenwashing, when the company claims being green, but their performance is not even close to being environmentally friendly (de Jong, et al., 2019). Companies instead should be transparent and communicate with clear and truth messages to maintain their appearance and keep themselves valuable from the sight of consumers' (de Jong, et al., 2019).

I/5. Where can a consumer begin?

Speaking about our personal decisions, it can motivate others to join in the change (Bell & Taylor, 2020).

For conscious consumption the consumer must deliberate the decision to make a thoughtful and purposeful purchasing act (Kevany, 2019). Sustainable, green products are labelled with product related green attributes (Skard, et al., 2020). In Hungary, there are different labels, which show how much the product is eco-friendly, in what terms it is. There are 4 categories, which relate to the functional, manufactural and the ingredients the product is made from. Some of these labels are the EU Ecolabel, FSC label, and Bio or Organic Labels (Survive Enviro, 2016).

Figure 3

Label showing sustainability



Source: Survive Enviro, 2016

Figure 4

Label showing sustainability



Source: Survive Enviro, 2016

Figure 5

Label showing sustainability



Source: Survive Enviro, 2016

Farmers markets are a way of selling goods directly brought from the producer. It is a type of gathering in local areas for the direct sell of vegetables, fruits, and other locally grown farm products (Warsaw, et al., 2021). They are an excellent way of promoting sustainable development due to the economic and social benefits they bring themselves (Saili, et al., 2007). However, currently it seems that is a status, a trend which came back from earlier centuries, but there is no evidence it has a pivotal role in sustainable development (Saili, et al., 2007). Also, these markets have an impact on producers (Detre, et al., 2010). They might shorten the supply

chain and have higher revenue, the demand for more labour and marketing than wholesale market channels (Detre, et al., 2010).

On the other hand, supermarkets are another option for purchasing. Supermarkets are the channels to sell goods and services to end-users (Anderson & Burns, 2015). While functioning, supermarkets interact with customers, the environment, organisations, and the community located in (Braun, et al., 2016). There are different kinds of product availability, wide price range, and the customer can decide on the exact product they are planning to buy (Purusothaman, 2017). The problem with supermarkets is the packaging and the lack of possibilities of not packed goods also, the transportation of food (Scharpenberg, et al., 2021). Products are transported in frozen consistency and travels a lot through the supply chain (Baldwin, 2015). This chain creates emissions, pollutes the air and waters, with this, it contributes to different health issues (Baldwin, 2015).

To exclude packaging, there are stores, which are specially created for this opportunity (Scharpenberg, et al., 2021). These stores offer an alternative for a more sustainable retail system (Beitzen-Heineke, et al., 2017) and they work with different technologies (Beitzen-Heineke, et al., 2017). Removing the packaging requires different weighting and paying for the products. Stores create new ideas for packaging, for example recycled paper material to wrap meat. Some stores programme the weight of the containers available in their store which makes shopping easier (Beitzen-Heineke, et al., 2017). From the side of logistics, a well-prepared plan of transportation can reduce emission, as well as the products with less packaging makes the transported packages lighter, this makes it possible for distributors to transport more in one round (Beitzen-Heineke, et al., 2017). The research based on zero-waste packaging stores and owners state that consumers are not willing to pay more, for a less convenient shopping experience because of an improved performance (Beitzen-Heineke, et al., 2017). But on the other hand, owners are happy, because there is a niche of consumers, as environmental awareness is growing and for some consumers, environmental performance has become a priority (Beitzen-Heineke, et al., 2017). Zero waste/zero packaging stores offer consumers the opportunity to make conscious decisions, giving opportunities for various products, but in a more environmentally friendly way. These stores may shorten the supply chain, by supporting smaller scales, but increase overall transparency on the food supply chain. Focusing on seasonal, unprocessed food avoids energy-intensive storage, manufacturing, and disposal processes (Beitzen-Heineke, et al., 2017).

In Hungary, there are possibilities for consumers to purchase in a zero-waste way. There are 68 stores located in the counties of Hungary (xforest.hu, 2019). The working method are like the store explained before (xforest.hu, 2019). There is a significant increase in the opening of new zero-waste stores (xforest.hu, 2019). As the number of these stores grow, consumers will have more options to choose from.

Concluding these statements, if customers individually decide on changes the behaviour of customers can be changed. For instance, more customers avoid plastic bags in the store while purchasing, other customers will be inspired, and more consumers will avoid the non-reusable bags. If the chain continues companies can join this movement and from this point, the whole system can change. This is a theoretical suggestion from the researcher but based on different research it is not that easy. This motivational chain depends on different but important factors (Biswas & Roy, 2015b).

For a change in consumer behaviour, positive communication between consumers is crucial. Sustainable consumption behaviour is the peer opinion leader with social recognition. Positive word-of-mouth helps the communication flow and increase interest. Socio cultural practices are the role of significant motivators (Biswas & Roy, 2015b). Marketers are the other essentials for the change. From marketers a follow-up is needed. They should reduce consumers' post purchase dissonance and prevent the spread of negative words which are hindering the sustainable consumption behaviour (Biswas & Roy, 2015b).

I/5.1. Eco-consciousness in case of consumers

A socially conscious customer is a person who strongly connects with the facts related to being eco-conscious. Their acts are manifested in their behaviour, about the pollution we face. This person considers their own impact on the environment and their buying behaviour reflects the customers' thinking. This is a personality that can be recognised again in personality and attitude. Still, social responsibility is not equal with socially conscious consumer behaviour (Webster, 1975). On the other hand, green consumption is a matter of consumer or corporate choice (Ivanova, 2019).

A conscious customer can put aside personal intentions and bring next to the other entities and values that are outside of the self as an illustration, the environment, other people and so on (White, et al., 2019).

I/6. Fast Moving Consumer Goods

Fast Moving Consumer Goods (FMCG) products are products which are sold quickly and consumed and used in a short period of time. The package is disposed immediately by consumers after usage of the product or in seconds of opening the product. It creates a lot of plastic pollution, because the packaging is not recycled by customers or even re-used by companies in most cases (Srinivasan & Wen, 2014).

The range of FMC goods are categorized into three subgroups, Household care, Food and beverages and Personal Care. These products have a quick turnover with relatively low cost (Sarangapani & Mamatha, 2008).

I/6.1. Consumption of FMCG products: how do customers usually consume these goods

In Hungary, FMCG products have a stable consumption rate. In 2018, the volume sales of the products went up by 3,4% impacting the unit value change of fast-moving consumer goods (Béni, 2018).

I/6.2. Packaging of FMCG

Plastic is a well-known and most used material in the Fast-Moving Consumer Goods (FMCG) industry. Therefore, it is one of the biggest damaging materials for the environment and causes serious problems. Plastic is a lightweight material with high tenacity. This material does not corrode (Giacovelli, 2018).

As FMCG products are packed in plastic wrapping and these packaging have a short lifetime they rapidly become waste. The ever-produced plastic waste, 79% sits in landfill, dumps or in the environment (Giacovelli, 2018).

Packaging and its design reach billions of customers. They communicate brand image with the help of packaging. Every packaging type is a communication instrument of business to consumer, B2C selling. Packaging is the tool of attraction gaining. For centuries packaging has been a communication image, influencing consumer perception, reaching emotions and desired needs (Draskovic, et al., 2009). The increasing competition on the market push creators to create innovative packaging designs to differentiate themselves from others. They must differentiate products and establish a brand image (Srinivasan & Wen, 2014). Packaging can give a whole new experience for customers (Srinivasan & Wen, 2014). Its communication dimensions could affect and influence the consumer. These dimensions are design, colour, information it provides, size of the packaging, and with these in balance, it creates a modest attraction (Draskovic, et al., 2009).

Furthermore, packaging has an impact on the environment, based on research in 2015, 15% of species are affected by plastic entering the oceans, endangering their lives (Jambeck, et al., 2015). Something new and innovative should be developed. In advance, a new approach to have a balance between the impact on the environment but creating designs which still attract customers (Srinivasan & Wen, 2014). Oloyede and Lignou (2021) examined and listened to the wishes of consumers regarding sustainable packaging. Their conclusion suggests using only the needed amount to cover the product. On the other hand, customers do expect sustainable packaging, but they should have all functionalities as a package should have (Oloyede & Lignou, 2021). They need safe, but convenient packaging (Draskovic, et al., 2009). An important suggestion from the participants of their studies, is that an eco-friendly packaging should stand out from other packaging, and it must be eye-catching (Oloyede & Lignou, 2021).

I/7. Plastic pollution in Hungary

The process of reusing plastic waste is based on a procedure where the material is chopped, grinded, washed, and other processes. Selecting and dividing specific plastics into groups is a long process, that is why it is useful and helpful, if we already collect plastic waste separately and sorted out (Medvéne dr. Szabad, et al., 2005).

In 2000 the Parliament of Hungary passed the law of waste management (Medvéne dr. Szabad et al., 2005). The law's goal is to ensure the country's citizens' health, ensuring sustainable development. Developing a more environmentally conscious thinking and living. Also lowering the amount of waste and harmful waste. The principles contain the improvement of the deposit conditions as well of waste and supports the regulations of the shipment of waste (Medvéne dr. Szabad, et al., 2005).

It is scientifically proven that plastic pollutes our waters. Studies suggest that plastic bags and Styrofoam, which is a material used for takeaway food containers, needs thousands of years to completely decompose (Giacovelli, 2018). Until then it harms the soil, causing health issues for the wildlife on land and in the ocean (Giacovelli, 2018). As these are lightweight products, especially plastic bags are easily blown away by wind and they eventually end up in the ocean (Giacovelli, 2018). In 1997, scientists discovered the Great Pacific garbage patch. The patch begins at the North American West Coast and ends at the coasts of Japan (Bell & Taylor, 2020).

Another crucial plastic pollution is microplastic. Microplastic is around 5 millimetres or smaller. Plastic in different forms, plastic bags, packaging enter the sea and oceans. There is emerging evidence, that the toxic chemicals added to the material while the manufacturing

process transfers into the animals' tissues and by that, entering the food chain as well (Giacovelli, 2018). Regarding the health of consumers, they are in danger as well. Styrofoam items contain toxic chemicals (Giacovelli, 2018). These chemicals can lead to different health problems, for instance on the liver and kidney, cause effects on the nervous system and so on. On the other hand, as micro plastics enter the oceans, enter the digestive system of animals, it as well enters the food chain. (Giacovelli, 2018) Micro plastic has been already found in tap and bottled water; little is known about the effect on human health (Kosuth, et al., 2017). Also, yearly 8 million tons of plastic lands in the Oceans. This means plastic is 80 percent of all marine waste. The amount of waste could cover approximately 7 continents. From 1980 the plastic pollution has increased ten times.

Regarding Hungary, between 2004 and 2019 the agricultural and food industrial waste had reduced from 6 215 ton to 790 ton (KSH, 2019).

