

SUSTAINABLE MARKETING STRATEGIES: UNDERSTANDING GENERATION Z'S EXPECTATIONS OF FOOD BUSINESS IN SPAIN

Study of the food consumption behaviour of the Spanish Generation Z

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Abstract

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Title of publication SUSTAINABLE MARKETING STRATEGIES: Understanding generation z's expectations of food business in Spain		
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<p>This study aims to discover the consumption trends of the part of Generation Z that follows a sustainable diet with respect to food. The final aim of the thesis is to help food companies to better understand generation Z's food consumption habits to attract the target group by creating sustainable marketing strategies.</p> <p>Theoretical information was collected with secondary data on who the customer is and their behaviour and how to base marketing actions on this, as well as knowing what sustainable marketing is, corporate social responsibility and what it means and what it implies to follow a sustainable diet. The primary data was collected through a survey with closed questions and open questions as an interview that was sent to the Generation Z members who met the sustainable diet monitoring requirements chosen to be the study sample. After the survey, the results were analysed using a quantitative method for closed-ended single and multiple response questions and a qualitative method for open-ended interview questions.</p> <p>The main results answered the main research questions. The first was trends in food consumption were changing, the second was sustainable diets were mainly based on reducing negative impact on the environment. The sustainable marketing strategies that food companies were recommended to use were closely linked to what customers consider when they buy, so the following was recommended: obtaining food products from responsible and environmentally friendly sources, taking care of workers, showing through promotion the characteristics of products and benefits of this type of diet, distributing products in traditional markets, local specialized stores or supermarkets, reducing product packaging and using less environmentally harmful materials such as biodegradable plastics, reducing prices and recycling and reusing packaging through return stations.</p>		
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1 INTRODUCTION

1.1 Thesis background

The environmental change affecting the world is happening at a much faster rate than previously thought, making it imperative that society act now to reverse the damage that has been done to the planet (United Nations Environment Programme 2016).

If current trends persist and the world does not find solutions to improve current production and model of consumption, and if current resources are not used in a sustainable manner, then the state of the environment of the world will continue to deteriorate. It is basic to understand the speed of environmental change above the world and start working with nature instead of against it to deal with the environmental threats before us. (Steiner 2016.)

The current problem of pollution and climate change has increased public concern about the possible consequences of treating the environment in a harmful way. Terms such as Sustainable Development (present development that does not compromise the capabilities of the future to meet its needs) are continually sounding in the media and the various governments and society of the world are trying to establish measures to carry it out. (Lineaverde 2020.)

For this reason, companies have begun to develop their corporate social responsibility, which, according to Intermón, are series of actions and efforts carried out by companies to make their commercial and corporate activities compatible with the preservation of the environment and the surroundings in which they operate.

Companies' interest in the environment is closely related to consumer demands. As mentioned above, it is becoming increasingly common for customers to be environmentally aware, that is, they care about the environment and when making their daily purchases they demand that the products or services they require fit in with their way of thinking and living. (Intermón 2016.)

According to Iberdrola (2020), this change mentioned in the previous paragraph is assimilated over the years due to the generational change and societal change. Depending on age, behaviour differs. Photographer Robert Capa coined the term 'generation X' to refer to people born after the 60s. In barely half a century, this generation has lived together with three others: baby boomer, Y and Z.

Generation Z or centennials (a demographic group born after 1995) is known as the last generational leap in recent human history and has peculiar features due to the historical-cultural context in which it lived.

Both technology and the environment are the main issues dealt with in their lives, so they form an important group in the change of lifestyle in society. They represent the future and are taking charge of trying to have one; to do so they change their behaviour and adopt a sustainable way of life (Significados 2020). Generation Z is the age group on which this study will be focused.

In a marketing strategy, understanding consumer behaviour is a key element. Furthermore, it is fundamental to fully comprehend the needs and requirements of the consumers companies intend to influence before implementing a strategy. To do this, it is important to know how the consumer will perceive the marketing actions you will provide to them. (Berenguer Contrí 2006, 4.)

Companies that can keep their clients and build better relationships, achieve a better image of their business. A faithful customer is a propagator of a specific brand. A loyal customer carries the name of the company, promotes marketing to their acquaintances, friends and family. For these reasons, keeping the largest number of customers should be the goal of companies interested in growing their business in the market. (Zafra 2018.)

This study aims to discover the consumption trends of the part of Generation Z that follows a sustainable diet with respect to food. More specifically, this study focuses on the food products they consume, considering their commitment to the environment and their sustainable diet and lifestyle. The final aim of the thesis is to help food companies to better understand generation Z's food consumption habits to attract the target group by creating sustainable marketing strategies.

1.2 Thesis objectives, research questions and limitations

Formulating research objectives helps in establishing the expected results and provides direction. Objectives explain how the problem is to be addressed. The situation or issue to be addressed is determined to provide solutions or guidelines for understanding. To do this, first the purpose of the research is defined, what the study proposal is, and what it is intended to demonstrate or solve. (Normasapa 2020.)

The aim of the thesis is to provide information on the behaviour of a customer sector, more specifically, the Z generation. Philip Kotler mentions in his book "The 10 Deadly Sins of Marketing" the mistakes that are often made in marketing. One of them is the lack of knowledge or incomplete knowledge of the target audience.

Considering the generational change that the market is undergoing this study is going to focus on the food market and what leads Generation Z to decide what to take home by analysing their priorities.

Companies in the sustainable food market can take advantage of the results of this study in their marketing strategies. The main purpose will be to be able to provide these food industries with comprehensive information regarding the sustainable consumption of Generation Z members, which is carried out in this thesis.

The main research question of a study derives from a research problem. It is usually divided into sub-questions to help to answer the main question step by step. The main research question can often be categorized in different ways to determine what is currently happening before identifying how the situation has developed. (Marta 2017.)

Research questions guide the formulation of objectives and the entire decision-making process in research design, data analysis, writing and discussion of results and conclusions.

That is why it is important to state these questions accurately and clearly, and to spare no time or effort to specify them correctly and even contrast them with other researchers, and to assess their appropriateness with institutions and professionals in the field under study. (Sala Roca & Arnau Sabatés 2014, 2.)

The main research question in this thesis is:

- How can food companies create sustainable marketing strategies by better understanding generation Z in Spain?

It is complicated to answer the main research question directly, so it will be divided into sub-questions that will facilitate the task. It is important to consider some additional characteristics when describing sub-questions: Sub-questions shall be less complicated than the main question, a single sub-question should not combine various types of investigation, and sub-questions should only be taken if answers are needed to answer the main question. (Marta 2017.) The sub-questions defined for this study are:

- How are food consumption trends changing?
- What features does the sustainable diet include?
- What does the part of Generation Z that follows a sustainable diet consider when purchasing their food products?

Limitations must be considered when carrying out an investigation. The first limitation is that this study will concentrate on the part of the generation Z that follows a sustainable diet, excluding from the study other generations such as baby boomers, X, Y or T. Another limitation will be the consumption of foods that are included in a sustainable diet, this study will not refer to other consumption and purchase habits. Finally, this study also has a geographical limitation, it will concentrate on the region of the Valencian Community in Spain.

1.3 Theoretical framework

The purpose of the thesis is to help understand the behaviour of Generation Z in terms of their food consuming habits, in addition to detailing their values and concerns, and thus be able to create an action plan for food companies that want to adapt their operations to the market in the immediate future.

This study will be based on different theories that will be mentioned below and develop in future chapters; these include:

The concept of marketing and its evolution, defining consumer behaviour and discovering who that consumer is, so that can be studied it based on different approaches, determine the marketing strategy based on consumer behaviour, continuing with the strategic marketing concept and ending with what it means or what determines sustainable consumption.

The chapter that includes the above-mentioned theories is followed by another where corporate social responsibility is discussed with the areas and dimensions it encompasses.

The aim is to find the link between the generational change that society is experiencing, the new values that these present, due to the present time and the events that the world is facing, and the food consumption trend that they follow.

After the research work and the obtaining and analysis of the results, it will be concluded and will include suggestions to improve the performance of the companies that require it.

1.4 Research methodology and data collection

There are two main types or focus: inductive reasoning and deductive reasoning. The difference between the inductive and deductive method lies in the direction of reasoning in reaching conclusions. Both methods are logical reasoning strategies.

Inductive reasoning, which is also known as "bottom-up" logic, is a type of reasoning that focuses on creating general statements from specific examples or events. When this type

of reasoning is done, it works from concrete examples that may or may not be true; then it is transferred to generalized concepts.

Deductive reasoning differs from inductive reasoning, because it uses general concepts to try to reach more specific ones. For this reason, it is also known as the "top-down" approach. Using this method, it has started with a generalised idea and works up to a specific example. In this case, conclusions are drawn from an existing conjecture. (Vaivasuata 2014.)

After choosing the research approach, the researcher should study which methodology to use. Research methods are the tools that researchers use to obtain and analyse data. The choice of a research method is predetermined by the problem to be solved and the data that can be obtained. Thus, the methods to be used in this research are presented, which are quantitative, qualitative or mixed. (Zita 2019.)

Quantitative research is one that uses numerical values to study a phenomenon, it is useful when a set of data that can be represented by different mathematical models exists in the problem to be studied. Thus, the elements of the research are clear, defined and limited. Quantitative research is considered the opposite of qualitative research, and its use is common in the field of the exact sciences and in many social sciences. (Raffino 2020.)

When talking about qualitative methods, qualitative research or qualitative methodology, it refers to other types of information gathering procedures. Qualitative research is often interpretative and, for example, based on linguistic data. Qualitative research applies methods such as open-ended interviews, focus groups, or participant observation techniques.

This implies understanding the natural and everyday context of the phenomenon being studied. It also considers the meanings attributed to it and the assessments that people make. In other words, and paraphrasing Taylor and Bogdan (1984), the qualitative method proposes understanding what people think and say (Raffino 2020).

The objective of this study is to understand generation Z's eating habits and help food companies to reach this target segment. The main method of this study is qualitative through the collection of published relevant theories. However, to answer the main research question, the study also draws on a quantitative method (the data collection methods used in the study will be interviews, questionnaires and observations drawn from these). Therefore, the study has mixed methods approach.

Research data are those materials generated or collected during an investigation. They can be observations or experiences on which the argument, evidence is based (Pérez Al-lende 2015). Primary data is obtained directly by using different methods, they are first-hand data (Alicante University 2020).

In the study, the primary data were taken from a survey with closed questions and open questions by way of an interview, conducted with young people belonging to generation Z, who follow a sustainable diet, and are therefore relevant to the study. This questionnaire was designed and carried out with the aim of finding out which factors are important for Spanish Generation Z when making decisions on the purchase of a food product.

Another important source of data collection is secondary data, which is information that has already been produced by other persons or institutions (Alicante University 2020).

Among others, a macroeconomic analysis of the state of the food market, linked to a sustainable way of life demanded by the clientele, has been carried out to help food companies to create or form marketing strategies conducive to this sector. The following figure represents the research information collection mode.

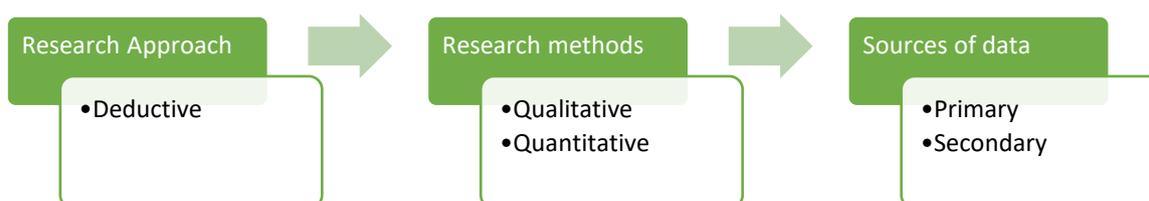


Figure 1 Research methodology and mode of data collection

Thus, as shown in Figure 1, the method of research approach that has been carried out has been the deductive method, as far as the search and research methods are concerned these will be qualitative and quantitative, and finally the sources of the data will be both primary and secondary.

1.5 Thesis structure

This thesis is divided into two main parts: the part with the theoretical framework and the section with the empirical data. The theoretical part is constituted by the definition of marketing strategies and consumer behaviour and by the social responsibility of the company, which supports the following chapter with research and empirical results.