On the other hand, the table below represents the amount of selective waste collected in 2019 in Hungary, regarding corporations carrying out public administration and activities (KSH, 2019).

Table 1

The composition of selectively collected waste

The composition of selectively collected waste			
Corporations carrying out public administration and activities			
(year, 2019)			
Place of service	Indexes		
	The (tons) amount of separated plastic waste from the collected litter	The (tons) amount of all separated waste from the collected litter	The amount (tons) of post-sorted of waste which is can not be utilized
Sum of all, place of services	67631,2	604522,3	22735
Central-Hungary	21763,7	210405,6	7680
Dunántúl / Transdanubium	23165,3	185637,2	1964
Great Hungarian Plain and North	22702,2	208479,5	13091

Source: Translated based on KSH, 2019

This table underlines the fact, plastic waste is collected yearly, and the amount (tons) shows how much we produce plastic waste (KSH, 2019).

I/7.1. Fast Moving Consumer Goods: Personal Care: Hair Care

Hair is an important part of our body; it presents a body image (Sinclair, 2007). Hair is a component of our body which can be easily manipulated, changed regarding fashion trends,

personal favours, and cultural trends (Sinclair, 2007). Hair cosmetics are used to change the appearance and composition of hair (Sinclair, 2007). Hair cosmetics are tools created to clean the hair, maintain the health of the hair and scalp. These products can be shampoos, conditioners, oils and so on (Gavazzoni & Dias, 2015). Shampoo is the number one tool to remove dirt and sebum from the scalp. Hair conditioners are used to help the combing of hair, prevent hair end cracking, decrease hair static electricity and lucency (Draelos, 2008).

We can separate the products into two segments. The retail market is targeting the end customer, household usage, and consumers can satisfy their needs when deciding on what to purchase. Professional market targets the end users who are the users of professionals' services, also the professionals working in this industry and providing services, for instance hairdressers (Amberg & Róbert, 2021). Not just the market is wide, but the price range of these products as well. On the scale of pricing, products can be found from lower prices for higher priced, luxurious items (Amberg & Róbert, 2021).

I/8. The usage of hair care products

The hair cosmetics market is huge. In 2006, 27 European Union countries consumed Euro 63 billion euros worth of cosmetics (Global Insight, Inc., 2007). The sales of cosmetics and toiletries grew 8.1% between 2000-2006 period. Based on the research, Hungarians spend less on luxury cosmetics and more on necessities, as together skincare, hair care and toiletries make up eighty percent of the market (Global Insight, Inc., 2007). The demand for haircare products has grown, and if there is a demand, the industry will grow as well (Amberg & Róbert, 2021). This demand reveals in the growth of the European market share of hair care products, in the number of Euro 14.14 billion (Cosmetics Europe, 2020).

The usage of hair care products is frequent on a weekly basis. Customers use liquid shampoos and conditioners every two days (Cosmetics Europe, 2020). Based on the studies of Jagadeesan, P. and Balaji, P. (2017) male consumers use hair care products to protect their hair and improve its strength. On the other hand, they prefer branded products rather than medical protection. For consumers it is important to choose the product which suits them the best. Cosmetic and care products are mainly everyday used, and consumers create a routine for the usage (Amberg & Róbert, 2021). They add to the personality and style of the consumer, the products have pleasing scents and builds the appearance of the user (Amberg & Róbert, 2021).

I/9. Common usage of plastic packaging

Plastic is a non-biodegradable packaging which is commonly used for packaging. Protecting, keeping the goods fresh. In addition, plastic is the most used and loved material to use for packaging. It can be moulded, shaped into many variations, keeping its strength. However, plastic is one of the major components of solid waste pollution on the World (Srinivasan & Wen, 2014). Plastic was developed by the end of the nineteenth century. In 1940 the production increased as the use of plastic began by the military later the consumer market was distributed (Bell & Taylor, 2020).

Plastic replaced a lot of traditionally used packaging materials. Milk and edible oil were packed in glass and metal. Toiletries were packed into paper and glass, further on for example cement had been packed into jute and toothpaste into metal containers. Nowadays all these products are packed into differently shaped plastics such as plastic pouches or films, plastic sacks and in the case of toothpaste, plastic lamitube (United Nations Environment Programme, 2018).

I/9.1. Options for packaging

The European Organization for Packaging and the Environment, EUROPEN aims to achieve a European market, where there are packaging and packaged products, but in a way, the packaging still protects the product but the environment as well. Furthermore, their goals consist of the improvement of the environmental performance of packaging and packaged products in the supply chain. Also, to support the purpose and assistance of packaging within all relevant EU policies. Lastly to achieve the internal well-functioning EU market, and to achieve a corporate policy framework (EUROPEN, 2021).

From their point of view, a well-designed packaging should match these three points. First, the packaging should fit the product which it is protecting. Second, the environmental and climate footprint should be optimized for the product and packaging as well. Lastly, choose the right kind of material and use as much of that material to fulfil the tasks above (EUROPEN, 2021).

I/10. Solution for plastic problem

Degradable, plant-based wrapping. Scientists have found that there are bacteria which eat the elements of plastic, polyethylene terephthalate, so called PET (Bell & Taylor, 2020). There are solutions for developing products. The first and easiest would-be reusable products. It would not be a must to change the product, there should be the possibility to reuse it. The packaging should be suitable for the product. The infrastructure should be also suitable to decrease the amount of waste (Bell & Taylor, 2020).

I/ 10.1. The basics of waste management

Waste management is about taking care of the litter created based on country level (Vaverková, 2019). It is crucial to have it applied in the system of the country for human health, sustainability and even for a circular economy (Vaverková, 2019). There are various waste management methods, but the most common ones are sanitary landfilling or open dumping because it has a relatively low cost and low technical requirements (Vaverková, 2019).

The European Union (EU) has its own way of thinking about how we, countries should deal and take care of our waste (Medvéné dr. Szabad, et al., 2005). The EU's waste management is based on four principles. They seek to stop the emergence of wastage by creating the best product design, also preventing waste minimization (Medvéné dr. Szabad, et al., 2005). On the other hand, they support the reuse and recycling of litter. Further on we know that burning waste is harmful, but one of the principles is that they support waste incineration just because of energy recovery purposes (Medvéné dr. Szabad, et al., 2005).

Based on the Hungarian Waste management (2014-2020) the goal has been set. The whole idea is concentrated on waste prevention, lowering, and increasing reusing of waste and recycling. The management of waste is a crucial problem to be solved. This management is costly as the reusable energies should be reused and the proper waste selection of litter is crucial as well (OHT 2013).

I/10.3. Waste all around the globe

Since 1st of January 2002, the bill of waste management orders that 30 percent of communal, green, and packaging waste must be reused. This can only be solved by promoting more conscious thinking and living. Taking care of our waste by recycling, reusing useful resources from waste (Medvéné dr. Szabad, et al., 2005).

A goal has been set, to increase by 50% the ability to recycle different materials, glass, metal, plastic, and paper litter (Európai Bizottság, 2017). These types of materials may come from households or from different sources. The regulation came from the European Union and part of the waste management regulations. The goals have been and planned to be reached by 2020 (Európai Bizottság, 2017).

The EU waste policy still aims to contribute to circular-economy and extract the high-quality and useful resources from waste (Directorate-General for Environment, 2021). Regarding the goals, they have set new goals to be achieved in the close future. An important law in connection

with the research is the directive of packaging and packaging waste (European Union, 2018). Under this type of packaging, they mean all packaging waste, whether it is used or released at industrial or commercial, shop, household, or any other level. The main target of this action is to recycle at least 65% of all packaging waste by 31 December 2025 (European Union, 2018). The materials have specific percentage targets, for instance: 50% of plastic, 75% paper or cardboard. On the next level, the aim is to recycle at least 70% of all packaging waste by 31 December 2030 (European Union, 2018).

I/11. Inner motivation

Motivation is the reason people behave as they do so. In psychological terms, motivation occurs when there is a need the consumer wishes to satisfy. When the need is activated, a state of tension exists which drives the consumer for an action to attempt to reduce or eliminate the need. The end state desired by the consumer is also a goal. Well-designed products and services will provide the desired benefits and will satisfy the needs of the consumer (Solomon et al., 2010).

I/11.1. Consumer behaviour

“consumer behaviour..... is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.” (Solomon, et al., 2010, p.6).

Another approach has been taken from Schiffman and Kanuk (2007),

“the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs” (p.3).

Consumers decide on making decisions based on their needs and favors. If sustainability is a stable factor of the consumer's need, then the whole purchasing behaviour is influenced by the intention related to sustainability. Because of that, consumers would make mindful decisions and search for products and services which satisfy their needs with the aspect of sustainability. The individual behaviour can influence groups of people, spreading the sustainable aspect between them.

In connection research say that there is an attitude behaviour gap between consumers. 30% demand the interest in environment, unfortunately these intentions do not translate into green consumption behaviour. It is a struggle to turn it into a green purchase (Young, et al., 2009).

I/11.2. What motivates customers

Pro-environmental self-identity significantly contributes to personal intentions and behaviour (Carfora, et al., 2017).

As mentioned earlier, behind the motivation there is a goal. The goal has a valence, which means the goal may be positive or negative (Solomon, et al., 2010). When the goal is positive the person is motivated to approach the desired goal (Solomon, et al., 2010). They seek products that will help them to reach the goal (Solomon, et al., 2010). Consumers are afraid of rejection and negativity; therefore, they try to avoid rejection and negative goals. There are products which help the customers in the avoidance of rejection e.g., toothpaste, shampoo which rely on consumers' negative motivation to avoid bad breath or greasy hair (Solomon, et al., 2010).

I/11.3. Customers who are willing to pay more

Consumers are influenced by their price perception and the real price of the product. This is one of the major determinants of consumers' choice and behaviour towards conscious/ green consumption. The willingness is based on their inner intention to for instance pay more (Biswas & Roy, 2015)

The marketplace has increasingly developed and become more ecologically conscious. There are more people who are willing to pay more for environmentally friendly products. Based on research, of Laroche, Bergeron and Barbaro-Forleo (2001), women who are married and already have one child are the ones who are more willing to pay for eco-friendly products. It can be seen and felt that corporations do not act responsibly toward the environment. Customers are aware of the situation and have started to adapt. Customers consider environmental issues while purchasing. They observe the packaging and ingredients and based on that they are willing to pay more (Laroche, Bergeron and Barbaro-Forleo, 2001). Even though, choosing environmentally conscious products would be the best decision from all consumers, the access to these products is not available for everyone. The consumers who decide on what to purchase and are on a budget green consumption is not an option for them. Eco-friendly and sustainable products for example eco-friendly straws, garments are often pricier than their traditional counterparts (Ivanova, 2019). As discussed earlier, price is an important indicator of the willingness to purchase environmentally friendly products (Kianpour & Asghari, 2012).

II. Literature Review

The book, the Basics of Environmental Economics, has a wide overview and examination of our nature and its connection with economics, and it does widely examine its basics. It was a great book to help the researcher to have information about the beginning of sustainability, the management of waste. On the other hand, it discussed the environment and its connection with the fact that economically we are also responsible for the Future of the World.

Furthermore, this book has also discussed the habits of consumers and the negative side effects of wasteful consumption. While reading the book the researcher herself has realized that her topic, the examination of the consumption of Hungarians in the theme of eco-consciousness is important because we consumers are individually responsible for the future of our Earth and the future of further generations’.

All in all, this book has opened the research area more for the researcher and gave support to examine the Eco-conscious/ green consumption of everyday products in Hungary.

Velenturf and Purnell (2021) have examined the circular economy as a potential way of better usage of our resources. They have re-examined the solutions of the circular economy and to implement a sustainable circular economy and sustainable development. They have evaluated and proposed a value framework and set ten principles for a sustainable circular economy. This article has proven that the economy is indeed responsible for sustainability. Sustainable development requires contemporary improvement of the environment, social and economic outcomes on different levels. Brundtland’s belief is that economic growth and environmental protection could go and work conjointly. Still, it is a huge question that sustainable development and a circular economy could be one and how. The answer is yes, they should be brought into steps. Circular economy positively contributes to most of the sustainable development goals. Both deal with the same problems but from a bit different point of view. In conclusion this article has proven that the topic the researcher has chosen is a valid area as the habit and openness for eco-conscious/ green consumption is in connection with the aims of a circular economy and with sustainable development. It has opened wider the area for this research to find answers to consumers’ buying habits and precisely the way how Hungarian customers think and act in this theme.

Saari et al. (2021), has written about the concerns regarding the influence of environmental knowledge and risk perception on individuals’ sustainable consumption behaviour. Based on Europe it can be acknowledged that sustainable consumption behaviour can be associated with environmental concerns. The influence comes from the growth of environmental knowledge

and environmental risk perception. The study further examines humans' connection with the economy and the consumption of products in a way the natural ecosystem is not able to keep up with. Their research focused on four core perspectives of sustainability economics. To begin with, the relationship between humans and nature in society regarding sustainable consumption behaviour. In addition, focusing on the long-term and uncertain future from drawing conclusions from their partial least squares structural equation modelling to analyse the factors impacting sustainable consumption behaviour. Furthermore, they want to have justice for future generations and nature by creating the concept of a model as well as tracking Europeans' sustainable consumption in terms of non-wastefulness.

In conclusion their findings demonstrate that environmental knowledge influences environmental risk perception both have an impact on environmental concern but the channel from risk perception is stronger. Furthermore, environmental knowledge has a higher impact on sustainable consumption behaviour. Environmental knowledge is key to predict sustainable consumption behaviour (Saari, et al. 2021).

This study has strengthened my research topic and made it more valid for the research as the researcher examines Hungarian behaviour of eco-conscious consumption of FMCG products.

To conduct valuable research, the researcher has read the article called Marketing Research: Applied Insight written by Nunan, Malhotra and Birks. The purpose of reading was to receive knowledge about how to have well-designed and purposeful research. Different kinds of information were mentioned and guidelines on how to specify the research problem, where to begin the research, what are the different data collecting methods and different types of data (Nunan, et al., 2020).

Another book has been read by the researcher to collect relevant information for her research. The book is called; Can we save the Planet? written by Bell and Taylor, 2020. This book leads through different aspects of the Planet and members of the society's chances, problems related to the environment. There are only four chapters even, so each chapter has an important message and description of problems and solutions. The researcher felt the book close to her, because it has the same mindset the researcher represents as well. On the other hand, it was a useful support for her research as there is a connection in the topic. All in all, the book has provided a lot of secondary data for the thesis. Also, confirms the importance of the research area and how forced it is these days (Bell & Taylor, 2020).

Finally, the book also read by the researcher has been the Philosophy of Sustainability written by Balázs Horváth. In summary the book has examined the psychological view of humans' behaviour towards sustainability and how we are psychologically different today and have made changes which affected our behaviour and motivation towards being eco-conscious. They provided help in understanding why individual changes are important and how mankind could jointly achieve changes (Horváth, 2020).

Based on the personal experience of a blogger, called Kathryn Kell, she has tried zero waste hair care. In her blog post, she recommends different options for different hair care products. She used to go through at least one bottle of shampoo and conditioner every month (Kell, 2019). The result of this heavy usage means twenty-four plastic bottles yearly. Even though this is a personal experience, it proves that consumers use plastic bottles in huge amounts (Kell, 2019). Her experience opens the gap, to discover the intention and experience of Hungarian customers.

Furthermore, to have a wider overview of sustainability and the perception of customers, the next examination will present the consumer preferences of sustainable hair care products and usage. The researcher was able to receive research through their workplace, Henkel. The research summary underlines the significant growth on the side of launching sustainable products in the past five years, from 2016 to 2020. Still the question remains: what matters to consumers (Mintel GNPD, 2021). The objectives of the study were understanding consumer perceptions, finding out what are the regional differences, creating a baseline, to evaluate activities and to identify potentials (Bertsch & Henkel, 2021). Their methodology was a fieldwork in June 2021 in Poland, Russia, Germany, and France to have a representative market sample. They asked women and men, aged 18 – 69. The participants asked were users of body and hair care products (Bertsch & Henkel, 2021).

The result of the research is that all countries claim sustainability as the fourth important buying criteria. The highest ranked was skin compatibility, then scent and price. The research opens a gap which is the “say do gap”. Customers tend to say this when asked but not act like this when they are in the shop (Bertsch & Henkel, 2021).

Consumer focus is on the formula. To contain natural ingredients, be free from additives and be free from animal testing. Another claim in general is environmentally friendly, and the claim regarding packaging is to help reduce plastic waste (Bertsch & Henkel, 2021).

From sustainability aspects, Deutschland number one claim is the product to be free from microplastics (retailer driven). France's specific number four is sustainable packaging material

driven by regulatory focus. Poland and Russia prefer products that are free from additives, as top one in Russia and top three in Poland (retailer driven) The top five, is climate positivity (Bertsch & Henkel, 2021).

In conclusion the research touches the fields of sustainability and climate change. In connection with these topics, the research goes deeper examining the feelings and thinking of consumers about eco-conscious consumption. The topic would be too broad to examine in this huge context, that is why the researchers have decided to narrow the topic to Fast Moving Consumer Goods and in a narrower context, the consumption of hair care products. The researcher's aim was to find answers for the acts of customers regarding the opinions on a sustainable purchasing. The research has been narrowed down to FMCG; hair care products because the usual packaging of hair care products is made from plastic, sometimes from recycled plastic. After the product is used, the recycling process continues or ends depending on the decision of the customer. On the other hand, not all packaging is recyclable as the inside of the packaging is filled with different types of chemicals. For the researcher it is an important research area to find out more about the perception, habit and acts of consumers in the theme of eco-conscious consumption.

III. Research on eco- conscious consumption of consumers living in Pest County in the sector of FMCG hair care products

Based on the findings above, the researcher aim was to find specific answers regarding the topic of conscious consumption of hair care products, specifically in Pest County to target a more specific group. On the other hand, as not much research has been done in this research field the researcher felt that this topic sustainability is a researchable one also, the topic is a current and interesting one.

The aim of this research was to examine the inhabitants of Pest County and focus on a topic in which almost everyone is affected, the usage of hair care products. Through the research, the usually purchasing habits of hair care products were examined as well from the aspect of eco-friendliness. With the help of the research, correlations may be found between the level of knowledge about climate change and the openness to sustainable hair care products and sustainable living habits.

For the primary research an online survey has been conducted to reach enough participants. An online survey is easy and understandable for the most. The survey questions are written in both

English and Hungarian, as there are people who may speak English or are from a foreign country but have been living in Pest County for years.

The researcher expects that numbers and percentages will show the differences between participants, that environmental knowledge is a key element for sustainable living and eco-conscious consumption habits. The researcher expects to find relation between consumers and sustainable hair care products.

III/2. Research questions

The research was following the line of sustainable consumption, intention towards eco-conscious hair care products. To find answers the research questions were the guidelines to find answers to how much are customers open to incremental consumption changes and what are the positive and negative effects and implications of eco-conscious consumer. What has impacted customers to change their consumption behaviours towards more eco-conscious alternatives? On the other hand, what is the personal choice of a customer, plastic, or non-plastic packaging? What motivates customers to make mindful decisions?

III/3. Research methodologies

As two research methodologies were used in this research the official name for this research is called mixed method. A mixed method is an integrated approach for addressing complex practical problems. The results have more scientific proof (Ivanka & Wingo, 2018). Qualitative data is less needed to have representativeness, the quality of data is important (Nunan, et al., 2020). Questionnaire is a pre-designed survey for a specific purpose. A variety of data can be collected through surveys and can be used to determine a brand image, show market segmentation, behaviour end so on (Nunan, et al., 2020).

For the questionnaire, the primary target group was citizens living in Pest County categorized by age, gender, and their living place. The decision to only examine the citizens of Pest County was made to have a narrower target group but have a valid research area.

The questionnaire was created online with the help of Google Forms and has been sent out on different online platforms. These platforms were Facebook, different groups on Facebook and office e-mails as these were the two options which gave the possibility to reach many participants. The questionnaire was a self-prepared survey, which was easily understandable for all participants. The questionnaire had closed-ended questions as these questions can be easily answered and objective, consistent answers can be better analysed. Only one was an

open-ended question as there are any outside factors which motivate the consumer towards changing to eco-conscious consumption habits. Also, at one question, participants were able to give personal answers besides the options available to choose from.

The researcher has conducted several personal interviews. These interviews were conducted with people from different genders and age groups. The participants were mainly women as they were more open to have an interview in this topic. The research had the intention to have a Professional's knowledge and thoughts about the topic and about an actual brand's decisions. An in-depth interview was conducted with the Trade Marketing Manager of Schwarzkopf Professional Hungary.

III/4. Personal interviews

7 personal interviews were conducted to have deeper conversations about this topic with consumers. The interviewees were 6 out of 7 women and one man. Women were more willing to participate in this part.

Participants were Female (1) 23, Female (2) 24, Female (3) 51, Female (4) 52, Male (5) 58, Female (6) 62, Female (7) 86.

During the interviews, the same questions were asked, regarding hair care, purchasing habits, hair care product usage, and environmental knowledge.

The first question focused on the usage which hair care products and the purpose of using them. The common answer was using shampoo for cleaning the hair. The second most mentioned product was hair spray for fixing hair, obviously this was only mentioned by women. Conditioner was mentioned the least for hair protect and maintenance. Other products were mentioned by the participants, for instance dry shampoo, treatments, and hair dye.