Following the results of the research and analysis of the data, a series of recommendations will be made for food companies interested in the market sector of Generation Z following a sustainable diet. The last chapter summarizes the thesis.

The way the thesis is structured is represented in Figure 2 below.



Figure 2 Thesis structure

The introduction gives a general idea of the thesis. It outlines the background of the thesis, the objectives, the main research questions and the limitations of the research, and continues with the theoretical framework, the study methodology and the data collection. All this will give you an overall and global vision of the structure of the thesis.

Chapter 2 introduces the theoretical framework on which the study of this work is based to the reader. In it, the concept of marketing determined by the consumer's behaviour is collected, which is subdivided into the concept of marketing, the evolution of this concept, answers to what the consumer's behaviour is, who this consumer is, the consumer's behaviour is studied and it ends with the marketing strategies linked to the consumer's demeanour.

This is followed by the definition of corporate social responsibility, after which a distinction is made between two subsections, the areas of the CSR and its dimensions.

Both chapters are vital to the theme of the thesis to be able to determine valid marketing actions for the market sector the study intend to address, the part of Generation Z that follows sustainable food.

The fourth chapter is entirely about empirical research. It introduces the process of research and the results obtained are analysed. Finally, the last two chapters summarize and conclude the complete research of the thesis.

2 MARKETING STRATEGY AND CONSUMER BEHAVIOUR

When planning the management of a company or a commercial establishment, in addition to thinking about how to achieve the objectives set for them, they also constantly consider which people or organizations buy their products, where they buy them, what level of satisfaction they get from consuming those products and what their impression is of the price they pay for them. They are therefore considering a whole set of aspects related to the buyers, whose knowledge will enable them to formulate business strategies. In this way, the actions that they will consider carrying out will consider which consumers are being targeted exactly and according to which factors they make their purchase decisions.

The application of the marketing concept leads companies to focus their efforts on meeting the needs and desires of consumers, which is why they must know what products consumers want, and why, how, when and where they buy them.

Through this chapter how important it is to know the consumer's behaviour to develop marketing strategies will be understood precisely.

2.1 Marketing concept determined by consumer behaviour

Customers drive the profits and sales of companies with their purchasing choices. Therefore, companies are required to find the motives and actions that cause them to purchase certain goods or others. The viability of companies will depend, at least in part, on their knowledge of all this.

But companies are no longer concerned only with achieving sales figures that bring them profits, but also focus on the efficient development of marketing strategies, so they consider the factors that influence consumer decisions. They believe that they can only deliver value to the market when they highlight those aspects that shape consumer attitudes and perceptions. What the purchaser is seeking is not the good itself, but the advantages or services it brings. Therefore, the company, when designing its marketing strategy, must consider the social and psychological aspects that influence consumers. (Mollá Descals 2020, 5.)

The marketing concepts

According to Mollá Descals (2020, 6), the implicit philosophy in marketing management is to provide a service to the organization's customers. As a result, satisfying the needs of customers becomes the main objective of all the organization's activity, since it is the best means of achieving its own growth and profitability objectives. This philosophy of action implies a double dimension on the part of the company:

- A systematic and permanent analysis of the market needs, which provides the necessary information for the development of profitable product concepts, aimed at specific groups of buyers, and which present distinctive qualities that differentiate them from their immediate competitors. In this way, the product is expected to have a lasting and defensible competitive advantage, which is an objective usually assigned to strategic marketing.
- The organization of sales and communication strategies, which have the purpose of making potential buyers aware of and value the distinctive qualities claimed by the products, and of minimizing the prospecting costs incurred to acquire them. This is essentially the role of operational or operational marketing.

These two dimensions are totally complementary in the sense that the elaboration of a strategic marketing plan must be done in close relationship with operational marketing.

The evolution of marketing

Can be conclude after years of marketing evolution, nowadays, the acceptance and application of the marketing concept requires the recognition, by the companies, that the determinants of the consumer's behaviour are relevant in the formulation of the marketing strategies. (Mollá 2020.)

According to Redactor Rock content (2017), in the era of values, this type of marketing (3.0) is based on recognizing that the consumer is more than just a buyer. It is a human being who has collective and environmental concerns and aspires to a better society, which he is willing to help build.

The companies involved in Marketing 3.0 propose values, visions and major missions with which to contribute to the world; they intend to provide solutions and solve problems in society, but always aimed at the customer. The difference is that Marketing 3.0 elevates the concept of promoting a product or service to the spiritual realm, where the aspirations and values of its customers-people take priority.

Any marketing 3.0 strategy must start from the base of its consumers, in a condition of integral beings, with varied needs and desires to be always well and fully attended.

2.2 Consumer behaviour

Consumer behaviour can be understood as the set of activities that people carry out when they select, buy, evaluate and use goods and services, in order to satisfy their wishes and needs, activities in which mental and emotional processes are involved, as well as physical actions (Wilkie 1994, 75).

Activities included in the consumer behaviour process

This process encompasses all actions that before, during and after purchase decisions, and in which the individual actively intervenes to make informed choices. This process, which will be discussed further below, consists of three stages:

- I. Pre-purchase, in which the client detects necessity and problems, searches information, perceives the commercial offer, visits the stores, assess and choose alternatives.
- II. The purchase, the customer chooses an establishment, defines the conditions of the exchange and is subjected to a strong influence of situational variables that come, fundamentally, from the store.
- III. Post-purchase, which takes place when the products are used, leading in turn to feelings of satisfaction or dissatisfaction.

As can be seen, consumer behaviour includes not only the decision to buy, but also a set of activities directly associated with it. These activities condition the purchase decision in a certain way, since they provide criteria and feedback capable of influencing the choices that the consumer will make later. (Mollá Descals 2020, 11.)

The motivated behaviour that is the client's behaviour

Every decision-making process begins when the consumer needs, wants or wants to engage in purchasing and consuming behaviour in response to certain stimuli, these can be of different nature. Sometimes they will be situational stimuli, and other times they will be personal stimuli. The motivation of the consumer is a condition to start developing the process of purchase decision.

The needs, dispositions, desires or impulses to engage in purchasing behaviour will translate into the existence and recognition of a problem that the consumer will have to solve. From the point of view of marketing strategy, the needs defined in the purchase process will

lead the organization to take positions regarding the value that its products should offer to customers. (Hoyer & Macinnis 2010, 9.)

The individual's psychological system is operationalized by the consumers' behaviour

By developing purchasing behaviour, consumers put their entire psychological system into action: cognitive, affective and behavioural. The relevance of each type of variable at a given time will depend on both the individual and his or her specific psychological situation, as well as on the product that he or she intends to buy, and on the situational factors that are influencing the decision process. (Berenguer Contrí 2006, 11.)

2.3 Consumer as a concept

The consumer is a person or organization that consumes goods or services, which producers or suppliers make available to them and that decides to sue to satisfy some kind of need in the market; the same individual can be considered both a consumer and a customer. It all depends on who is considering it and the situation in which they are doing so. (Sánchez Galán 2020.)

Consumer roles

One point to consider is the range of activities and functions that people perform as consumers. Therefore, in the above description of consumer behaviour, both the person who pays and the end user of the product have been considered as consumers, even though purchase and profit are different activities.

The customer can play at least three different roles or roles in a transaction: purchasing the services and goods, by paying them, and consuming or using them. Thus, a consumer or customer can be a buyer (when he or she purchases the products), a payer (when he or she pays the corresponding price) or a user (if he or she uses or consumes them). (Sheth & Mittal 2004.)

The buyer is the one who takes part in getting the product on the market and the payer is the one who is financing the shopping; whereas the user is the one who consumes the good or gets the benefices of the good.

According to Quintanilla Pardo (2014, 12) in determining and satisfying the desires of clients, it is basic to acknowledge the value of each role: Knowledge of the user's role is useful

in designing the service or good. In this way, the characteristics of the final product should be those that the user is seeking and that will best satisfy his or her desires and needs.

The payer plays a key role, because if he is not pleased with the financial aspects, the act of buying will not be carried out. The purchaser's role is also significant. His job is to look for the goods and work out how to order and purchase them. However, if accessing the good or service is very difficult, it is probable that you will finally renounce the acquisition.

According to the paper that the subject takes in the process of purchase decision, he or she will look at some securities or others. Thus, the securities sought by a user may be distinct from those searched for by the payer, as well as those wanted by the purchaser in the acquisition of the item. What is significant for marketing managers is to be able to identify whether customers are taking on all roles or whether different people are acting as users, payers and purchasers, marketers need to be aware of the possible roles that customers play, and thus adapt the marketing effort to the type of specialization of the role.

What do consumers buy?

Understanding consumer buying behaviour is about knowing what they are buying. Obviously, consumers buy products, understood as the set of benefits that meet the needs and desires of consumers. Products are not just physical goods, but can be services, experiences, people, places, organizations or ideas.

From a marketing perspective, different classifications are used to describe what is considered a product, considering both aspects related to the product itself and to consumer behaviour (Berenguer Contrí 2006, 14).

I. Tangibility

Tangibility is determined both by the physical and material properties and by the functional and aesthetic characteristics perceived by the consumer in a product.

Physical composition, technical standards, packaging, labelling, as well as aesthetics and design, are tangible aspects that marketers consider key to differentiating their products from those of competitors. The degree of tangibility varies according to the product, whether it is a good, a service or an idea. Physical goods or merchandise are products in which tangibility is defined by size, weight, type of packaging and ingredients. Services, on the other hand, can be classified according to the degree of tangibility of the services they provide. Thus, a distinction can be made between services that are essentially intangible in nature and those that have a tangible element or result. When it comes to concepts, ways

of thinking or opinions regarding a event or situation, ideas are eminently intangible in nature. (Chías 1997.)

II. Duration

The duration of a product is the ability to remain in a certain situation. Thus, a durable product maintains its characteristics and performance over a relatively long period of time. In contrast, a non-durable or perishable product is used, consumed or destroyed with one or few occasions of use. (Mollà Descals 2020, 17.)

III. Availability

According to Berenguer Contrí (2006, 16), the availability of products refers to the effort that the consumer incurs to select and obtain them, so, according to this criterion, the products can be classified as follows:

- Convenience products. Those whose purchase decision process is usually very frequent and to which, in addition, little effort, time and money is devoted, a minimum dedication to search, evaluate and acquire them. Sometimes the purchase of some convenience products is made without any planning or search effort and is the result of impulse buying behaviour.
- Products bought on impulse. They are readily available at the point of sale, and sensory stimulation, whether by sight, hearing, smell, taste, or touch, plays a major role in their purchase. They are products that, although they are often made, are rarely planned, such as sweets, for example. The fact is that the arrangement of these items in the store's "drives" their purchase.
- Products for comparison or sporadic purchase. These are products for which consumers are willing to make comparisons between models, brands or establishments and regarding their quality, price, performance, guarantee or style. To do so, they invest time, money and effort. Obviously, for each buyer the consideration of what constitutes a comparison product will vary. However, cars, for example, are generally considered as such.
- Specialty goods. These are products which the consumer, either because of their characteristics or because of their brand name, considers to be unique, so that he does not care about the time, effort or price he will have to spend to acquire them.
- Not searched products. These are products whose purchase has not been considered by the consumer, either because he or she is unaware of their existence, or because although he or she knows about them, he or she does not want them.

2.4 Study of consumer behaviour

Consumer behaviour can be approached from different perspectives which are detailed below.

Economic approach

Economics has been the first discipline to address this field of study by proposing very elaborate formalizations of the different stages leading to behaviour. The approach supported by economic hypothesis assumes that the consumer chooses among the alternatives offered by the market in a rational way and tries to achieve a certain welfare from his limited resources. To this end, the following assumptions are made:

- Each consumer has a complete knowledge of his needs and the means available to satisfy them.
- The consumer always seeks his or her maximum satisfaction.
- Consumer behaviour is rational choice behaviour.
- The consumer's choices are independent of the environment in which they are made.
- The analysis of behaviour is static, it does not consider any time reference.
- The consumer obtains his satisfaction from the product itself, and not from the attributes it possesses.

The main criticisms made by marketing managers and directors of this approach were that it did not consider any other consumer objective other than maximizing utility, and that it did not take into account the existence of a decision-making process made up of several stages or phases (Lambin & Peeters 1981, 265).