The following question focused on the purchasing of each product used by them. Shampoo is purchased in different time periods by every participant. The purchasing frequency depends on how frequently they wash their hair. The times they purchase are monthly, every second or third month, quarterly, yearly, or never, as they usually receive shampoos as a gift. As hairspray was the second most mentioned product, the ones who mentioned it said they purchase them every 2-3 month.

Participants said they purchase these products because they have tried them before and are effective for them. They said, if the product had been good for years, they would not change that, they buy the efficiency on the other hand, some of the interviewees have problematic scalps

and they do not have different kind of options to choose from. That is why in their case, price is not a factor in why they purchase the product.

As previous findings sources have supported the fact that consumers need motivation for purchasing decisions, during the interviews, one question was about the topic of external forces and their motivational effectiveness. All are motivated and affected in a way while making the decision which product to purchase. The ones who have problems with their scalp purchase product based on the advice of a dermatologist. On the other hand, family members and hairdressers and motivational factors too. On the other hand, the description of the product and the already known effectiveness motivates consumers to stick with the product or try something new.

Interviewees were asked, which type of packaging material they prefer. In the case of shampoo, the usually used material is plastic in a tube or bottle. For this question everyone said, using and purchasing the material is not the question of preference. This is the option available. If there would be different options, they may be able to say a preference. Today, there are some options, for example paper box, but those do not have the specific product the consumers are looking for. The common packaging type they try to avoid is double packaging also, they try to buy bigger packaging so there is less amount of plastic used but there is more product.

Environmental knowledge has a crucial part in the decision making of consumers and how they act while purchasing. To measure knowledge and compare their acts, there was a question asked from all, if they are aware of climate change and environmental problems and if do so, tell examples. 6 out of 7 are aware of climate change thus 7 out of 7 were able to mention environmental problems. The mentioned problems were heat waves, unbearable summer heats and rapid changes of seasons without intermediate temperatures. Regarding to rising temperature, icecaps are melting and as a result sea level is rising and it risks the living area of thousands. While answering this question, three interviewees have mentioned, they do not accept the acts of politicians and companies regarding sustainability. They all believe, multinational companies are responsible for huge plastic littering and until they are not determined for change, environmental problems like plastic pollution will not change.

The researcher was curious about the purchasing habits and intention for change of consumers towards conscious consumption. Purchasing habits in eco-conscious context is likely to be using canvas bags, or reusable bags. Customers try to avoid plastic packaging in stores, for example when purchasing vegetables or fruits. Almost everyone tries to avoid unnecessary

purchasing, and they try to focus on buying in bigger quantities at one time and lowering the times they go shopping. Regarding hair cosmetics, consumers have not changed a thing regarding their consumption. On the other hand, Female interviewee 4 said, she would purchase paper boxed shampoo if it was available in stores. This statement is not equivalent to the fact that there are available products like these. Except for Female interviewee 7, who was the oldest participant all others would be willing to change on their purchasing habits in general and regarding hair care as well to purchase in an eco-friendlier way.

On the other hand, they have all made some changes in their everyday life, for example recycling litter, composting, using canvas bags. Female interviewee 6 said, at her office she always asks her coffee in her personal mug, instead of takeaway cups. Also, she said that where she lives, she is the only person who collects the litter in the selective bins.

Facing the future, interviewees were asked if they have any intention for changing their usually bought hair care products for eco-friendly versions. There were two answers, yes and no. The ones who said yes, also mentioned, that they would if the company would change the material. Also, if there would be enough store availabilities around the county and if the price of the product would not rise 2 or 3 times higher. Others who said no, they proved it with the putting the health of their hair and trust further than eco-friendliness.

In case of the answers, the family relation between the interviewees. There is relation of mother, father, and daughter, also mother daughter and granddaughter. Because of the relations, there is a scheme of opinions regarding sustainability, the knowledge regarding sustainability and how this knowledge has developed. Drawing conclusions from the interviews, there is strong evidence for the effectiveness of family relation and knowledge brought from home.

III/4.1 Personal Interview with the member of Schwarzkopf Professional Hungary

Another in depth interview was made with a member of Schwarzkopf Professional Hungary. Viktória Márkus-Mangov is the Trade Marketing Manager of the Schwarzkopf Brand in Hungary. Schwarzkopf Professional was established in 1898 and has been innovative ever since. Their motto is: Together. A Passion for hair. Consumers can only purchase their products in the Schwarzkopf Salons through the hairdressers. Schwarzkopf Professional has 20 different brands to fulfil the needs of hairdressers and consumers as well. There are hair dyes, care products, styling products for both men and women. The same questions were asked from Márkus-Mangov through the interview to receive information about her intentions, on the other hand, she was asked about the goals and intentions of the Schwarzkopf Professional brand.

Viktória Márkus-Mangov said, she believes in professional hair care. These products have the relevant amount of ingredients and can successfully help the maintenance of the hair. In addition, she follows the same purchasing habits as other consumers in average of purchasing the products in 2–3-month times.

Brand and efficiency influence her purchasing decisions. She trusts professional recommendations still; she is open to try new products. On the other hand, there is no particular outside factor affecting her purchase, still if a commercial or advertisement is interesting and authentic, she studies the brand/ product. Even tough, she will decide based on her personal impressions.

Packaging in her preference is sustainable and refillable. In her opinion not enough brand provide environmentally friendly packaging and she told there is still room for development. In this case she explained Henkel Beauty Care Professional strives for sustainable packaging options and she thinks, this is where every brand needs to move. She is aware of environmental problems and climate change and has already made decisions in her personal life to take care of the environment. Including separate waste collection, reducing her personal waste, and lowering food waste. In addition, excluding nylon packaging and plastic bottles. She prefers Hungarian brands over fast fashion manufacturers.

Climate change and environmental issues are important to be taken care of and she gave examples too, for instance ocean pollution and deforestation. Her aim is to preserve the Earth for future generation, and she believes, everyone can make some acts towards making the Earth a better place.

Regarding hair care, she only uses professional hair care, as they contain better ingredients and because of their high efficiency, less amount is needed for one use, one bottle lasts longer. In case of packaging, she is open for anything new, to make steps towards eco-conscious hair care product usage.

The following sections will present the part of the interview where the communication was about the influence of Schwarzkopf on her acts and about the brand's acts.

“Schwarzkopf Professional globally saves 350 tonnes virgin aluminium, 340 tonnes virgin paper and 80 tonnes virgin plastic per year thanks to the sustainable packaging of the Igora Royal range which is the backbone of Schwarzkopf Professional portfolio” (Márkus-Mangov,

2021). In case of hair dye, there is a vegan formulated one called True Beauty Honest, tbh with Peta certificate.

In case of brand effect, Viktória Márkus-Mangov explained it is pleasant if the brand meets the goals of the individual, but the company must strive to serve the environmental needs. She believes it is important to work for a company whose principles the individual can identify with.

Viktória Márkus-Mangov stated that Schwarzkopf Professionals' main target group is hairdressers, and the secondary are the end consumers. They communicate their efforts towards environmental awareness directly to the salons and hairdressers. The brand shares their novelties and sustainable solutions with the end consumers via social media. The brand is on the way to reach sustainability changes. Henkel Beauty Care Professional is environmentally conscious in ways of packaging, sustainable service tools and has products with vegan formulas. On the other hand, they expect further steps toward sustainability in the upcoming years as it one of the priority projects in the company's life.

Furthermore, the Igora Royal brand has sustainable packaging with recycled aluminium, plastic, and paper, also the Authentic Beauty Concept, ABC brand is fully vegan and environmentally conscious. Not a Schwarzkopf Professional brand but a Schwarzkopf brand, Gliss Kur brand has recyclable packaging and has the communication message on the packaging to be smarter, save water and recycle.

In conclusion of the professional interview, from individual point of view, Márkus-Mangov is aware of the environmental problems and has the intention to make changes and follow habits through her life and purchase to save the environment. She is dedicated to professional hair care because of the efficiency, and along with the less usage of unnecessary purchasing of other products. Schwarzkopf Professional follows the path of becoming more sustainable and spread the beliefs and thinking to their hairdressers.

III/5. Investigative survey

The researcher has compiled an online survey, called Google Forms. The decision to use this type of survey tool was made based on the knowledge the research has about this platform and from earlier experience, participants as well are comfortable with the program. This type of survey provides useful representation of collected data, and the answers can be easily converted into specific data, numerical data.

The first step was to specify the target group, who will be the participants of the questionnaire. The first filter was the region of examination. The researcher decided to focus on Pest County, as most friends, family members, colleagues, and people whom the researcher can reach through others live in Pest County. Also, it is a specific searching area. The researcher excluded other counties and the option of examining the whole country, as there would be a lower possibility to find equal participants from all living areas.

Another specification was age. The survey was focusing on consumers from the age of 18 to above. The researcher decided on these age groups as people who are under 18 are less likely to make personal decisions through consumption, probably less people have personal income to decide on what to spend it.

The questionnaire had 16 questions and 6 questions regarding the basic information needed to specify the participants. Most questions were closed-ended questions, providing numerical data for further analysis. Again, the questions were written in both English and Hungarian as well the answer options were written in these two languages to make easier the answering and the analysis too.

III/5.1. Sample

For the survey, the researcher has obtained to reach participants around 200-300. The questionnaire was closed after reaching N= 258. The participants were informed at the very beginning that the survey is anonymous, filling in the questionnaire is voluntary, and the answers will be only used for the researcher's Scientific Student Conference research paper.

III/5.2. Data collection method

According to how to conduct research (Nunan, Malhotra and Birks, 2020), it is usually based on two types of ways for data collection, secondary, and primary. The researcher used both ways of data collection also, for the validity of the research the researcher has used two types of methods, quantitative and qualitative (Nunan, et al., 2020).

Secondary data is collected for other purposes. This type of data can be found in libraries, can be results of a questionnaire conducted earlier by someone else, or the data can be found on online sites as well. Collecting and analysing secondary data could guide the researcher in the best direction, which is likely to fit the topic, opens the accurate research area. Secondary data research is an essential guide for primary data collection. Primary data derives from the

researcher, specially collected for specific purpose. It has a longer timeframe to collect and analyse the data (Nunan, et al., 2020).

The questionnaire was conducted through Facebook and e-mail. Facebook was an easy but successful field to share the survey. The researcher has shared it on her personal page. On the other hand, others have reshared the questionnaire which helped in reaching more participants. E-mails were sent out to colleagues of the researcher, where she was able to reach participants who are not necessarily her friends on Facebook or known in person by the researcher.

III/5.4. Time scale

Time management was important while creating and conducting the survey. The questions were created earlier and were read and tested by family members and external observers if the questions are great, understandable, and relevant for the topic. The survey was shared on Facebook in October along with the e-mails which were sent out on different days in October and the very first week of November. After closing the questionnaire, thus no more answers were collected. Then the answers were examined and created charts to illustrate them.