The approach based on psychology

According to Inmac (2013), it considers the personal factors that intervene and, therefore, condition the consumer when faced with a consumption-related activity, focusing on individual analysis of behaviour. From the psychological perspective, the different aspects that are directly related to the consumer's behaviour in the face of different stimuli and commercial actions are known.

The psychological variables that are analysed are:

- Perception. How information about commercial stimuli is attended to, perceived and remembered
- Attitude. How preferences towards products and brands are formed and modified
- Learning. How important previous experiences are in decisions.
- Personality. What personal characteristics intervene in the development of any consumer-related activity.

Sociology-based approach

It considers other aspects that affect the behaviour of individuals, such as reference groups, opinion leadership, culture and social class. Therefore, it complements the contribution of psychology, incorporating the external factors of the individual: external environmental variables, interactions between individuals and group phenomena. (Inmac 2013.)

Modelling consumer behaviour

The first psychological models, in addition to being exclusively oriented towards the individual, had the disadvantage of being exclusively qualitative, but for marketers it is necessary to quantify phenomena such as those related to consumer behaviour.

The use of psychometrics has provided researchers with reliable instruments for measuring the internal states of the consumer and the components of attitudes. It is thus possible to use scales of measurement. Furthermore, the development of quantitative methods has led to the development of mathematical models of consumer behaviour which have enabled considerable progress to be made in strategic decision-making, particularly in the fields of positioning and segmentation. (Quintanilla Pardo 2014, 20.)

2.5 Marketing strategy and consumer behaviour

Marketing is a philosophy of action for the company, by which it serves the needs of consumers. This way of managing the organization means that satisfying the needs of the customers must be the main objective of all the activity, since it is the best way of achieving the objectives of growth and business profitability.

The implementation of this philosophy involves a set of activities and tasks that are specified in the process of making marketing decisions. Thus, while the marketing philosophy refers to the joint orientation of the company towards consumer satisfaction, the planning and

organization of marketing activities takes place in a more disaggregated area, by which it is intended to satisfy customers in specific market segments. (Mollà Descals 2020, 5.)

Market segmentation and product positioning

In accordance to the traditional conception of the market, it brings together all the buyers and sellers who wish to exchange a set of products with similar physical and technical characteristics. Under this conception, the company has a generic notion of the general characteristics of its target market but knows little about the identity of the buyers and users of its products. From this conception, therefore, a product orientation of the company prevails.

But as is known, according Lambin (1995, 24), consumers do not consider only the technical and physical characteristics of the product but act motivated by the search for rewarding experiences. They are not looking for the product itself, but for the benefits, advantages or services it can provide. This idea corresponds to the notion of product-services, which, in turn, is embodied in the following propositions:

- I. The buyer's choices rest not on the product itself, but on the benefits or services that the consumer expects to derive from its use.
- II. Different products can respond to the same need.
- III. Every product is a set of attributes or characteristics.
- IV. The same product can respond to different needs.

In line with this approach, to define the market, the need or function that the consumer is looking for must be considered. In this way, the market will be formed by the set of customers with similar needs or benefits sought.

However, a marketing manager may find that the customers that make up a market are not homogeneous, since in addition to differentiating themselves in some specifically sought-after benefit, they buy different amounts of product, acquire it at different points of sale, are willing to pay different prices, or have different degrees of knowledge about it. Therefore, the market must be divided into segments, which include groups of customers with similar characteristics, and relevant to the marketing strategy.

According to Kotler & Keller (2006, 137), the implementation of market segmentation involves the development of a process consisting of three fundamental phases:

- I. Market segmentation itself. This first stage identifies the criteria or variables that allow the market to be divided into groups or segments of consumers and to define the profile of each of these groups.
- II. Definition of the target audience. Once the market has been segmented, the company assesses the attractiveness of each segment, selects which segment or segments to target and decides on the strategy for covering it.
- III. Positioning of the product in the market. Finally, the company defines the most appropriate positioning for the product in the chosen target market and designs the marketing program with which it will be sold.

Consumer behaviour and the marketing mix

The marketing mix is a strategic analysis of inner dimensions and is usually carried out by corporations. The main four variables of the businesses are considered which is also why this strategy is commonly known as the "4Ps": product, price, place and promotion.

The aim of this analysis is to understand the position of the organization and to enable it to draw up a strategic plan for its future positioning; one method of starting is to carry out a market research study (Debitoor 2020).

Without doubt, over the short life of marketing, the marketing mix concept has been one of the more significant issues in the strategy and tactics area, and it remains a key and fundamental tool and must remain at the core of any marketing strategy. Nevertheless, it is important to give the 4Ps a modern focus, an emphasis on the player, the customer.

Nowadays the customer dictates the rules, so the perspective of the marketing mix must be considered from the point of view of the demand. The new approach raises the questions of: What are my customers' needs, what is the cost of satisfying customers and what return will I get from this satisfaction, which delivery methods are most suitable for customers, how and by what means do I notify this? Now it is no more viable to produce the item and then try to sell it, but it is important to analyse the customer's needs and prepare the goods for them.

This above focus also proposes to know the customer satisfaction cost and to estimate the reward via pricing. In distribution, the purchase convenience of the client is a crucial point, and it is therefore important to select the channels of distribution according to their priorities. As for communication, the customer no longer wishes to be a single-way road, where consumers just listen. In today's social and digital environment, consumers are part of a double-way street, where they are active in a dialogue with the brands. In summary, any company

in the 21st century that wishes to be a success must contemplate the possibility of working in a scenario where the client takes the lead over the product, in the marketing mix strategies. (Espinosa 2014.)

There are three main phases:

- Segmentation of the market itself: Dividing the market into groups.
- Defining the target audience: Assessment of segments and choosing the most appropriate one.
- Positioning the product on the market: Define the most appropriate product position.

I. The product strategy according to the consumer's behaviour

From a strategic point of view, one of the main marketing objectives is to increase the probability and frequency of consumers coming into contact with the products, buying and using them or consuming them again in the future, it is common for the consumer to come into direct contact with the product when it is in front of him in a shop, however, there are also other options for contact with the product. Making contact with the product in the shop may involve a number of activities, since direct, personal contact with the product, referring of course to tangible goods, is a more effective way of promoting their sale than that offered by advertising and other means of communication, that is to say, it enables the consumer to "feel", compare and even try the product in a more objective situation than that reflected in marketing communications. (Berenguer Contrí 2006, 22.)

Speaking of brand loyalty, could be said that it is the commitment that the consumer acquires to buy again a product or service of a specific brand, with respect to other similar options available in the market, as a result of the value perceived by that brand, the trust it transmits and the emotional bond generated. Brand loyalty leads to greater customer or consumer satisfaction, which results in an increase in the perceived value of the brand. Depending on the state of satisfaction and the purchase and use experience that the brand generates, customers or consumers can become true brand ambassadors or, conversely, they can become detractors of the brand. (Torreblanca 2016.)

II. Pricing strategy

According to Sánchez Galán (2020), pricing strategies are lines to be followed by companies when establishing the price of their goods or services. For practical purposes, it could be said that pricing strategies are part of the allocation of related marketing resources that a company makes when varying the prices of its goods or services. Through this type of practices belonging to their marketing plan, firms try to give an image to the market and

customers that can be maintained and remembered over time. The most common pricing strategies are based on setting prices at different levels: lower, higher or equal to market prices depending on the initial intention and the image you want to convey. According to this criterion, the strategies that can be chosen in terms of price are

- Penetration: With prices below market value with the aim of creating attraction and stimulating the customer to choose the product. It is very common in newly launched products.
- Alignment: It is the easiest way because the good or service that enters the market does so with a price like that of its competitors and within the value that customers give it.
- Selection: In this strategy, a product is offered with a price above the market price, and of which consumers have a much higher value given. Luxury or exclusive items are usually promoted through this type of marketing practice.

Within this basic strategy scheme, companies have the possibility of developing multiple variants when establishing their prices. It should not be forgotten that the main purpose of this type of marketing mechanism is to achieve objectives or, in other words, to increase profits as much as possible.

The importance of price in the management of the company is based on the following aspects (Quintanilla Pardo 2014, 25):

- The price chosen has a direct influence on the sales volume and therefore determines the activity of the company.
- The sales price directly determines the company's profitability, since the combination of margin and quantity sold establishes the company's profit.
- The sales price influences the buyer's perception⁷ of the product and contributes to the positioning of the product.
- The price allows, more easily than other marketing variables, comparisons between competing products or brands. It is therefore a factor of differentiation from competing products.

III. Channel Strategy

According to Figuera (2017), the Distribution Channels are the different paths a product must go through in order to reach the final consumer. They are stages through which the product must pass before it can be marketed. The producer is the initial part of this process,

is who creates the product, which is purchased by the wholesaler and then by the retailer to finally distribute the product to the final consumer. This process is very similar to that applied to the distribution channels of a service. Within the commercialization channels there are different types that have been formed in order to minimize logistics and transport costs or to shorten the distribution process, these are:

- Direct Channel: it is a type of channel with a short commercialization route, in which the producer immediately sells the product to the final consumer, without any type of intermediaries.
- Indirect channel: unlike the previous one, this type of distribution channel is made up of intermediaries, it can be through a long or short direct channel. The short distribution channel is made up of the manufacturer, the retailer and the final consumer, in this channel there is only one intermediary which is the retailer.

When applying a company's distribution strategy, it should always be based on the types of channels you want to use and the coverage you want to achieve with that channel.

- Intensive distribution strategy, when the company or the manufacturer tries to reach as many points of sale as possible. In this way the product can be consumed in a massive way, within reach of all customers, in the market. So, this distribution strategy is usually applied to products of basic, daily or continuous use by the consumer.
- Selective distribution strategy is a little more closed than the previous one, and as its definition of product distribution indicates it applies to specific locations and very small intermediaries, since only a few are given the option of marketing the product.
- Exclusive distribution strategy, is a more closed and extreme form than selective distribution, since exclusivity consists of choosing one establishment to be the only one that can sell your product in an area or geographical area, so there are no two establishments that can sell the same product or brand within the area of commercial influence. The advantage of the exclusive distribution strategy is that as the target audience is very specific and small, sales strategies tend to be more specific and comprehensive. (Figuera 2017.)

2.6 Sustainable marketing

Sustainable Marketing means listening carefully to the needs of the consumer, proposing solutions through products and services that meet those needs honestly and fully (Camarero Arribas 2020). The aim is to identify a series of different elements or applications of Marketing, highlighting, above all, its association with ecological and environmental issues, sustainable marketing must be placed at the heart of CSR (Barranco Saiz 2009).

Sustainable Marketing is the responsible process aimed at identifying, anticipating and satisfying customer needs when both in the process of design, production, distribution and communication of the product the company has been respectful of the environment and its surroundings (Sainz de Vicuña 1995).

In other words, Sustainable Marketing is based on the application of strategies and actions that result in a sustainable product or service. The concept of sustainability is understood in its three dimensions: economic, social and environmental. This means that those responsible for marketing must meet the needs not only of their customers but of all those on whom the company has an impact, these are, the interest groups or more commonly called stakeholders. (Iracheta 2015.)

Sustainable Marketing is closely linked to CSR. However, not all areas of an organization show the same orientation towards CSR. It is those areas or functions that are in contact with a greater number of stakeholders that are most receptive, such as public relations, purchasing, legal and marketing departments. (Jones 1999, 20.)

It is also of great interest to implement in marketing planning the so-called 4 Ps of marketing (product, price, place, promotion) (McCarthy 1960) a complementary approach that places the client at the epicentre of all marketing decisions. That is, the 4 Cs of marketing (customer, cost, convenience, communication) (Lauterborn 1990, 58).

Table 1 The four C's of marketing (Iracheta 2015)

The four C's of marketing	
Product → Customer	The customer becomes the focus of marketing planning
Price → Cost	The customer's efforts are considered in the purchasing process
Place → Convenience	All aspects are evaluated so that the product reaches the customer
Promotion → Communication	The customer takes the leading role in the communication, it is necessary an integral planning that generates feedback

Any approach to social responsibility in marketing must be based on the integration of non-economic criteria in the strategic plan. Therefore, the entire planning process cannot be left out of its social repercussions (Araque & Simó 2003, 2).