III/5.5. Questions

In this section, the questions asked in the survey will be briefly summarised. The questionnaire was divided into sections: General hair care, choosing plastic, environmental attitude, hair care and environmental knowledge and demographic information.

In the first section questions were asked about general hair care usage. Questions focused on the products consumers use, the regularity of purchasing new products, where do they buy these products and which packaging do, they prefer.

The last question of general hair care led to the next section, choosing plastic. This section had only one but an important question. Why do consumers choose plastic, is it the brand, the availability or there is no clue for it?

The third part focused on environmental attitude. When examining consumers' actions, it is important to know their attitude towards the environment, plus this section is important as the research is investigating the consumers' eco-conscious consumption habits. This section had several questions regarding the knowledge of consumers and their personal changes. In this section was the question about changes consumers have already made towards sustainable living, this is where participants could give additional answers. Motivation was an element of this section as well, regarding motivation towards changes and motivational factors. No options

were listed, this question was open-ended, and participants could give their answers. The last part of this section focused on rating aspects of opinion on aspect during consumption of hair care products.

The fourth section was crucial as it focused on both hair care and environmental knowledge. This section had questions about the knowledge of consumers about eco-conscious hair care products, the interest of consumers in this area the already made changes regarding sustainable hair care purchasing decisions. Their likeliness of changing to more sustainable hair care products and their willingness to pay more if the product is sustainable were asked as well.

Then to easier elaborate the answers, demographic questions were asked. Gender, Age, level of education and their living place in Pest County. The living place was also narrowed to two more questions, regarding the district and the city in the county.

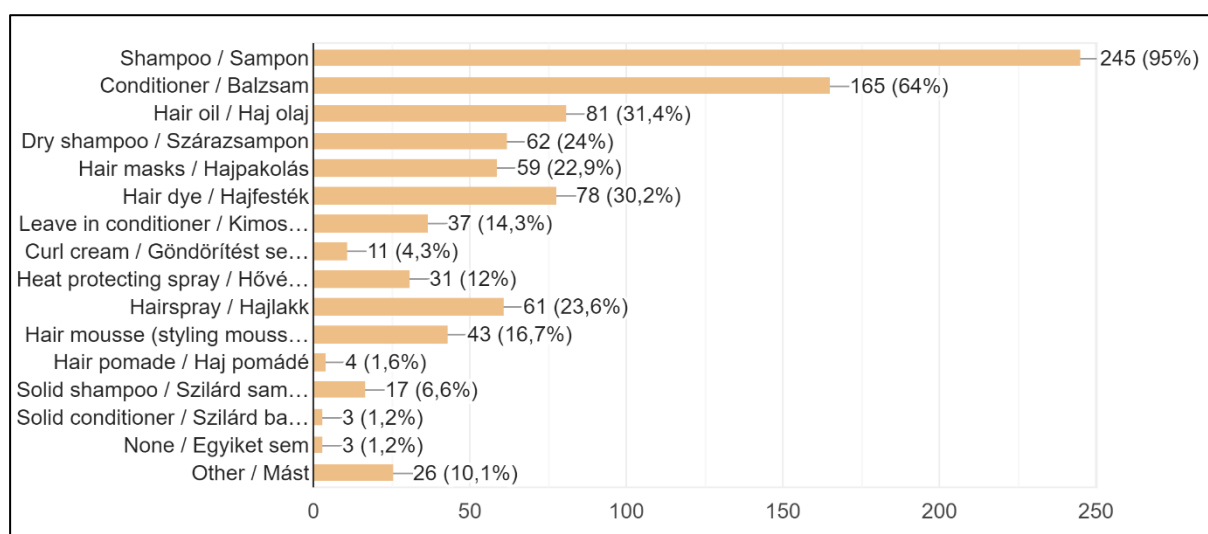
III/6. Result and Conclusions

In this chapter, the result of the collected data will be represented and explained the results the researcher has found.

The opening question of the survey asked the consumers about what type of hair care products do they use. There were 16 options to choose from. As the chart shows, the most used products are shampoo and hair conditioner. This is a result the researcher has expected, as usually people clean their hair and try to give the hair some care and maintenance.

Figure 6

What kind of hair care products do customers use:



Source: Primary Research, 2021

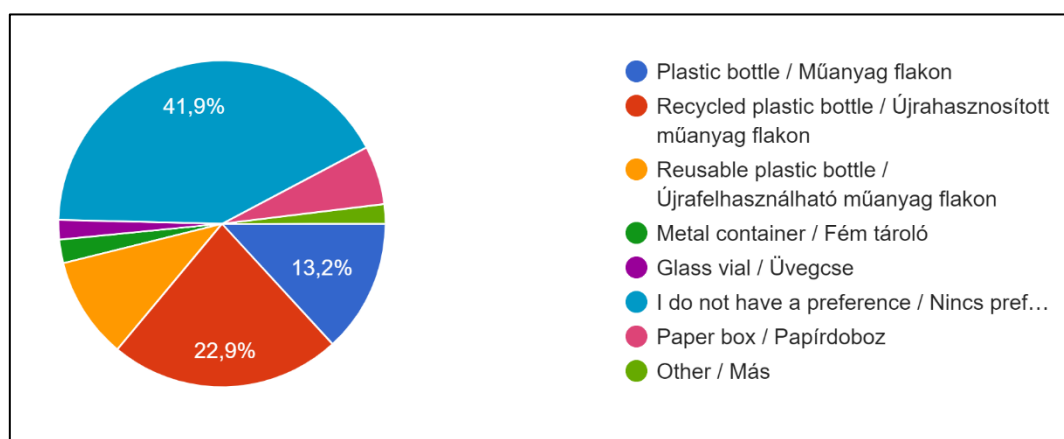
Besides the product type, the frequency of purchasing was asked. The responses were split into two parts. Purchasing monthly or quarterly. This underlines that in case of plastic bottles, these products are not purchased as frequently resulting in less plastic purchase.

To check which retail areas are mostly used to purchase these products, the next question focused on stores. More answers were able to be chosen by the participant, but the common stores are drugstores and supermarkets.

Going deeper in the topic of sustainability the preferred packaging by consumers was asked. 41,9% of the participants do not have a preferred packaging. The rest of the participants chose plastic packaging or recycled plastic bottle and minimal answers were given for instance for glass vials, metal container or paper box.

Figure 7

Answers for which packaging do customers prefer



Source: Primary Research, 2021

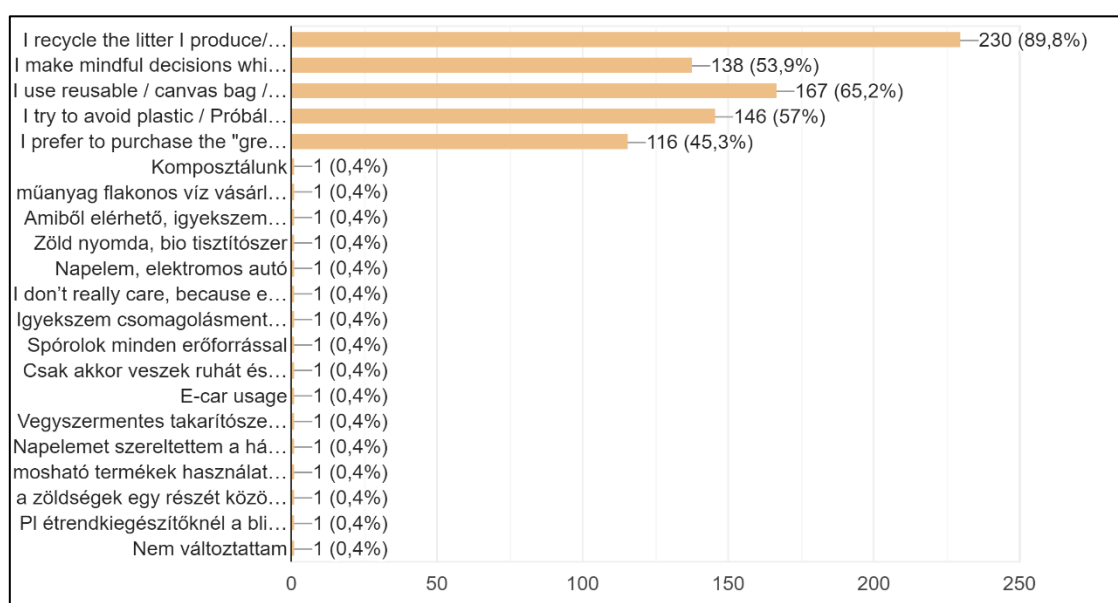
As plastic is one of the biggest factors of environmental problems, a separate section was dedicated for the intention of consumers why do they purchase plastic packaging. The ones had to answer this question who had earlier chosen plastic, recycled plastic, and reusable plastic bottle. Almost half of the participants had to answer this question too. They answered that there is nothing else available on the other hand they have answered that they do not care about the packaging, they purchase the product / brand.

As the next section in the questionnaire focused on environmental attitude, the researcher was able to measure the knowledge of consumers about environmental problems and climate change. The first question of this section focused on the awareness of consumers. A positive

result can be seen, as most participants know, learn, and act about the problems and another big group knows and sometimes read about it as well. Further questions gave the result that consumers act and make changes in their personal life due to the awareness of climate change for instance by recycling the litter they produce, making mindful decisions while purchasing and they try to avoid plastic and are likely to use canvas bags. Consumers do not just consider their decisions, but they are looking forward to choosing the greener option. Additional answers from participants were touching the areas of electric cars, solar panels and excluded products which contains chemicals.

Figure 8

In what terms have consumers made changes in their habits to be more eco-conscious

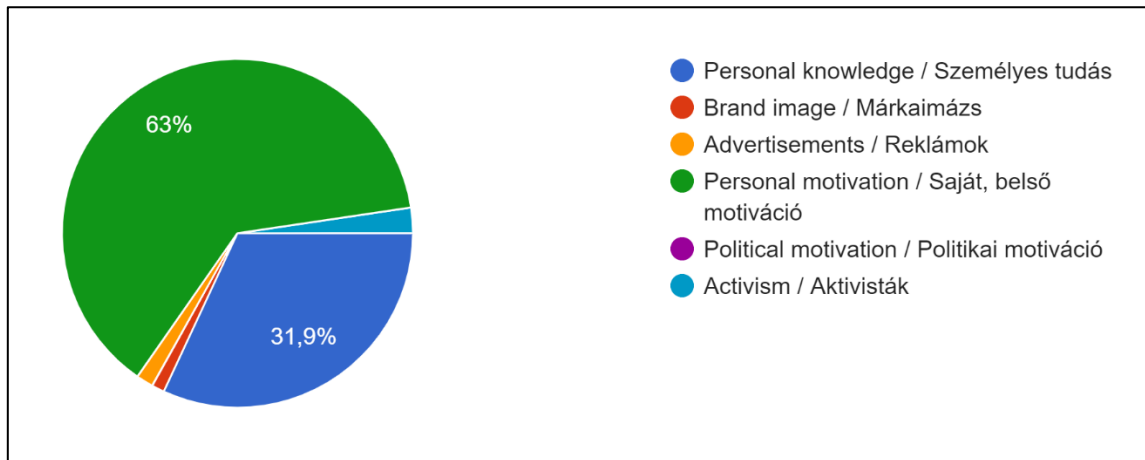


Source: Primary Research, 2021

To understand consumers decisions this section included questions to understand the motivational background of consumers. The conclusion can be made that people are motivated by themselves. They need their inner motivation to make changes and for that motivation they are in the need for knowledge. Adding the results of these two aspects together, 94.9% of participants need motivation to come from within in addition to personal knowledge.