Likewise, marketing acquires special relevance in SMEs since strategic marketing is a good substitute for strategic planning, especially in small companies, where it is not possible to address the entire planning process (Sainz de Vicuña 1995).

In short, any strategic and/or operational marketing decision and planning process must not only be based on economic criteria, but it is also essential to be based on the impact of the organization on the environment and to meet the needs and demands of its stakeholders. In other words, any planning process of the company cannot remain apart from its social repercussions. (Robin & Reidenbach 1987, 199.)

2.7 Sustainable diet

The concept of sustainable diet is inspired by the definition of sustainable development, which implies a process of change in which the exploitation of natural resources, the meaning and priority of investments, the orientation of technological development and institutional change are in harmony and enhance the potential, present and future, to achieve the needs and aspirations of humanity. (FAO 2012.)

Consequently, a sustainable diet has been defined as one with a low environmental impact, which contributes to nutritional and food security and helps present and future generations to lead a healthy life. A sustainable diet protects and respects biodiversity and ecosystems, is culturally acceptable, accessible, fair and economically affordable; nutritionally adequate, safe and healthy, while optimising the use of human and natural resources. (FAO 2012.)

The proposal would then be to find a combination of foods in the diet that are both nutritious, health-promoting and sustainable and environmentally friendly. The implementation of preventive actions, aimed at a return as soon as possible to traditional diets, which are healthier and more sustainable, would succeed in curbing the undesirable effects of a slow transition from the current diets to the old traditional ones. (Estruch, Ros, Salas-Salvadó & Covas 2013.)

Even if the changes to be achieved were apparently small, the impact on the health of the population would be substantial, as shown by studies on the Mediterranean diet: for every increase in the Mediterranean diet score there is a significant reduction in total mortality. (Estruch, Ros, Salas-Salvadó & Covas 2013.)

There is an example of a food pattern that is both healthy and sustainable. The Mediterranean Diet Foundation has generated a new healthy eating pyramid which integrates environmental sustainability among its principles (Image 1).

There is a practical example that it is possible to make recommendations for healthy eating taking into consideration a series of parameters of sustainability, or principles that contribute towards environmental sustainability, such as biodiversity, reflected in a varied diet, seasonality, translated into suggestions for consumption of locally produced foods, traditional and therefore respectful of ecological balance. (Pérez Cueto 2015.)

MEDITERRANEAN DIET PYRAMID

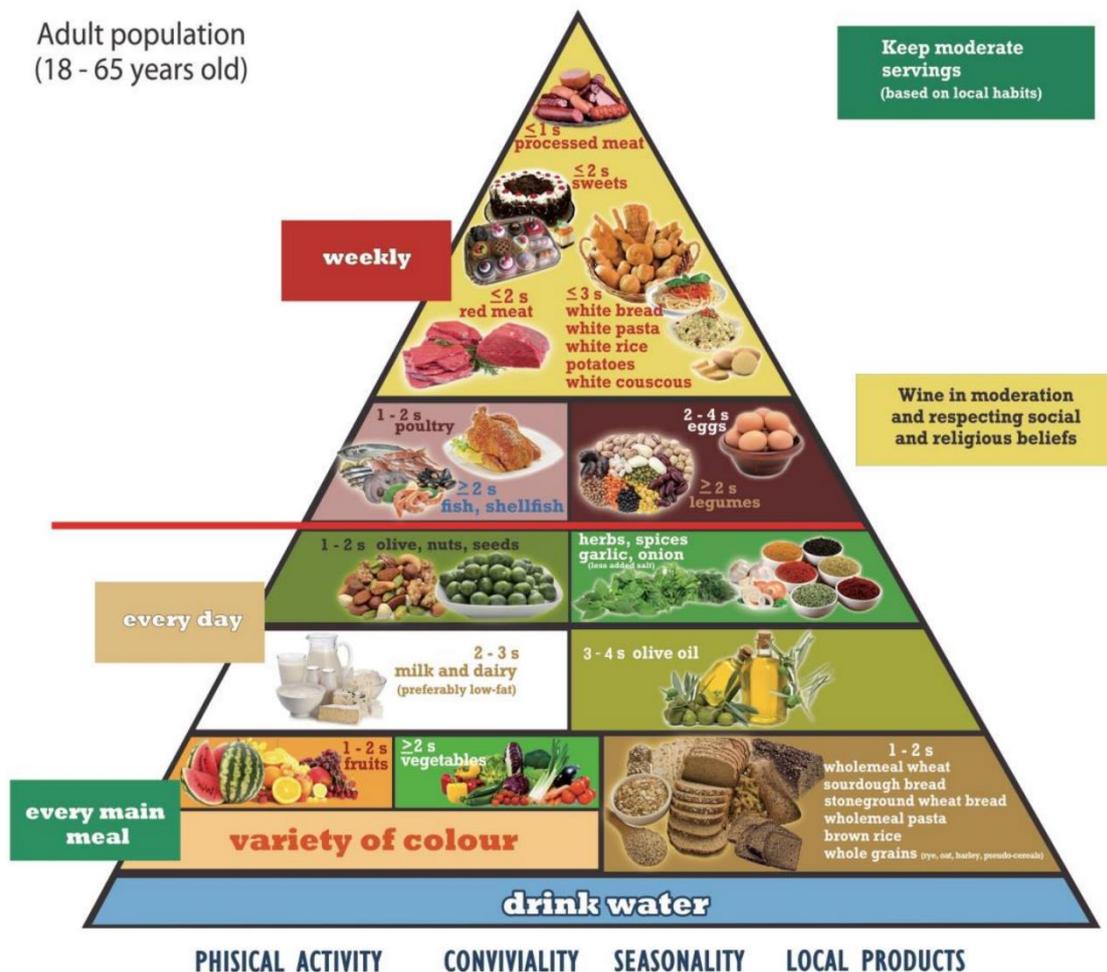


Image 1 Mediterranean Diet Pyramid (MDPI 2019)

The recommendations for sustainable and healthy eating can therefore be summarised as a diet rich in products of vegetable origin, fruit, vegetables, legumes, virgin olive oil and cereals; moderate consumption of foods of animal origin, preferably a variety of white meats, fish, seafood and dairy products; limited and infrequent consumption of red meat; and total elimination from the diet of meat products prepared and preserved on the basis of nitrate or nitrite salts. (Pérez Cueto 2015.)

These general principles, which in some way are based on common sense, and now reinforced by scientific evidence, should be applied by those working in public nutrition, revaluing native products and according to the conditions of each country and region. (Pérez Cueto 2015.)

However, the food consumer, particularly in countries experiencing economic growth, has established itself as a protagonist in the demand for products that respond to a series of signals, whether these are nutritional or based on a series of principles and attitudes regarding values that can range from animal welfare, environmental sustainability, social ethics (energy production with food), to child labour, or international equity.

One style that has been in vogue and has marked nutritional policy in Europe is that of "bio" or "organic". This is production that prides itself on being environmentally friendly, with the elimination of agricultural production inputs, mainly preservatives, fertilizers and pesticides.

A study in Denmark, could observe that those who consume organic, do it because they already have a healthy life style, and therefore, the consumption of such products is not motivated by the desire to be more healthy, but a consequence of a life style. The implicit message is that there is a growing group of consumers for whom environmental sustainability has become a necessary signal when purchasing their food. (He, Breiting & Pérez-Cueto 2012.)

Originally, the economic development of nations was primarily aimed at improving the living and health conditions of human beings. To this end, agricultural technology and responsible management of nature, as well as financial capital, were at the service of this fundamental principle. A point in human history has been reached where this order is upside down, and now the factors of production, land and human labour are subordinated to the growth of capital. This mentality requires a change, especially if is intended that future generations can live on planet earth. (Pérez Cueto 2015.)

A change of perspective is required: people must see themselves as stewards & stewards of the planet, and not its destroyers. People have professional responsibilities, as nutritionists, to promote balanced and healthy diets, where the primary objective is to ensure a better quality of life for the population, and at the same time, to ensure the survival of humans. (Pérez Cueto 2015.)

3 CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility, CSR, is the way in which companies conduct business, characterized by considering the impact that all their activities generate on their customers, employees, shareholders, local communities, the environment and society in general.

This implies mandatory compliance with national and international legislation in the social, labour, environmental and human rights fields, as well as any other voluntary action that the company may wish to take to improve the quality of life of its employees, the communities in which it operates and society as a whole. (Andbank España 2013.)

It is therefore a responsibility of an ethical nature. It has been increasing in recent years due to the growing awareness in society of the need for companies to pay special attention to social and environmental issues. In this regard, it should be noted that, precisely because of this boom in ethical actions, numerous texts have been produced that encourage and help companies to make commitments. Among them, the Green Book stands out, a document drawn up by the European Commission that sets out the standards of corporate social responsibility.

Furthermore, more and more codes of good practice are coming to light, such as the code of good governance, as well as documents that aim to promote aspects such as transparency or accountability. In this context, national, regional or local institutions establish recommendations for companies. In turn, there are many initiatives to promote good financial practices.

These emerged, above all, after the 2008 crisis, but all these standards and management models are voluntary. Therefore, each company is free to adopt them or not. However, in some cases, such as in the good governance code, if a company does not want to carry out these commitments, it must justify its actions. (Cabello 2020.)

3.1 Areas of corporate social responsibility

CSR is a cross-cutting concept that affects different areas of business management, so the activities carried out within the framework of CSR must be:

- Linked to the company's basic activity
- To have a vocation of permanence
- Involve a commitment from top management

There is agreement on the major thematic areas covered by CSR: economic, social and environmental. However, if there is one thing that characterizes CSR, it is its multidimensional nature that affects different areas of business management: human rights, work and employment practices, health protection, environmental concerns, fight against fraud and corruption and consumer interest. (Observatorio RSC 2020.)

Economic area

Includes aspects related to quality services, efficient self-management and a dynamic, competitive and economically sustainable development, ensuring the achievement of strategic objectives consistent with the values, principles and needs of society (Cadiz Employment Portal 2020).

Traditionally, this responsibility has translated into the search for maximum profit and maximum shareholder value as well as optimal efficiency and productivity. In other words, maximizing profits and production with the resources available, which is why the cost of using resources is compared to obtaining results. (Fernández García 2010.)

The costs usually include the cost of raw materials, energy, financial resources, labour, etc., and the results include income. Certainly, some usually "hidden" costs should be included, which are now paid by society as a whole but should be borne by those who generate them, such as the deterioration of the environment, the cost of time off work, management stress or the moral degradation of employees. (Fernández García 2010.)

According to the United Nations Conference on Environment and Development held in Rio de Janeiro (1992), where the Rio Declaration on Environment and Development was signed. In its point 16 it is stated that National authorities should seek to promote the internationalization of environmental costs and the use of economic instruments taking into account the approach that, in principle, polluters should bear the cost of pollution without detriment to the public interest and without distorting international trade and investment.

Even today, environmental, health and safety or social requirements are marginalized, based on alleged economic reasons. It was agreed that things could be done better, but then they became too expensive. The argument, although perhaps occasionally true, was fundamentally false. They were not expensive because of society's tolerance, in other words, there were no taxes on the damage caused by bad environmental, labour or social management. Although it is paradoxical, CSR seeks to improve production.

Companies do not seek to produce less or worse to damage less, but rather how to produce better and more by reducing the impact generated. And let people not forget one detail, the more efficient are, the more competitive will be. (Fernández García 2010.)

Progress is incompatible with dirt and with the deterioration of social, health and safety or working conditions. That is why governments are beginning to charge a tax or levy whose value is proportional to the environmental, social or labour impact generated, eliminating the free exploitation of public resources. The value of the tax is transferred to the final price of their products, and it will be the consumers who will finally have to choose to stop buying the goods in question and preserve the natural resources or continue buying but at their true cost. (Fernández García 2010.)

In short, responsible behaviour by the company would mean creating value from an economic point of view:

- For the shareholder or owner guaranteeing an adequate use of his capital and the fulfilment of his interests.
- For the client, attending to their demands by offering competitive prices and quality goods and services (attention to complaints, queries, suggestions...)
- For suppliers, paying fair prices for their products or services and without abusing market power.
- For the employees, having the adequate working conditions, paying fair wages, providing social benefits, training, job stability and motivation.
- For society by preserving and creating jobs and having a sustainable environmental performance.