Figure 9

The factors that motivate customers towards eco-conscious consumption changes



Source: Primary Research, 2021

Participants were able to give answers and mention people, even names who motivate them. Family member, friends are the main motivator, people who are closer to each other and in connection through daily life. On the other hand, consumers are motivated by the fact to preserve natural resources and the earth for their kids and grandchildren also for future generations. Some know people were mentioned who follow eco-conscious living or part of sustainable commercials, companies as an example; Vászonzsákoslány, Greta Thunberg, David Attenborough, George Clooney, Tebeshop, Unilever, Head and Shoulders.

As customers consume, they must make decisions on different aspects. The following question asked the consumers to rate the aspect from 1-9 how important it is for them while making a purchasing decision. Evaluating the answers, the participants have ranked these aspects in order:

Table 2**Ranked aspects of hair care product purchasing**

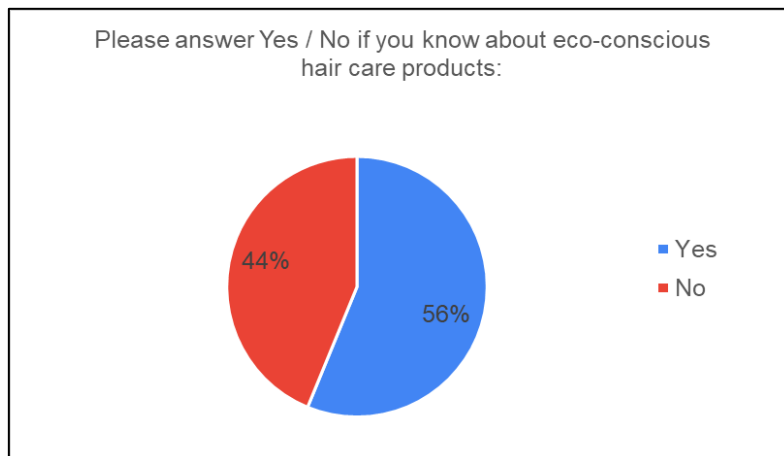
Ranking of aspects		
1	Scent	1-not important
2	Package	9-most important
3	Brand	
4	Availability	
5	Skin compatibility	
6	Type	
7	Package size	
8	Sustainability	
9	Price	

Source: Primary Research, 2021

The third section focused on hair care and environmental knowledge. In this section the first question asked about the knowledge of consumers regarding eco-conscious hair care products. The results show that participants can be almost equally divided into two groups they know, and do not know about these products. On the other hand, 56% is interested in eco-conscious hair care products. This is another proof, that consumers are interested in sustainability, they are searching for products, on fields like hair care as well. Still, they have lack of knowledge about these products and about their availabilities.

Figure 10

Answers about the knowledge of consumers about eco-conscious hair care products

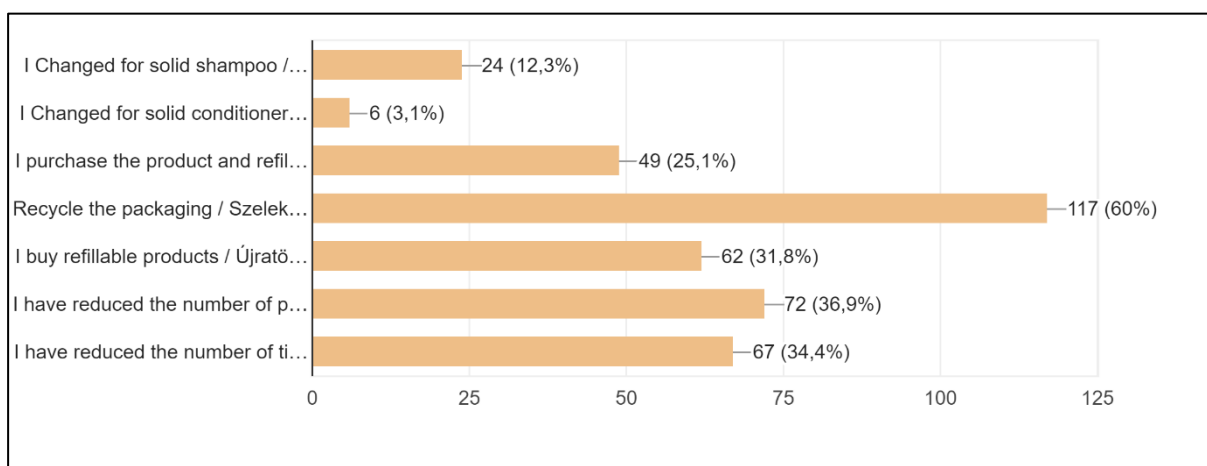


Source: Primary Research, 2021

Keeping focus on eco-conscious hair care products, the researcher wanted to know in what terms have consumers made changes regarding hair care products. The results reveal that consumers recycle the bottles they have used, on the other hand they have reduced the number of products they use and through that the amount they purchase.

Figure 11

Answers for the sustainable changes in hair care product usage



Source: Primary Research, 2021

In comparison of interest for eco-friendly hair care products, consumers are likely or very likely to change for eco-friendly products. On the other hand, a high per cent says that they do not know if they are willing to change. The researcher thinks, that if consumers would be motivated better from external factors and by that receiving effects on personal motivation, consumers would be more likely to change for eco-friendly products.

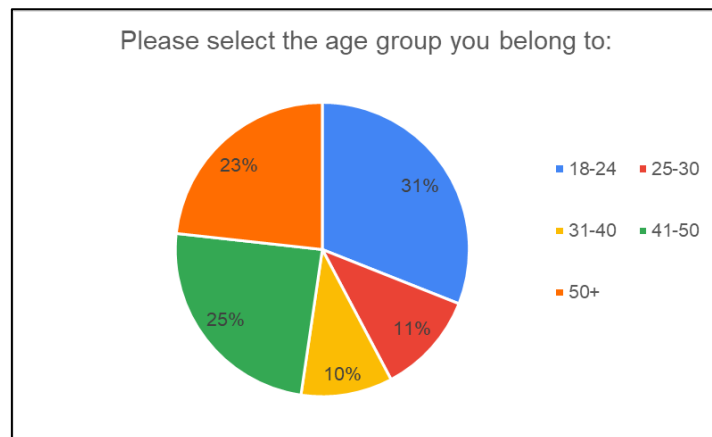
Considering willingness, consumers are willing to pay more for hair care products, if they are sustainable. This means, if more companies would turn towards eco-conscious products and packaging, there would be demand and consumers would be willing to change for those products and even pay for them more.

The researcher thinks, these products do not have enough attention as they are not in the mainstream section. Consumers are likely to choose products which are told by others. Eco-conscious and sustainable products have higher prices as most of them are manufactured by small businesses and their manufacturing costs are higher as they work in lower quantities and there is not enough demand for them to lower the prices. If the demand changes towards eco-conscious products, the companies must follow the demand of consumers and change their supply chain, manufacturing, packaging processes to keep their customers.

The researcher was able to cover all age groups with the survey, but in different amounts of participants. Most are in the age group of 18-24, then almost equally between 41-50 and 50 and above and there were some participants from the age groups of 25-30, 31-40. The explanation of this ratio of ages, is that the researcher was more likely to reach participants through Facebook from their age, but because of resharing and office e-mails, there was the ability to reach others from different age groups.

Figure 12

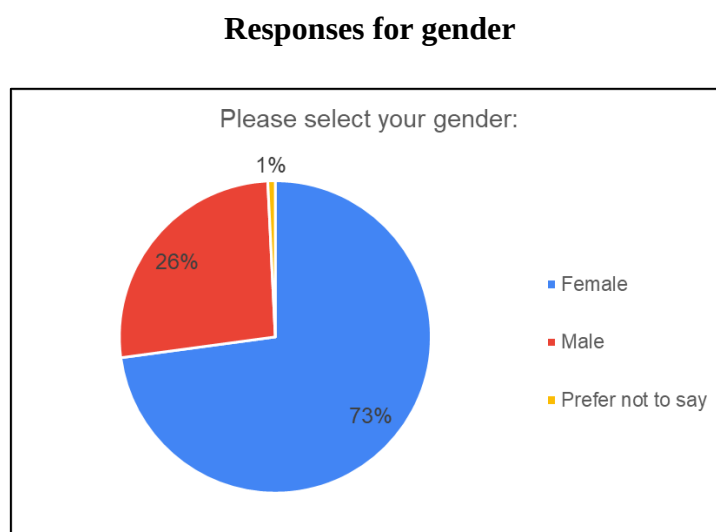
Responses for age groups



Source: Primary Research, 2021

The majority of the participants were female (73%). The researcher thinks, the topic hair care was more eye-catching and relevant for women, on the other hand compared it to the interviews, women were more willing to participate in the survey as well.

Figure 13



Source: Primary Research, 2021

IV. Conclusion

Customers are usual purchasers of hair care products. It means, consumers care about their look, how their hair feels, and they take care of it. Consumers are not looking for the packaging, rather than they are looking for the product inside. They seek for the desired efficiency and the tool they use hair care products for. Even though they do not have a preference in packaging, they are likely to purchase plastic bottles because that is the availability on the other hand, the important part is occasionally the brand and the product.

Consumers have high level of knowledge about environmental problems still this knowledge cannot be seen through their acts in case of hair care products purchasing. These acts are more likely to be seen through daily purchasing habits for instance, excluding plastic bags. The fact, we are not able to see changes in the consumption of hair care products regarding sustainability is the meaning of low attention from companies on this sector of Fast-moving consumer goods. It results in low attention from consumers as well.

As the secondary research, the primary research shows inner motivation and personal knowledge are the motivational factors for changing to eco-conscious and sustainable habits. In this case, it is crucial to provide environmental education for children from small age to implement the way of thinking into their daily life.

On the other hand, consumers place price and sustainability as the most important factors in decision making. This is an important opinion of consumers towards companies. If companies can bring the two aspects in equilibrium while manufacturing hair care products, consumers would be more likely to purchase the sustainable option.