Social area

It includes the subjects related to the personnel working in the organization, with the improvement of the quality of life of the citizens, creating opportunities for the groups with special difficulties (Cadiz Employment Portal 2020).

According to Gómez Fontanills (2012), the social aspect of CSR is much more than business philanthropy, which is one more way of acting in a socially responsible way. When CSR talks about social aspects, it refers to the impacts produced by the company on people, mainly on those who work for it, and on the communities where it operates. Good management of the company's human resources and its involvement in the community improves its competitiveness, because:

- It allows for the attraction and retention of talent: equality, diversity, conciliation, remuneration, continuous training, etc., are some of the key factors for creating, attracting and retaining talent. The more talent a company can attract and retain, the greater its capacity for innovation and competitiveness.

- Increases quality and productivity: meeting the expectations of the people who are part of the organization improves the working climate and reduces absenteeism. Having a trained, motivated and satisfied team has a positive impact on their commitment to work and the company, which will lead to an increase in productivity and quality of work.
- Improvement of the company's image, reducing the risks of bad reputation: the increase in the satisfaction of the people who are part of the organisation and the community in which it operates has a favourable effect on the external image of the company, which is especially important if it operates in developing countries with lax or non-existent labour regulations.
- It contributes to the socioeconomic development of the community, which benefits the company in various ways, including increased potential customers, greater ability to hire skilled people, etc.

It is important to remember that a basic condition in CSR is that an organization complies with the law. Therefore, when it comes to CSR and social aspects, it refers to those actions beyond those required by current legislation. For example, a company that has operations in several countries may decide to apply the most demanding labour legislation in all of them.

For the country that has the most demanding legislation, mere compliance with it is not considered a CSR social action, while in the rest of the countries, everything the company does, above and beyond local legislation, is a CSR action. (Gómez Fontanills 2012.)

According to Fernández García (2010), the area of social responsibility includes human rights, the links to be created with the community, social action, development cooperation, community health, consumer protection, the fight against corruption, responsible trade and community development.

Environmental area

It is related to the carrying out of actions that favour the protection of the environment and the administration of resources, residues and waste (Cadiz Employment Portal 2020).

It should be noted that among the dimensions of CSR, this is the one that is most regulated, most standardized as shown, for example, by multilateral environmental agreements such as the Kyoto Protocol against climate change, the Montreal Protocol for the defence of the ozone layer or the Basel Convention that prohibits the export of toxic waste and radioactive waste to non-OECD countries, which are mandatory and therefore legislation in themselves.

The private sector possesses knowledge and technological resources important for biodiversity, as well as broader management, research and communications skills whose mobilization could facilitate the implementation of the Convention.

Experience shows that companies that develop environmental protection practices are, in the medium and long term, more competitive on the international market, as compliance with environmental protection standards stimulates innovation and modernisation of processes and products and encourages the use of cleaner technologies. Similarly, internationally competitive companies are in a better position to invest in new, more efficient and cleaner technologies. (UN Environmental Programme 2002.)

Here are some of its facets:

- Environmental Impact:

The environmental agenda of business has a history that to some extent parallels that of responsibility towards local communities. Over the past two decades growing awareness and concern about the environmental impact and consequences of economic development and growth have been seen.

Our common future highlights a concept that should have a significant application a few years later: that of "sustainable development". Its starting point highlighted how many development trends result in increasing numbers of poor and vulnerable people and in environmental degradation.

Awareness of these facts broadened vision of development. It is no longer seen in the restricted context of economic growth in developing countries and realized that a new path was needed to sustain human progress not only in certain places and for certain years, but across the planet and into the distant future. In this way, sustainable development becomes a goal not only for developing nations, but also for industrial nations.

From this budget the concept is defined: It is in the hands of humanity to make development sustainable, that is, to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs. (UN Environmental Programme 1987.)

Awareness of the ecological impact of industrial and economic activities has transformed the way development is seen. The processes of industrialization and control of nature, which were once seen as the key to progress, have shown their dark side. Environmental deterioration affects in visible and measurable terms the communities that suffer it directly and in unpredictable and incalculable ways the whole planet. All this means forcing future

generations to pay for actual own well-being and depriving them of irreplaceable resources. From this perspective, the only possible reaction, if the levels of consumption reached are not considered for renouncing, is to contribute to an environmentally sustainable model of economic growth.

As was to be expected, given that the problems on the table are of such dimensions that they require a global approach and strategies that involve public government authorities and also businesses and citizens, references to this issue are basically spread among governments, businesses and trade unions. (Fernández García 2010)

The promotion of prevention plans is mentioned as a measure to be developed, although it is recognised that it sometimes exceeds the scope of CSR, as it derives from existing legislation: Polluter pays for compliance. The transposition of this directive should, in the opinion of the public administration, provide an impetus, an incentive or a very serious mandate for operators to adopt prevention policies in companies, since it establishes the direct obligation of the operator not only to repair environmental damage, when it occurs, but also to actively prevent environmental damage under the precautionary principle. (European Parliament & Council of The European Union 2004.)

3.2 Corporate social responsibility dimensions:

According to Gestión (2019), since corporate social responsibility is a very vague term, there are several approaches to structuring the underlying concept. One relatively popular model is Stefanie Hiß's responsibility model, whereby CSR is divided into three areas, each of which is named according to the nature of its public activity:

- It refers to the activities and practices that each organization must consider in its internal management, in aspects related to human resources management, ethical and good governance management, quality of services, management systems implemented, and the environmental aspects linked. This path opens an opportunity to manage change and reconcile social development with increased competitiveness. (Cadiz employment portal 2020.) The internal responsibility area comprises all internal strategies and processes that do not reach the public, but which essentially determine the ethical orientation of the company.
- The central area of responsibility includes all those fields that are publicly effective and have a direct effect on the environment, people and society and that continue to be part of the normal work process.

- It refers to how the organization develops its competences, promoting and fostering these issues in its territory, respecting the rights of its interest groups, the environment and the attention to the most disadvantaged people in its area of action (Cadiz employment portal 2020). All fields of action belong to the area of external responsibility, i.e. a company becomes charitably active (usually in economic terms) and interrupts or adapts its daily work if necessary. The "Hiß" model is suitable for illustrating the different areas of CSR.

4 EMPIRICAL RESEARCH AND DATA ANALYSIS

4.1 Design and formulation of the empirical research

For the empirical part, members of Generation Z from Spain, who assume they are following a sustainable diet, filled out a survey that consisted of several questions with closed answers and others with open answers as an interview, with the objective of collecting information on their concerns when buying food and, determining what measures concerning marketing can be carried out by food companies to capture this market sector.

These clients mentioned above do not follow the same diet, but all of them have adopted a sustainable diet. This was the main criterion for the clients to choose to participate as a sample in the study, in addition to the fact that they met the age requirement, having been born between 1995 and 2005, that is, belonging to Generation Z.

The study sample was found and chosen in two different ways: The first was seeing publications that these clients wrote and shared and groups that they were part of (such as vegetarian groups, animalist parties, sports federations, etc.), a part of the sample was chosen and was contacted through social networks (either WhatsApp or Instagram), they were given a description of the study and the requirements to be part of the sample for the survey, and if they considered themselves within them as, they accessed the online survey.

The second way was through third parties, members of the sample who considered themselves to be within the requirements accessed others whom they considered to be similar and they proceeded with the same procedure, they were given a description of the study and the requirements for forming part of the study sample and if they considered it appropriate they accessed the online survey.

In April 2020 users were contacted via WhatsApp or Instagram, two of the most used social networks by Generation Z members, and were provided with the link to the survey, which was done online. The objective of the study was explained both at the time of contact with the users and in the survey itself. These surveys were anonymous.

As mentioned above, the method of data collection was a structured survey consisting of several closed questions with single or multiple answers as required and some open-ended interview questions; this was the best way to interview the same users who filled out the survey, consumers who were already known to be following a sustainable diet, which is what the thesis study is about.

Figure 3 shows the topics covered in the questionnaire questions.

Questions 1-2, 4-7, 9	Consumer behaviour
Question 3	Customer determinants for the acquisition of a product
Question 8	Consumer's thoughts on the sustainability of a diet
Questions 10-13	Opinions and user experience on sustainable diets
Questions 14-15	User classification

Figure 3 Survey structure

The structure of the study is based on the information required in the main research question and the sub-questions posed in the thesis. The study is being supported with the theoretical framework outlined in the previous chapters, such as marketing strategies and consumer behaviour, corporate social responsibility, but above all, in the definition of sustainable diet and sustainable food consumption.

The approach of the survey and questions has been chosen thinking about which questions would provide the most useful and important information on which to base the answers to this main research question and the sub-questions. The complete surveys with the interview questions included can be found in Spanish as translated into English in the appendices (appendix 1 and 2). It has been decided not to publish the transcript of all the responses to the open-ended questions that were asked to the respondents, due to the length of the questions and confidentiality.

4.2 Data collection

This chapter introduces the data collection phase of the thesis research. The data collection period began in early April 2020. Figure 4 below shows the data collection phases of the thesis research.

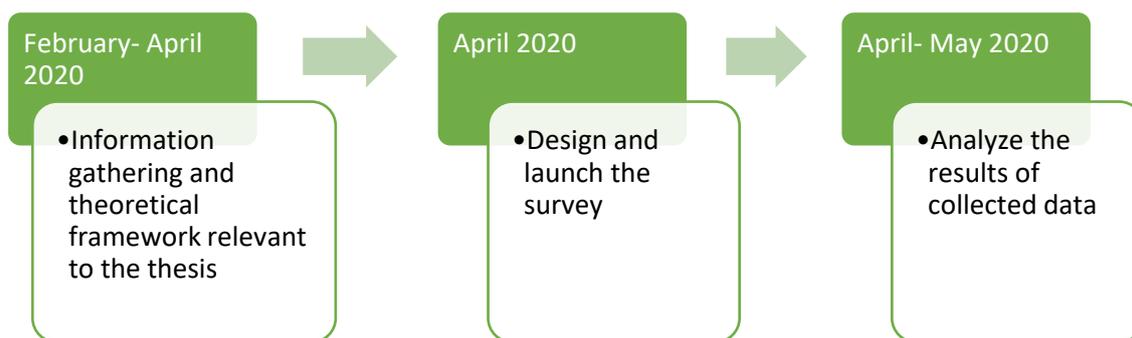


Figure 4 Data Collection Phases

The thesis was begun writing in February 2020, after specifying the main theme with the tutor, so after forming the theoretical framework of the work, the next step was to collect data from users who formed the market sector to which the product was to be directed. With the survey that has been designed, both quantitative data (with the closed questions) and qualitative data (with the closed questions as an interview) can be obtained.

It was in early April 2020 that contact was made with the Spanish members of Generation Z who were to be part of the study sample. As explained above, this sample was made up of people who were accessed in two ways: The first seeing the publications that these clients wrote and shared and the groups that they were part of publicly (such as vegetarian groups, parties that fought for animal rights, sports federations, etc.), a part of the sample was chosen and contacted through social networks (WhatsApp or Instagram), they were given a description of the study and the requirements to be part of the sample for the survey, and if they were considered within them, they accessed the online survey.

The second way was through third parties, the members of the sample who considered themselves within the requirements accessed others who considered themselves similar and proceeded with the same procedure, they were given a description of the study and the

requirements to be part of the sample for the study and if they considered themselves within it they accessed the online survey.

In the survey, users provided information on their own experiences and behaviour as well as business perspectives or ideas for marketing activities that could be carried out to increase this market sector. This led to responses from perspectives in the categories of sustainable food products, target customers and marketing activities.

The purpose of the survey was to gather first-hand information, directly from a sample of the market sector that this study intends food companies to address, and to obtain a better view of the market through the responses of this sample. The survey was published on 7th of April 2020 and was open for 15 days. The survey was shared through the WhatsApp and Instagram application and was answered by 56 people in that fortnight.

The number of respondents could be improved with more time to pass the survey and implement the research, but taking into account the age limitation and the sustainable diet to be followed, the market segment to which to pass the survey was much reduced as a useful sample for the study, so she considers this number of responses satisfactory.

4.3 Data analysis

In this part, the data collected through the survey and the interview are analysed. First the results of the closed questions of the survey and the interpretation of the results based on the findings. Secondly, the answers to the open-ended questions written as interviews with the interviewed users, which are the most relevant, interesting, and useful for the research, are summarized.

Survey analysis

The survey was designed based on the objective of finding out about the behaviour of users belonging to generation Z who follow a sustainable diet, knowing what they take into account when making purchases, finding out if consumption patterns are changing, determining what the sustainable diet includes and with this information being able to form marketing strategies for food companies.

Users are members of Generation Z, that is, born from 1995 to 2005. The link to the survey was sent via WhatsApp and Instagram and the same users surveyed shared the survey

with other members of this generation who considered sustainable food. The survey was open for 15 days and a total of 56 responses were collected for analysis.

In the classification questions, noting the age range and current occupation of the client, did not distinguish between gender because it was not considered relevant information. There are 11 closed questions, 10 with single choice and 1 with multiple choice. The survey can be found in the appendix.

Do you usually take care of food shopping?

56 respuestas

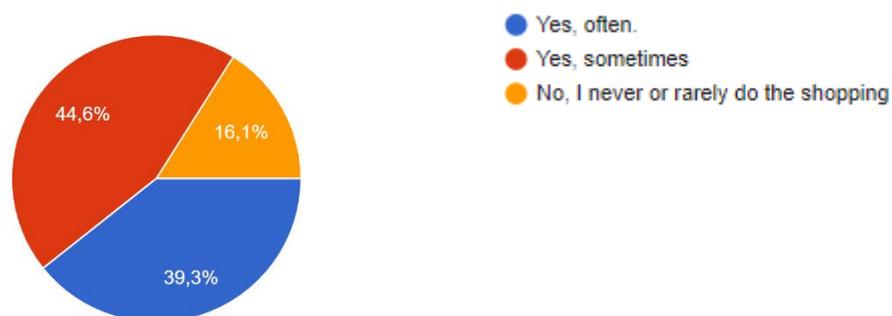


Figure 5 Household grocery shopping responsibility

The figure above, Figure 5, shows the first question of the survey. It has been decided to ask how often respondents were responsible for food purchases to see the immediate usefulness of the survey if it could be used. According to the data obtained, 44.6% of users sometimes take charge of the purchase, 39.3% do so normally and only 16.1% do not take charge or do so rarely. This means that food companies can now direct their efforts towards this market segment because they are already customers who decide and buy.

Where do you usually buy your food?

56 respuestas

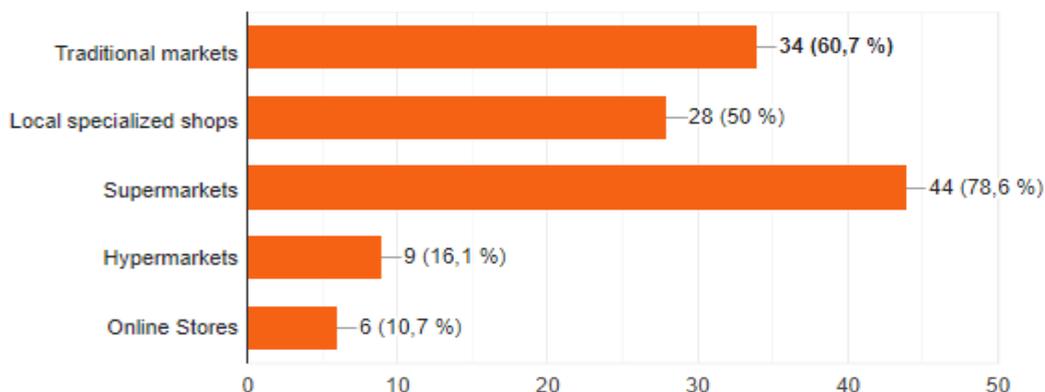


Figure 6 Places to shop for food

Figure 6 above shows the second question of the survey. This was a question with the possibility of a multiple answer, proposed with the objective of knowing the commercial establishments that the users frequented the most. 44 of the 56 respondents stated that they made their purchases in supermarkets, the second most frequent with 34 choices were the traditional markets, followed by 28 voters of local specialized stores, in the queue of this list are found with only 9 answers the hypermarkets to close with the online stores with only 6 voters out of a total of 56 respondents. It can be said that resources should be focused on supermarkets and traditional markets.

When I buy a food, I consider

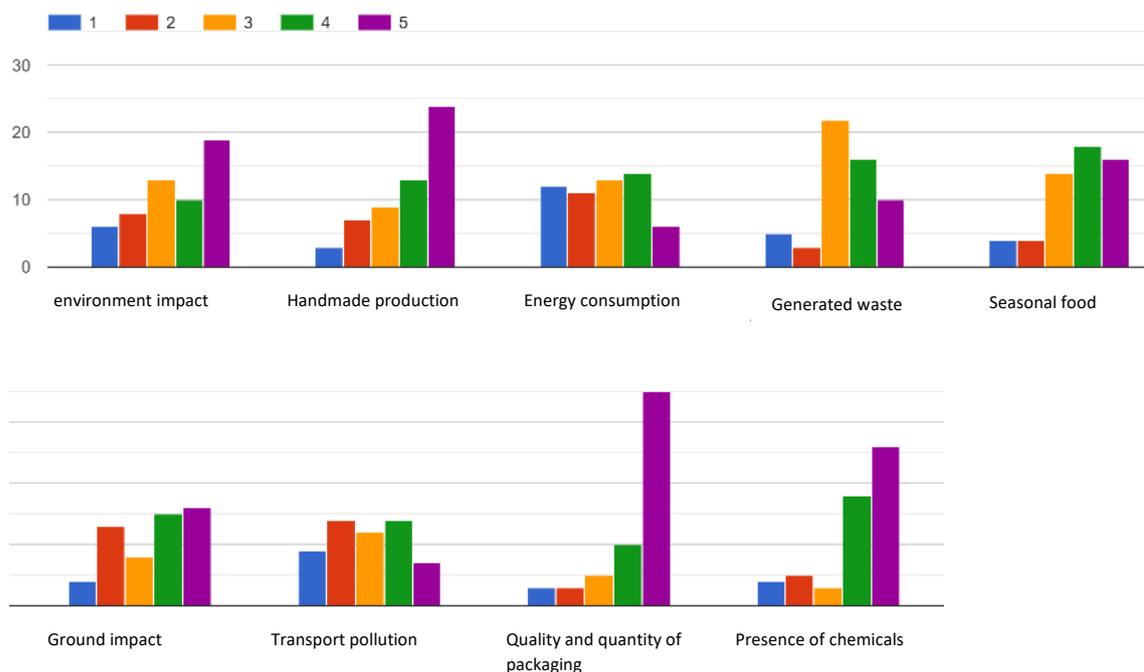


Figure 7 Characteristics considered when shopping for food

Figure 7 above represents the third question of the survey, which was a table with different characteristics of the food or chain of production and sale, where the respondent was asked to select from 1 to 5 what he or she considered most important when choosing the food to buy (with the range from 1 being the least important to 5 the most important).

The blue colour in Figure 7 represents the number of respondents who vote for 1 on that characteristic, red corresponds to 2, yellow to 3, green is 4 and purple is the votes for 5.

As can be seen in the table above, the most noteworthy issues according to the respondents are the environmental impact of production, whether the food is produced by hand, the presence or not of chemicals such as pesticides or mercury, and above all the quality and quantity of the packaging (little or no packaging instead of excessive, recyclable/biodegradable, polluting or not...).

Do you usually buy meat (red meat, charcuterie poultry)?

56 respuestas

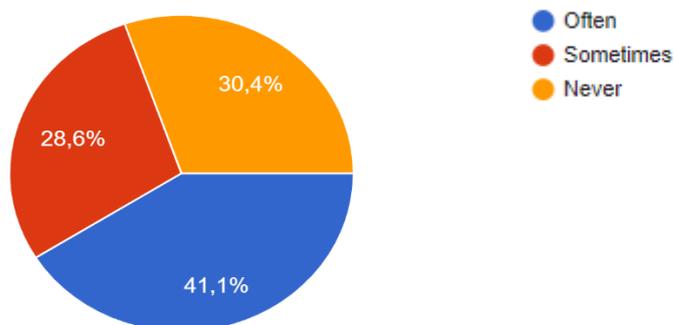


Figure 8 Frequency of purchase of meat (red meat, charcuterie poultry)

The figure above, Figure 8, depicts the frequency with which respondents buy meat, either deli products or red meat, which was the fourth question in the questionnaire. This was the fourth question in the questionnaire. 41.1% of respondents often bought meat, while 28.6% bought meat only sometimes and 30.4% never bought meat. This data, considering the Mediterranean diet that is popular and traditional in Spain, is a change, since meat is one of the main sustenance of this diet.

Do you usually buy fish?

56 respuestas

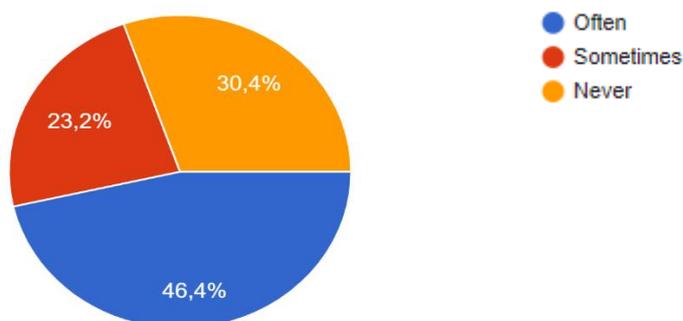


Figure 9 Frequency of purchase of fish and seafood

Figure 9 shows the answers to the fifth question of the questionnaire, the frequency with which respondents buy fish or seafood, in this case 46.4% do so often, while 23.2% do so sometimes, it is curious as people who never buy fish or seafood is the same percentage as in the previous question, shown in Figure 8, 30.4%, this may be due to an increase in population who follow a vegetarian or vegan diet.

Do you usually buy milk and dairy products?

56 respuestas

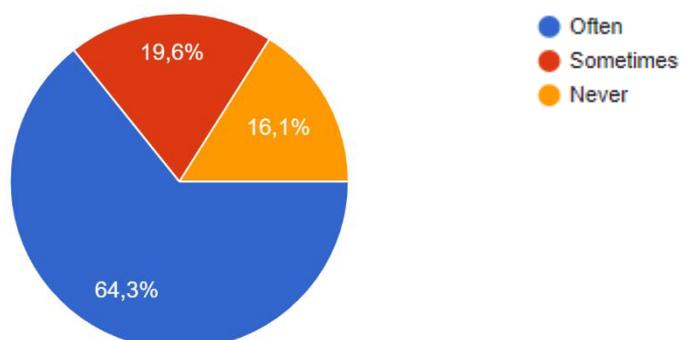


Figure 10 Frequency of purchase of milk and dairy products

As can be seen in Figure 10 above, belonging to the sixth question of the survey, 64.3% of those surveyed often buy milk and/or dairy products, 19.6% do so sometimes and only 16.1% never consume this type of food, so a majority of the sample population does spend this type of product.

Do you usually buy fruits and vegetables?

56 respuestas

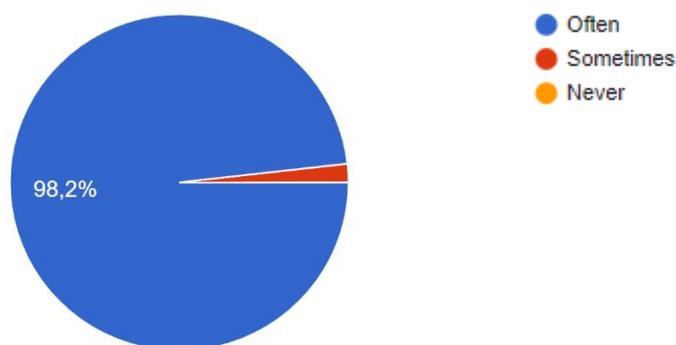


Figure 11 Frequency of purchase of fruits and vegetables

To question 7 of the survey, where it was asked whether customers bought fruits and vegetables and how often they did so, in Figure 11 above, it can be seen that an absolute majority often consume fruits and vegetables, only one person has answered that they do so sometimes, so it can be said that these are the star foods in sustainable diets.