Counter to intentions, consumers know about eco-conscious hair care products, they have met with these products in stores already despite that it does not mean they are willing to buy and open for sustainable hair care product usage. It is a great sign for companies, that consumers are ready for the change, and they seek forward to new products, which meets their preferences.

The attitude of consumers is important but as the personal interviews reveal, the individual acts are not enough. There should be a strong intention for change from the side of companies.

The researcher will be continued by the researcher and investigate the topic more for her thesis. The thinking, habits and motivation would be more examined on the other hand, examining the available eco-conscious hair care products.

V. Recommendations

The customers could be more eco-conscious and eco-friendly if the products surrounding them have a strong, eco-conscious background from the point of the company.

It is important to encourage consumers towards sustainability. Tools for the communication could be commercials, standing by activists and providing information through their campaigns and communications.

Besides communication, acts are a must. Companies should increase the availabilities of eco-conscious hair care products. First, make every plastic bottle from already used plastics and encourage customers to recycle to keep the cycle going. Another change could be putting hair care products for specific hair needs in glass vials when they are purchased from pharmacies.

Companies could develop a system of refill bars. This system would provide the opportunity for consumers to refill their bottles after using the product. In this case, the companies must create bottles that are possible to be refilled. On the other hand, companies that are retailers of these brands should cooperate with the companies in the development of this system. The products that could be refilled are shampoos, conditioners, and hair oils because these products

do not require any additional gases. This brings out another field for companies to work on, which is developing products, for instance, hair sprays that do not require gases to be used.

Another type of communication is the displaying of products in the stores. Companies, brands, drugstores should display the eco-conscious products in the eyesight of consumers because they will have impulses about the products if they see it and they feel that the products are available.

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Appendix

Google Forms questionnaire

Eco-conscious / green consumption of FMCG hair care products in Pest County / Pest megyei lakosság fenntartható vásárlási szokásai a hajápolási termékek körében

Dear Participant!
I am pleased that you are willing to answer some questions regarding my Scientific Student Conference research. To get to the end of the questionnaire, it only takes 5-8 minutes. Your answers stay anonym. Thank you!!
Kedves Kísérő!
Köszönöm, ha a kitöltésével segíti a munkámat a Tudományos Diákokon Konferenciára készülő kutatásomat. A kitöltés csupán 5-8 percet vesz igénybe. A kérdőív teljesen anonim.

General hair care / Általános hajápolás

*This section is going to be about your washing habits of hair care and usage/ *Ez a rész a mosásról és a hajápolási eszközökről. Kérlek, írd meg, hogy gyakran vásárolsz-e hajápolási termékeket boltban?

What kind of hair care products do you use? / Milyen hajápolási termékeket használsz? *

☐ Shampoo / Sampon
☐ Conditioner / Balzsam
☐ Hair oil / Haj olaj
☐ Dry shampoo / Szárazsámpó
☐ Hair masks / Hajmaszkok
☐ Hair dye / Hajfesték
☐ Leave in conditioner / Kimosást nem igénylő balzsam
☐ Hair cream / Hajkrém
☐ Heat protecting spray / Hővédelem spray
☐ Hair spray / Hajlak
☐ Hair mousse (styling mousse) / Hajhab
☐ Hair perfume / Hajparfüm
☐ Solid shampoo / Szilárd sampon
☐ Solid conditioner / Szilárd balzsam
☐ None / Egyet sem

Other / Más

How often do you purchase hair care products? / Milyen gyakran vásárolsz hajápolási termékeket? *

☐ On a weekly basis / Hetente
☐ On a monthly basis / Havonta
☐ On a quarterly basis / Negyedévente
☐ On a yearly basis / Évente
☐ I do not purchase hair care products / Soha

What kind of stores do you visit for the purchase of these products? / Milyen boltokban vásárolja meg ezeket a termékeket? *

☐ Drogeries / Drogériákban
☐ Supermarkets / Szupermarket
☐ E-shops / Online vásárlás
☐ Pharmacies / Patikában/ Gyógyszertárban
☐ Other/ Más

Which packaging do you prefer when purchasing hair care products? / Milyen csomagolást preferál? *

☐ Plastic bottle / Műanyag flakon
☐ Recycled plastic bottle / Újrahasznosított műanyag flakon
☐ Reusable plastic bottle / Újrafelhasználható műanyag flakon
☐ Metal container / Fém tároló
☐ Glass vial / Üvegcsa
☐ I do not have a preference / Nincs preferált csomagolás
☐ Paper box / Papírdoboz
☐ Other / Más

Vissza Következő Újlap tartalmának törlése

Environmental attitude / Környezetvédelmi Attitűd

In this section there will be questions about your environmental attitude / Ebben a részben környezetvédelmi attitűdjéről kapcsolódóan

Are you aware of environmental problems and climate change? / Ön tisztában van a környezeti problémákkal és a klímaváltozással?

☐ Yes, I do read, learn and act against it / Igen, olvasok, tanulok róla és teszek is ellene
☐ Yes, I read some news / Igen, elolvasok néhány hírt
☐ Yes, but I do not make any acts / Igen, de nem teszek ellene
☐ No / Nem

Have you made any changes in your day to day life due to your awareness of climate change? / Vátoztattott már valamit a napi szintű szokásain miatt, hogy tud a klímaváltozásról?

☐ Yes / Igen
☐ No / Nem

In what terms have you made changes? / Miben változtott már?

☐ I recycle the litter I produce/ Szelektíven gyűjtöm a szemetet
☐ I make mindful decisions while purchasing / Vásárlásnál megfontolt döntéseket hozok
☐ I use reusable / canvas bag / Újrahasználható, vagy vászonzsákot használok
☐ I try to avoid plastic / Próbálom kerülni a műanyagot
☐ I prefer to purchase the "greener" option / Általában a "zöldebb" opciót választom
☐ Egyéb:

What motivates you to make eco-conscious consumption changes? / Mi az ami önt motiválja, hogy tudatosabban vásároljon?

☐ Personal knowledge / Személyes tudás
☐ Brand image / Márkaimázs
☐ Advertisements / Reklámok
☐ Personal motivation / Saját, belső motiváció
☐ Political motivation / Politikai motiváció
☐ Activism / Aktivizmus

Are you motivated by anybody specific to make eco-conscious buying decisions? If yes, write down the name of the person/brand here: / Van bárki, aki motiválja önt a tudatosabb vásárlásban? Ha igen, írja le a személy nevét/ márká nevét:

Saját válasz

If you choose plastic / Ha a műanyagot választja

I choose plastic because / Azért választom a műanyagot, mert:

☐ It is the one available / Ez elérhető
☐ It protects the product / Óvja a terméket
☐ Looks great / Jól néz ki
☐ I don't care, I choose the product / brand / Nem számít, a terméket, márkát választom

Vissza Következő Újlap tartalmának törlése

Please rate these aspects by your personal opinion, 1 not important for me – 9 most important / Kérem rangsorolja az alábbi nézőpontokat, 1 nem fontos – 9 nagyon fontos

	1	2	3	4
Sustainability (eco-friendly formula/ package)/ Fenntarthatóság	☐	☐	☐	☐
Price / Ár	☐	☐	☐	☐
Brand / Márka	☐	☐	☐	☐

Availability /

	1	2	3	4		6	7	8	9
Sustainability (eco-friendly formula/ package)/ Fenntarthatóság	☐	☐	☐	☐	Sustainability (eco-friendly formula/ package)/ Fenntarthatóság	☐	☐	☐	☐
Price / Ár	☐	☐	☐	☐	Price / Ár	☐	☐	☐	☐
Brand / Márka	☐	☐	☐	☐	Brand / Márka	☐	☐	☐	☐
Availability / Elérhetőség	☐	☐	☐	☐	Availability / Elérhetőség	☐	☐	☐	☐
Package design / Csomagolás kinézete	☐	☐	☐	☐	Package design / Csomagolás kinézete	☐	☐	☐	☐
Scent / Illat	☐	☐	☐	☐	Scent / Illat	☐	☐	☐	☐
Package size / Csomagolás mennyisége, mérete	☐	☐	☐	☐	Package size / Csomagolás mennyisége, mérete	☐	☐	☐	☐
Skin compatibility / Bőrtípushoz illő	☐	☐	☐	☐	Skin compatibility / Bőrtípushoz illő	☐	☐	☐	☐
Type (e. g. ...)	☐	☐	☐	☐	Type (e. g. ...)	☐	☐	☐	☐

[Vissza](#)
[Következő](#)

[Ürlap tartalmának törlése](#)

Google Ürlapokon soha ne adjon meg jelszavakat.

Ezt a tartalmat nem a Google hozta létre, és nem is hagyta azt jóvá. [Visszeérő jelentése](#) - [Felhasználási feltételek](#) - [Adatvédelmi irányelvek](#)

Google Ürlapok

Hair care and environmental knowledge/ Hajápolás és környezetvédelem

This section will be about hair care and environmental knowledge you have. / Ebben a részben a hajápolással és a környezeti tudással kapcsolatban lesz néhány kérdés.

Do you know about eco conscious hair care products? / Hallott már a fenntartható hajápolási termékekről?

☐ Yes / Igen

☐ No / Nem

Are you interested in eco-conscious hair care products? / Önt érdeklik a fenntartható hajápolási termékek?

☐ Yes / Igen

☐ No / Nem

If yes, in what terms have you made changes regarding the purchase of hair care products? Ha igen, milyen módon változtatott a vásárlási szokásain a hajápolási termékeket tekintve?

☐ I Changed for solid shampoo / Szilárd samponra váltottam

☐ I Changed for solid conditioner / Szilárd balzsamra váltottam

☐ I purchase the product and refill the container after it runs out / A megvásárolt termék flakonját újratöltöm

☐ Recycle the packaging / Szelektíven gyűjtöm / Újrahasznosítom a csomagolást

☐ I buy refillable products / Újratölthető termékeket veszek

☐ I have reduced the number of products I use / Csökkentettem a termékeket amelyeket használok

☐ I have reduced the number of times I purchase hair care products / Csökkentettem a vásárlását ezeknek a termékeknek

How likely are you to purchase eco-friendly hair care products over non eco-friendly hair care products? / Mennyire valószínű, hogy fenntartható terméket vásárol a nem fenntarthatóval szemben?

☐ Very unlikely / Egyáltalán nem

☐ Unlikely / Nem valószínű

☐ I don't know / Nem tudom

☐ Likely / Van rá esély

☐ Very likely / Nagy rá az esély

Are you willing to pay more for hair care products because they are sustainable? / Ön fizetne többet a hajápolási termékekért, mert fenntartható?

☐ Yes / Igen

☐ No / Nem

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Google Ürlapokon soha ne adjon meg jelszavakat.