Sustainable diets are based on four pillars (planet, people, profitability and ethics), which you would score on each given your ideal situation

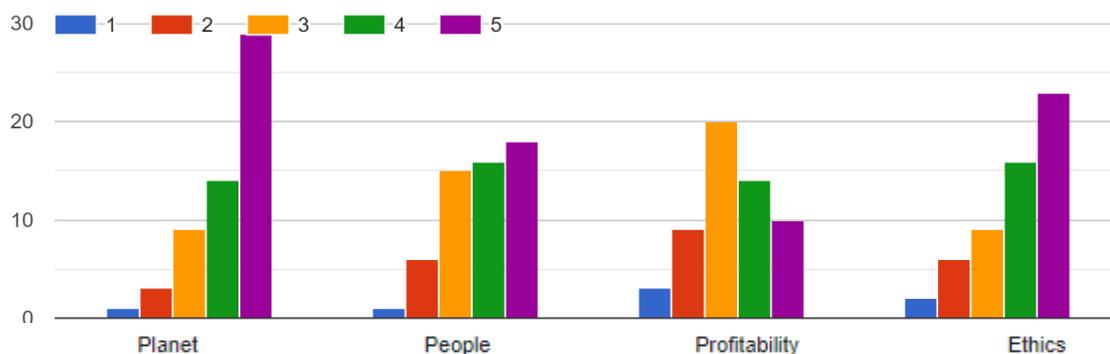


Figure 12 Sustainable Diets Pillars

Question 8 of the survey showed a table in which, as in question 3, respondents were asked to select the importance of each of the four pillars of sustainable diets, which are Planet, People, Profitability and Ethics, scoring from 1, which was the lowest importance, to 5, which was the highest importance. The colours corresponding to each score that can be seen in Figure 12 are Blue for 1, red for 2, yellow for 3, green for 4 and purple for 5. Graphically, in the figure above can be seen that the most valued pillar of sustainable diets is the Planet, followed by ethics, to continue with people and leave profitability as the last most valued pillar.

Is your current diet different from what you were taught and educated?

53 respuestas

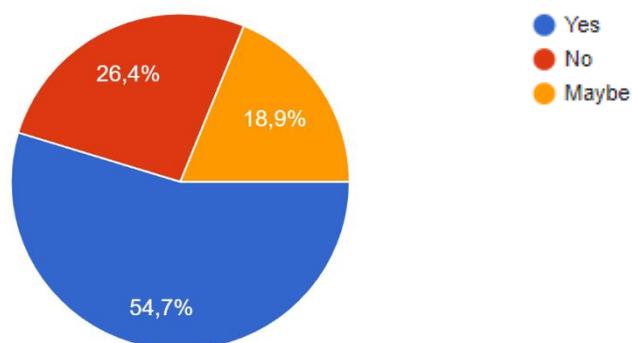


Figure 13 Difference between current diet from which they were taught.

In Figure 13, referring to the answers to the ninth question of the survey, it is shown how 54.7% of the respondents say that their current diet is different from the one they were educated and taught about, 18.9% choose to be different in some aspects, and the remaining 26.4% say that their diet is the same as the one they were always taught about, in which they were educated. So, can be said that yes, there is indeed a generational change in the style of eating and diet.

Does everyone in your household follow the same diet?

39 respuestas

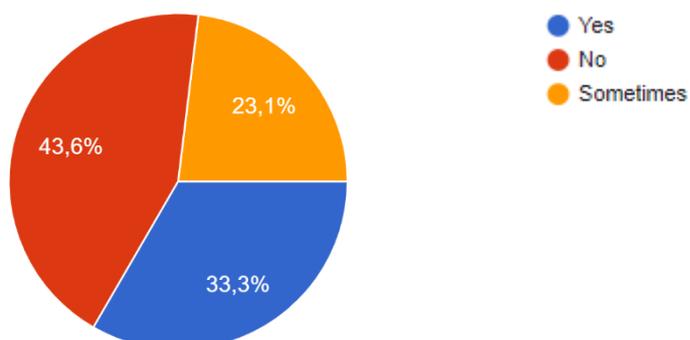


Figure 14 Shared diet at home

The figure above, Figure 14, pertains to question eleven in section 2 of the survey, which was only answered by respondents who said they were on (yes or maybe) a different diet than the one they had been put on, asking whether everyone in the respondent's household was on the same diet. The most chosen answer, with 43.6%, was no, 23.1% said that sometimes the same diet is followed by all members of the household and 33.3% said that they all follow the same form of food at home.

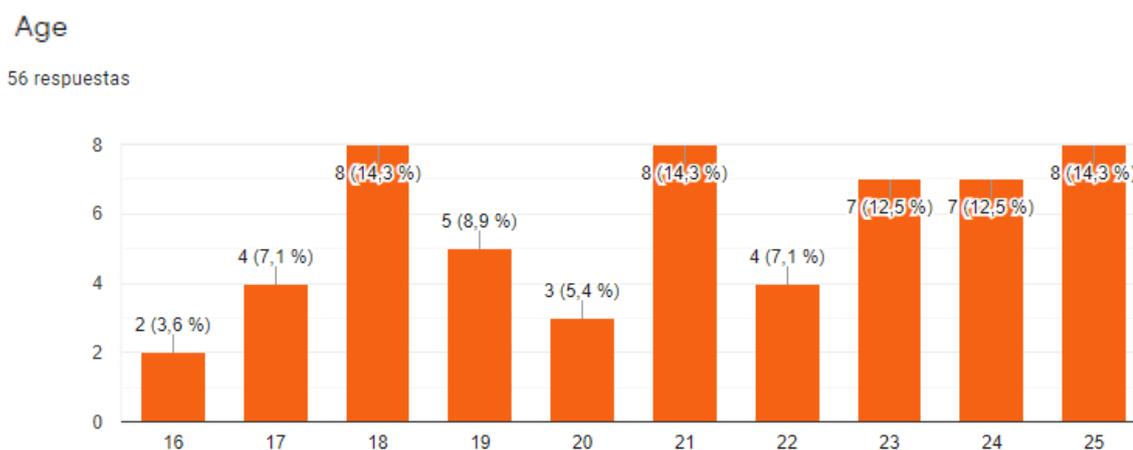


Figure 15 Age

As can be seen in Figure 15, the respondents are all part of Generation Z, with ages ranging from 15 to 25, and an attempt was made to spread the ages. In question 14, already a classification question, it can be seen that the respondents were 18, 21 and 25 years old in 14.3% of the cases each, 23 or 24 in 12.5% of the cases each, 5 respondents (8.9%) were 19 years old, 4 respondents (7.1%) were 17 years old, and the same case with 22 years old, 3 users (5.4%) were 20 years old and only 2 respondents (3.6%) were 16 years old.

What is your current work situation?

56 respuestas

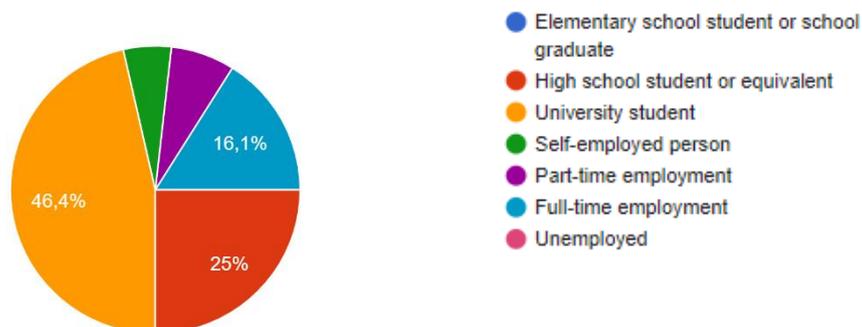


Figure 16 Current work situation

In the last question of the survey, question 15, respondents were asked about their current occupation. Figure 16 above shows the responses obtained. Most of the respondents (46.4%) were university students, 25% were high school students or equivalent, 16.1% were full-time workers, 7.1% were part-time workers and finally 5.4% were self-employed.

Open-ended questions analysis

At this point, a summary of the most repeated or useful and relevant answers will be given, because of the length it can take if all of them are given in full.

Question 10, available only to those respondents who said yes or maybe they had changed their diet from what they had been taught since childhood:

- **Since when have you adopted this change in your diet and what prompted you to do so?**

Most of the respondents who answered this question were between 2 reasons to base their change of diet or way of eating, one of them, and the most popular, was the new information, education and documentation of the food industries, of which they did not know until then or of the proliferation, development and sustainability of the planet, this reason was what made them change their diet, in most cases in a progressive and gradual way. Eating healthy and keeping fit is often linked to sustainable diets, which is the second reason why respondents said they had changed their diet, and most of them argued that they had

changed when they became independent or went to live outside their parents' home, either in their own home or in a student's home.

The next questions, questions 12 and 13, were common to all surveys-two, were practically the end of the survey, since after them only the two ranking questions remained to be answered.

- **Have you noticed an increase in the population following this type of sustainable diet, and do you think that change in diet is necessary in society in general?**

Most of those surveyed said they had noticed an increase in the part of the population assuming this type of sustainable diet, although they complained that it is still a minority of society that puts it into practice. All stated that the change in food is something totally necessary for the society in general, since the "traditional" and common ways of eating are not careful with the planet, the pollution and the environmental impact crush the Earth, and they are alleviated with these sustainable diets, in addition it must be taken care of to improve and to preserve the health of the individual, of the planet, of the economy, of the markets and farmers.

- **How do you think food companies would manage to attract more users and adopt a sustainable diet?**

Some of the proposals for adoption by food companies to attract this market sector have been that these companies give a totally responsible, natural and environmentally friendly origin to the product they sell, taking care of their workers, investing in facilities that respect animals or the land, applying measures to reduce harmful emissions; investing in promotion and visibility to the eco-friendly products they distribute, making themselves known and publicizing this type of sustainable diet, education and teaching is of course needed so that the message gets through to people; reduce, recycle or reuse packaging as well as change the material they are made of, be it biodegradable or more environmentally friendly plastics; and finally, trying to improve the prices these foods have at present, since they are much more expensive than the common ones.

5 CONCLUSIONS

This chapter concludes the work of the thesis. In the following sub-items, the research questions are answered, then the reliability and validity part of this study is placed, and the chapter is finished, offering suggestions for future research based on this research.

5.1 Answers to research questions

This study is based on the sustainable marketing that can be applied by food companies and on the behaviour of the customer who follows a sustainable diet and belongs to Generation Z. Based on these guidelines, there has been interaction with a sample of the population belonging to this market sector and defined the main research question for this thesis, which was:

- **How can food companies create sustainable marketing strategies by better understanding generation z in Spain?**

This subchapter first answers sub-questions and then the main research question.

- **How are food consumption trends changing?**

Food consumption is information that measures the flow of raw materials and processed food products through the marketing system (United States National Agricultural Library Thesaurus 2013).

Through a study developed by the Spanish Ministry of Agriculture, Fisheries and Food, which takes a complete picture of the food and beverages consumed by residents in Spain during the year 2018, both at home and outside it, it was determined that the foods that represent a greater volume of such consumption are fruits, followed by vegetables, potatoes and vegetables; an increase was observed in the expenditure on fresh food, but also in prepared foods.

However, a decrease in consumption during the year 2018 was observed in other foods such as meat, fresh and frozen fish, seafood and molluscs, as well as sugar or bread. Regarding beverages, purchases of bottled water, wines with protected designation of origin and ciders increased, but sales of alcoholic beverages, soft drinks, juices and nectars fell. (Spanish Ministry of Agriculture, Fisheries and Food 2019.)

As can also be seen, from the result of the empirical research, respondents stated with a total of 81.1% that it was different from what they were taught and educated, from traditional diets, so they have indeed changed their diets, and they themselves note that they have observed an increase in the segment of the population that follows a lifestyle, including diet, that is sustainable and environmentally friendly.

- **What features does the sustainable diet include?**

A sustainable diet is one that reduces negative impact on the environment. Recommendations for this diet include eating locally produced organic vegetables and fruits, which means reducing consumption of processed products. Do not consume more food than necessary, to provide enough food for future generations, as well as to reduce the possible environmental impact. (European Food Information Council 2020.)

Achieving a sustainable system of food production and reducing food losses and waste are important global challenges that can help to meet the rising demand for food and produce enough nutritious food for all people in a sustainable way. Despite the complexity, three changes can be made to achieve a more sustainable diet: consume less, reduce food waste and eat less animal food by replacing it with plant foods. (European Food Information Council 2020.)

- **What does the part of Generation Z that follows a sustainable diet consider when purchasing their food products?**

The most important thing, according to the survey respondents, of what they had in mind when buying and acquiring their food was the quality and quantity of the packaging (little or no packaging instead of excessive, recyclable/biodegradable, polluting or not...), followed by the presence or not of chemicals such as pesticides or mercury, know that the food they take home is handmade and that its production does not have or has a low environmental impact or impact on the planet's resources (deforestation, land depletion, water wastage...).

Generation Z members with a sustainable diet put the Planet and ethics first as the most important pillars followed by people and ending with the profitability of such diets.

After answering the sub-questions, the main question is answered:

- **How can food companies create sustainable marketing strategies by better understanding generation Z in Spain?**

Customer behaviour must be studied, and marketing efforts based on this information, listening to them, understanding them and adapting all this to the company and the product, modifying it to the image of the customer's demand.

As already shown to the reader in the chapters of the theoretical basis, the marketing concept must be determined by the consumer's behaviour. Satisfying the needs and demands of these must become the main objective. The consumer in this case, the members of generation Z who follow a sustainable diet, is who companies want to direct sales efforts to. These consumers can be those who buy or those who request the products for others to deliver.

At this stage, based on both the survey responses and the proposition of sustainable diets, investment in CSR, some recommendations would be:

In their behaviour the **pre-purchase** is detected, where they detect the need for sustainable food consumption and the problems of common diets whose perpetuity is not sustainable, they collect information on the products and evaluate what, where and when to buy them.

- Obtain food products from farms or breeding grounds that are fully responsible, natural and environmentally friendly, investing in facilities that respect animals and the land, and implementing measures to reduce harmful emissions.
- Taking care of its workers, rewarding them with a decent salary, helping them to be in continuous professional growth, increasing quality and productivity by motivating the staff, etc.
- Showing through advertising these sustainable characteristics of the products, that people are aware of the efforts of the food company to base its production on responsibility and sustainability, investing in promotion and visibility of the organic products they distribute, making themselves known and publicizing this type of sustainable food.

In the next phase detected, the **purchase**, the consumer selects an establishment and delimits the conditions of the exchange.

- Most respondents stated that they make their purchases in traditional markets, specialized local shops and, above all, supermarkets. Therefore, food companies are

recommended to carefully build up their presence in supermarkets, specialized local shops and traditional markets.

- The respondents also stated that during the purchase, the packaging of the product was decisive for its acquisition, so it is suggested to reduce the packaging of the products, using biodegradable materials or more environmentally friendly plastics.
- Try to reduce the prices of this type of sustainable food, as they are currently much more expensive than the common ones.

In the **post-purchase** period, which takes place when the customer uses the product, it is advisable to treat the product packaging, recycling or reusing it. The company could set up a packaging return station for customers to take back once it has been used up so that they can do so.

5.2 Validity and reliability

The main objective of any research is to find answers to the main question that has been asked for the research. The objective has been fulfilled in this research as the main research question was answered.

The information for this research was gathered through primary and secondary sources. Secondary information in the literature was collected mainly from Internet sources and published books. The main sources used for the primary data collection were a survey with closed questions to Generation Z members who had adopted a sustainable diet and food, and open questions in the form of a structured interview within the same survey, the main objective of which was to understand what these target customers of the company considered when making purchases and buying food.

The number of respondents to the survey was a total of 56 which is enough to draw conclusions and makes the research reliable. Therefore, the results of the research are very reliable in Spain at the time of publication of the thesis.

However, it should be borne in mind that the constant development of society could lead to different results if the same study is carried out again in the future. In short, the research is reliable and valid currently.

5.3 Suggestions for further research

As mentioned at the beginning of this thesis, the research is focused on understanding and reaching its target audience, which is the Generation Z section that follows a sustainable food style, in the Spanish market, in order to provide this information to food companies and to create a sustainable marketing plan to reach this sector or target audience.

The next logical step would be to create sustainable marketing actions and to study the outcome of them. Can be extended to other generations as well as other geographical locations outside Spain. Also, with new marketing techniques and trying to reach more market, always considering the demands and characteristics or properties of each client.

For future research it is advisable to improve the number of the study sample, and to use the newest theoretical framework at that time.

6 SUMMARY

This study aimed to discover the consumption trends of the part of Generation Z that followed a sustainable diet regarding food. More specifically, this study focused on the food products they consumed, considering their commitment to the environment and their sustainable diet and lifestyle. The final aim of the thesis was to help food companies to better understand generation Z's food consumption habits to attract the target group by creating sustainable marketing strategies.

To do this, theoretical information was collected with secondary data obtained from publications, books or articles, on who the customer is and their behaviour and how to base marketing actions on this, as well as knowing what sustainable marketing is, corporate social responsibility and what it means and what it entails to follow a sustainable diet. Primary data was collected after this, a questionnaire was formulated with closed questions and some open questions by way of an interview that was sent to members of the Generation Z chosen to be the sample for the study.

These respondents were found either two ways: looking at the type of publications they shared and the groups they were part of, a description of the study and the requirements for joining the study sample was sent via social networks, if they considered that they met the requirements they carried out the survey; or through third parties, members of the sample who were aware of other potential customers, to whom they sent the description of the study and the requirements and followed the same route as them.

After the survey, the results were analysed, using a quantitative method for closed questions with a single or multiple response, and a qualitative method for questions with open response in the form of an interview.

The main findings were those that answered the main research questions. The first answer is that food consumption trends are changing, the second is that sustainable diets are mainly based on reducing negative impact on the environment.

The sustainable marketing strategies that could be used by food companies were very much linked to what these customers consider when they buy, so it is recommended: obtain food products from responsible and environmentally friendly sources, take care of their workers, show through advertising and promotion the characteristics of their products and the benefits of this type of diet, distribute their products in traditional markets, local specialized stores or supermarkets, reduce product packaging and use materials that are less harmful to the environment such as biodegradable plastics, reduce prices and recycle and reuse packaging through return stations.

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APPENDICES

APPENDIX 1

Structure of the survey (Spanish)

Link to access the online survey: <https://forms.gle/kLcy1qajoNiVu3kd6>

Estudio sobre la alimentación sostenible

Como parte del Trabajo de fin de Grado en la LAB University estoy dirigiendo una encuesta a los miembros de la Generación Z en poblaciones de España que ya están practicando una alimentación sostenible.

La encuesta consiste en preguntas cerradas y algunas abiertas como entrevista.

Las cuestiones le llevarán de 10 a 15 minutos.

Las encuestas realizadas son totalmente anónimas, los datos recogidos serán confidenciales y sólo se utilizarán para el propósito de este trabajo universitario.

P1: ¿Suele encargarse de la compra de alimentos?

- Sí, normalmente.
- Sí, a veces.
- No, nunca o rara vez hago la compra

P2: ¿Dónde suele comprar sus alimentos? (Posibilidad de respuesta múltiple)

- Mercados tradicionales
- Tiendas locales especializadas
- Supermercados
- Hipermercados
- Tiendas Online

P3: Cuando compro comida, considero (Siendo 1 la menos importante y 5 la más importante)

	1	2	3	4	5
Su impacto Ambiental	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Que sean de producción artesanal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El gasto energético generado en su producción	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los residuos generados en su producción	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Estar seguro de que los alimentos sean de temporada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Su impacto sobre los recursos del planeta (deforestación, agotamiento de la tierra, desperdicio de agua...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La contaminación generada en su transporte (gases de efecto invernadero...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La calidad y la cantidad de los embalajes (poco o ningún embalaje en lugar de excesivo, reciclable/biodegradable, contaminante o no...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La presencia o no de productos químicos como los plaguicidas o el mercurio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

P4: ¿Suele comprar carne (carne roja, productos de charcutería)?

- A menudo
- A veces
- Nunca

P5: ¿Suele comprar pescado y/o marisco?

- A menudo
- A veces
- Nunca

P6: ¿Suele comprar leche y/o productos lácteos?

- A menudo
- A veces
- Nunca

P7: ¿Suele comprar frutas y verduras?

- A menudo
- A veces
- Nunca

P8: Las dietas sostenibles se basan en cuatro pilares (planeta, gente, rentabilidad y ética), ¿Cómo calificaría usted cada uno de ellos dada su situación ideal? (Siendo 1 la menos importante y 5 la más importante)

	1	2	3	4	5
Planeta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rentabilidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ética	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

P9: ¿Es su dieta actual diferente de la que le enseñaron y educaron?

- Sí (Ir a la sección 2)
- No (Ir a la sección 3)
- Tal vez (Ir a la sección 2)

SECCIÓN 2

P10: ¿Desde cuándo ha adoptado este cambio en su alimentación y qué le impulsó a hacerlo? (Respuesta abierta)

.....

P11: ¿Siguen todos los integrantes de tu domicilio la misma dieta?

- Sí
- No
- A veces

(Ir a la sección 3)

SECCIÓN 3

P12: ¿Ha notado un aumento de la población que sigue este tipo de dieta sostenible?
¿Cree que el cambio en la alimentación es algo necesario en la sociedad en general? ¿Por qué?

.....

P13: ¿Cómo cree que las empresas alimenticias conseguirían atraer a más usuarios y que adoptasen una dieta sostenible?

.....

(Ir a la sección 4)

SECCIÓN 4

P14: Edad

.....

P15: Ocupación actual

- Estudiante de escuela primaria o graduado escolar
- Estudiante de secundaria o equivalente
- Estudiante Universitario
- Trabajador autónomo
- Empleo a tiempo parcial
- Empleo a tiempo completo
- Desempleado

APPENDIX 2

Structure of the survey (Translated to English)

Link to access the online survey: <https://forms.gle/ye5bViVff1A37ns77>

Study on sustainable food

As part of my Bachelor Thesis at the LAB University I am conducting a survey of Generation Z members in populations in Spain that are already practicing sustainable eating.

The survey consists of closed questions and open questions as an interview.

The questions will take about 10 minutes.

The surveys carried out are totally anonymous, the data collected will be confidential and will only be used for the purpose of this university work.

Q1: Do you usually take care of food shopping?

- Yes, often.
- Yes, sometimes
- No, I never or rarely do the shopping

Q2: Where do you usually buy your food? (Multiple response capability)

- Traditional markets
- Local specialized shops
- Supermarkets
- Hypermarkets
- Online Stores

Q3: When I buy a food, I consider (With 1 being the least important and 5 being the most important)

	1	2	3	4	5
Its environmental impact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
That they are of artisan production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The energy expenditure generated in their production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The waste generated in their production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make sure the food is in season	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Its impact on the planet's resources (deforestation, land depletion, water wastage...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The pollution generated in its transport (greenhouse gases...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality and quantity of the packaging (little or no packaging instead of excessive, recyclable/biodegradable, polluting or not...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The presence or not of chemicals such as pesticides or mercury	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4: Do you usually buy meat (red meat, charcuterie poultry)?

- Often
- Sometimes
- Never

Q5: Do you usually buy fish?

- Often
- Sometimes
- Never

Q6: Do you usually buy milk and dairy products?

- Often
- Sometimes
- Never

Q7: Do you usually buy fruits and vegetables?

- Often
- Sometimes
- Never

Q8: Sustainable diets are based on four pillars (planet, people, profitability and ethics), which you would score on each given your ideal situation (With 1 being the least important and 5 being the most important)

	1	2	3	4	5
Planet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profitability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ethics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9: Is your current diet different from what you were taught and educated?

- Yes (Go to section 2)
- No (Go to section 3)
- Maybe (Go to section 2)

SECTION 2

Q10: Since when have you adopted this change in your diet and what prompted you to do so? (Open question)

.....

Q11: Does everyone in your household follow the same diet?

- Yes
- No
- Sometimes

(Go to section 3)

SECTION 3

Q12: Have you noticed an increase in the population following this type of sustainable diet, and do you think that change in diet is necessary in society in general?

.....

Q13: How do you think food companies would manage to attract more users and adopt a sustainable diet?

.....

(Go to section 4)

SECTION 4

Q14: Age

.....

Q15: What is your current work situation?

- Elementary school student or school graduate
- High school student or equivalent
- University student
- Self-employed person
- Part-time employment
- Full-time employment
- Unemployed