Basic information / Alap információk

Here please answer some questions about basic information to help the analysis of the answers / Kérem válaszoljon meg néhány alap információt

Age / Életkor *

☐ 18-24

☐ 25-30

☐ 31-40

☐ 41-50

☐ 50+

Gender/ Neme *

☐ Female/ Nő

☐ Male/ Férfi

☐ Prefer not to say/ Nem kívánom megadni

What is the highest degree or level of education you have completed? / Mi az ön legmagasabb iskolai végzettsége? *

☐ Primary School / Általános iskola

☐ Vocational high school / Szakközép iskola

☐ Grammar school / Gimnázium

☐ College / Főiskola

☐ Vocational training / OKJ- szakmai képzés

☐ Bachelor's degree / Egyetemi alapképzésen szerzett diploma

☐ Master's degree / Egyetemi mesterképzésen szerzett diploma

Where do you live in Pest County? / Hol él Pest megyén belül? *

☐ District of Budapest/ Budapesti kerület

☐ City/ Város

☐ Village, Larger Village/ Község, nagyközség

Districts of Budapest / Budapest kerületei

District / Kerület

☐ I.

☐ II.

☐ III.

☐ IV.

☐ V.

☐ VI.

☐ VII.

☐ VIII.

☐ IX.

☐ X.

☐ XI.

☐ XII.

☐ XIII.

☐ XIV.

☐ XV.

☐ XVI.

☐ XVII.

☐ XVIII.

☐ XIX.

☐ XX.

[Vissza](#)
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☐	V.
☐	VI.
☐	VII.
☐	VIII.
☐	IX.
☐	X.
☐	XI.
☐	XII.
☐	XIII.
☐	XIV.
☐	XV.
☐	XVI.
☐	XVII.
☐	XVIII.
☐	XIX.
☐	XX.
☐	XXI.
☐	XXII.
☐	XXIII.

What kind of hair care products do you use? / Milyen hajápolási termékeket használ?

- Shampoo / Sampon
- Conditioner / Balzsam
- Hair oil / Haj olaj
- Dry shampoo / Szárazsampon
- Hair masks / Hajpakolás
- Hair dye / Hajfesték
- Leave in conditioner / Kimosást nem igénylő balzsam
- Curl cream / Göndörítést segítő krém
- Heat protecting spray / Hővédő spray
- Hairspray / Hajlakk
- Hair mousse (styling mousse) / Hajhab
- Hair pomade / Haj pomádé
- Solid shampoo / Szilárd sampon
- Solid conditioner / Szilárd balzsam
- None / Egyiket sem
- Other / Más

How often do you purchase hair care products? / Milyen gyakran vásárol hajápolási termékeket?

- On a weekly basis / Hetente
- On a monthly basis / Havonta
- On a quarterly basis / Negyedévente
- On a yearly basis / Évente
- I do not purchase hair care products / Soha

What kind of stores do you visit for the purchase of these products? / Milyen boltokban vásárolja meg ezeket a termékeket?

- Drugstores / Drogériákban
- Supermarkets / Szupermarket
- E-shops / Online vásárlás
- Pharmacies / Patikában/ Gyógyszertárban
- Other/ Máshol

Which packaging do you prefer when purchasing hair care products? / Milyen csomagolást preferál?

- Plastic bottle / Műanyag flakon
- Recycled plastic bottle / Újrahasznosított műanyag flakon
- Reusable plastic bottle / Újrafelhasználható műanyag flakon
- Metal container / Fém tároló
- Glass vial / Üvegcsé
- I do not have a preference / Nincs preferált csomagolás
- Paper box / Papírdoboz
- Other / Más

If you choose plastic / Ha a műanyagot választja

- I choose plastic because / Azért választom a műanyagot, mert:
- It is the one available / Ez elérhető
- It protects the product / Óvja a terméket
- Looks great / Jól néz ki
- I don't care, I choose the product / brand / Nem számít, a terméket, márkát választom

Are you aware of environmental problems and climate change? / Ön tisztában van a környezeti problémákkal és a klímaváltozással?

- Yes, I do read, learn and act against it / Igen, olvasok, tanulok róla és teszek is ellene
- Yes, I read some news / Igen, elolvasok néhány hírt
- Yes, but I do not make any acts / Igen, de nem teszek ellene
- No / Nem

Have you made any changes in your day to day life due to your awareness of climate change? / Változtatott már valamit a napi szintű szokásain amiatt, hogy tud a klímaváltozásról?

- Yes / Igen
- No / Nem

In what terms have you made changes? / Miben változtott már?

- I recycle the litter I produce/ Szelektíven gyűjtöm a szemetet
- I make mindful decisions while purchasing / Vásárlásnál megfontolt döntéseket hozok
- I use reusable / canvas bag / Újrahasználható, vagy vászonzsákot használlok
- I try to avoid plastic / Próbálom kerülni a műanyagot
- I prefer to purchase the "greener" option / Általában a "zöldebb" opciót választom
- Egyéb...

What motivates you to make eco-conscious consumption changes? / Mi az ami önt motiválja, hogy tudatosabban vásároljon?

- Personal knowledge / Személyes tudás
- Brand image / Márkaimázs
- Advertisements / Reklámok
- Personal motivation / Saját, belső motiváció
- Political motivation / Politikai motiváció
- Activism / Aktivisták

Are you motivated by anybody specific to make eco-conscious buying decisions? If yes, write down the name of the person/brand here: / Van bárki, aki motiválja önt a tudatosabb vásárlásban? Ha igen, írja le a személy nevét/ márka nevét:

Please rate these aspects by your personal opinion, 1 not important for me - 9 most important / Kérem rangsorolja az alábbi nézőpontokat, 1 nem fontos - 9 nagyon fontos

- Sustainability (eco-friendly formula/ package)/ Fenntarthatóság
- Price / Ár
- Brand / Márka
- Availability / Elérhetőség
- Package design / Csomagolás kinézete
- Scent / Illat
- Package size / Csomagolás mennyisége, mérete
- Skin compatibility / Bőrtípushoz illő
- Type (e. g. liquid, foaming, gel, etc.) / Állag (folyékony, gél, stb.)

Do you know about eco conscious hair care products? / Hallott már a fenntartható hajápolási termékekről?

- Yes / Igen
- No / Nem

Are you interested in eco-conscious hair care products? / Önt érdeklik a fenntartható hajápolási termékek?

- Yes / Igen
- No / Nem

If yes, in what terms have you made changes regarding the purchase of hair care products? Ha igen, milyen módon változtatott a vásárlási szokásain a hajápolási termékeket tekintve?

- I Changed for solid shampoo / Szilárd samponra váltottam
- I Changed for solid conditioner / Szilárd balzsamra váltottam
- I purchase the product and refill the container after it runs out /A megvásárolt termék flakonját újratöltöm
- Recycle the packaging / Szelektíven gyűjtöm / újrahasznosítom a csomagolást
- I buy refillable products / Újratölthetős termékeket veszek
- I have reduced the number of products I use / Csökkentettem a termékeket, amelyeket használlok
- I have reduced the number of times I purchase hair care products / Csökkentettem a vásárlását ezeknek a termékeknek

How likely are you to purchase eco-friendly hair care products over non eco-friendly hair care products? / Mennyire valószínű, hogy fenntartható terméket vásárol a nem fenntarthatóval szemben?

- Very unlikely / Egyáltalán nem
- Unlikely / Nem valószínű
- I don't know / Nem tudom
- Likely / Van rá esély
- Very likely / Nagy rá az esély

Are you willing to pay more for hair care products because they are sustainable? /Ön fizetne többet a hajápolási termékekért, mert fenntartható?

- Yes / Igen
- No / Nem

Age / Életkor

- 18-24
- 25-30
- 31-40
- 41-50
- 50+

Gender/ Neme

- Female/ Nő
- Male/ Férfi
- Prefer not to say/ Nem kívánom megadni

What is the highest degree or level of education you have completed? / Mi az ön legmagasabb iskolai végzettsége?

- Primary School / Általános iskola
- Vocational high school / Szakközép iskola
- Grammar school / Gimnázium
- College / Főiskola
- Vocational training / OKJ- szakmai képzés

- Bachelor's degree / Egyetemi alapképzésen szerzett diploma
- Master's degree / Egyetemi mesterképzésen szerzett diploma

Where do you live in Pest County? / Hol él Pest megyén belül?

- District of Budapest/ Budapesti kerület
- City/ Város
- Village, Larger Village/ Község, nagyközség

District / Kerület

- I.
- II.
- III.
- IV.
- V.
- VI.
- VII.
- VIII.
- IX.
- X.
- XI.
- XII.
- XIII.
- XIV.
- XV.
- XVI.
- XVII.
- XVIII.
- XIX.
- XX.
- XXI.
- XXII.
- XXIII.

Which city you live in? / Melyik városban él?

- Érd
- Dunakeszi
- Szigetszentmiklós
- Cegléd
- Vác
- Gödöllő
- Budaörs
- Szentendre
- Gyál
- Nagykőrös
- Dunaharaszti
- Vecsés
- Fót
- Göd
- Veresegyház
- Gyömrő
- Százhalombatta
- Monor
- Szigethalom
- Pomáz
- Dabas
- Pécel
- Abony
- Budakeszi
- Pilisvörösvár
- Törökbálint
- Biatorbágy
- Kistarcsa
- Albertirsa
- Maglód
- Nagykáta
- Üllő

- Pilis
- Isaszeg
- Budakalász
- Halásztelek
- Ráckeve
- Tököl
- Kerepes
- Ócsa
- Kiskunlacház
- Süllysáp
- Piliscsaba
- Dunavarsány
- Tura
- Aszód
- Tápiószéle
- Zsámbék
- Nagymaros
- Örkény
- Szob
- Visegrád

Personal Interview questions:

1. What type of hair care products do you use and why?
2. How often do you purchase new hair care products from each product type you use?
3. Why do you buy the product you use? (brand, design, efficiency etc.)
4. Are you motivated/encouraged by external forces (activists, influencers, advertisements) to purchase certain hair care products? If yes, who motivates you?
5. What type of packaging do you prefer when purchasing hair care products and why?
6. Are you aware of climate changes and environmental problems? Can you say an example?
7. Do you have the personal intention to make changes in your purchasing habits?

8. Is there any personal act you do for the environment? Is there any act regarding hair care products?
9. Can you imagine making any new changes? (e.g., changing for solid shampoo, or using only recycled bottles?)

Additional questions for the Schwarzkopf Professional interview

1. Regarding the brand, what does the brand do in case of sustainability?
2. Did the acts of the brand affect your personal choices or acts?
3. In case of the brand, Schwarzkopf Professional, in what context can a customer meet with the acts of the brand?
4. Does the Schwarzkopf Professional brand follow a way to reach sustainability changes?
5. Are there any sustainable, recyclable products? Does the brand make packaging from recycled materials? Regarding both Schwarzkopf and Schwarzkopf Professional.
6. In case of the umbrella brands of Henkel, Schwarzkopf Professional, is there other brands or products which have sustainable, eco-friendly options?